

The Network Effect

Advance Energy 2010

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**GLOBAL CAPABILITY.
PERSONAL ACCOUNTABILITY.**



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Key Drivers for Smart Buildings

- Improve operational efficiency
- Differentiate product, services and branding
- Comply with regulatory mandates
- “Green” and “Sustainability” initiatives remain top of mind for companies – It just is the right thing to do!
- Available government grants – e.g., ARRA funding is available in the US to increase energy efficiency

Why Smart Building Now?

The concepts of “smart” buildings, sensors, and telecommunication are NOT new!

What’s “new” is the ability to seamlessly integrate and manage sensors and their data through more sophisticated yet simpler and secure telecommunication networks and services!

- Quality of sensors and their deployments have greatly improved
- Telecommunication infrastructures and services are broadly and readily available and mature
- Interoperability standards are improving and being adopted
- Quality and quantity of data gathering and mining continues to improve
- Ability to aggregate and integrate data sources
- Ability to scale!

The Network Effect!

The ability to deploy secure, robust and cost effective telecommunication networks and overlaying services allow the following to make an extraordinary impact on the environment:

- Bringing the collective power of customers, employees and technology together
- Encouraging the adoption of new behaviors that effect millions of people – for example, switching to paperless billing, working from home instead of driving to work, videoconferencing instead of flying, etc...
- Sensing and monitoring near real time changes of environmental conditions – such as weather, energy consumption, use of certain equipment, etc...
- Correlating and forecasting energy requirements across various entities such as buildings, plants, warehouse, etc... and suggesting/taking corrective actions!

Closing Thoughts!

It appears to be almost a “perfect” storm for Smart Building opportunities!

- Existing and upcoming (near future) telecommunication networks and services can significantly contribute to the way buildings will be managed to improve energy usage... among other things!
- In this space, innovative solutions are highly encouraged... and included in the development.
- Demonstrations to date have been helping in building stronger cases for smart building solutions; particularly in the telecommunication network space.
- Awareness of smart building solutions and their benefits is increasing and shaping human behavior!