

Increasing Competitive Advantage Through the Use of Technology Partners

In today's ultra-competitive building construction market, project wins are increasingly going to contractors capable of delivering facilities with high-tech infrastructures. Building owners are requiring digital buildings that can meet the needs of sophisticated occupants with high expectations — employees, tenants and customers alike, who want technology to improve their in-building experiences. The demand for contractors who understand emerging building technologies that improve experiences and enhance long-term asset value continues to rise.

The challenge is that the building technologies marketplace is advancing rapidly, making it difficult for contractors to master this expertise. According to a recent survey from the Association of General Contractors, contractors listed “technology” as their least competitive advantage. To increase their capabilities in this area, more contractors are turning to building technology partners — firms that can help them specify, procure and integrate technology as part of a holistic, long-term plan to get the most out of their building investment.

This paper highlights the benefits gained by contractors who are collaborating with technology partners to expand their capabilities and delivery. Through these new partnerships, contractors are:

1. Better aligning building systems with building stakeholder needs
2. Achieving lean construction goals
3. Increasing the long-term asset value for their customers
4. Improving project delivery efforts
5. Enhancing contractor reputation and image

1

Technology planning creates value by...

Better Aligning Building Systems with Building Stakeholder Needs

Owners have more complex goals for what their building needs to do and how it can add value. And, they must satisfy the needs of more **stakeholders**.



C-level Executives



- Reduce ongoing costs
- Improve operations and productivity
- Prepare company for future growth/needs

Building Occupants



- Improve comfort and safety
- Enhance productivity
- Meet ever-changing needs of customers

Sustainability Managers



- Measure carbon footprint
- Meet sustainability targets

Safety/Compliance Officers



- Ensure compliance
- Maintain critical environments

Energy and Operations Directors



- Improve management and oversight
- Increase savings and efficiency

IT Managers



- Provide a safe environment for data
- Deliver expandable, future-proof network solutions

Facility Managers



- Reduce operating costs
- Monitor and report on KPIs



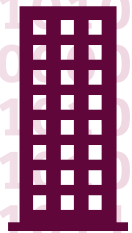
Technology planners involved in **pre-construction planning** help ensure more of these stakeholder needs are identified and addressed.

2

Technology planning creates value by...

Achieving Lean Construction Goals

As lean construction practices become the norm, a holistic approach to building systems will drive **more savings** during construction.



During construction, a vast majority of building systems are **procured separately**. This “stacking of trades” acts as a hurdle to meeting lean construction goals.

Here is what's at risk:

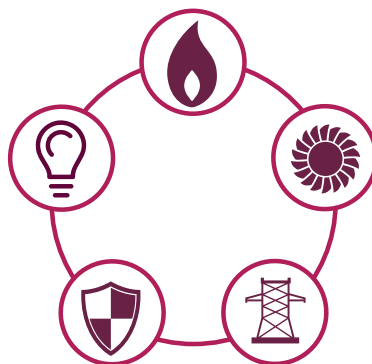
Schedule overlaps

Incompatible specifications

Miscommunications

Change orders

Delivery delays



Electrical, Lighting, Security, Fire & Safety, HVAC, Specialty systems, and more...

Today's buildings may need up to 40 different types of technology to achieve standard day-to-day operations. Technology planning supports lean construction by providing a **technology roadmap showing an integrated view of building systems.**

3

Technology planning creates value by...

Increasing a Building's Long-Term Value

Lifecycle value is increased in facilities that leverage a high-tech infrastructure.

Technology planning ensures that the right decisions are made up front.



An experienced technology partner can provide vision for how building technology can add long-term value by:

REDUCING
energy costs



MINIMIZING
maintenance and repairs



SUPPORTING
sustainability goals



MEETING
productivity goals



INCREASING
overall comfort and safety



RECOMMENDING
technology that anticipates future growth



Delivering value over the course of the building lifecycle is one of

the most important ways that contractors can exceed the expectations of building owners, especially those who have had to upgrade outdated buildings.

"Owners are **spending billions to redevelop existing buildings** to accommodate the ever-growing tech needs of their tenants. This is an expense that **would require far less capital** if developers took these standards into consideration **when first designing the building.**"

– Aaron Myerson, WiredScore¹

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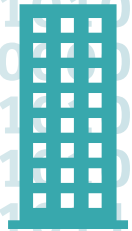
Technology planning creates value by...

Improving Project Delivery Efforts

The AGC recommends that contractors adopt a project delivery methodology that fully

integrates project teams

in order to take advantage of the combined knowledge of all team members to maximize outcomes of the project.



An integrated project team is the highest form of collaboration, bringing together **Owners, Architects** and **Constructors** who in turn leverage the knowledge of **Consultants, Specifying Engineers, Building Technologies Partners,** and **Other Key Vendors.**



Technology partners can play a critical role in such an integrated project, contributing deep knowledge and expertise in **Building Systems, Solutions and Automation.**

With this added knowledge, project teams can:

Eliminate misunderstandings

Clarify questions

Streamline implementation

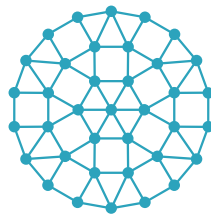
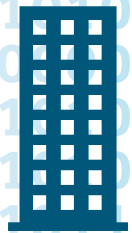
...long before construction begins.

5

Technology
planning creates
value by...

Enhancing Contractor Reputation and Image

A contractor's reputation is critical to their
**ability to secure new
project wins.**



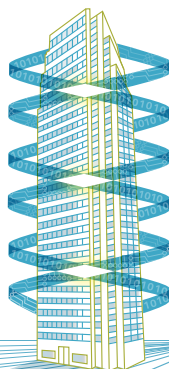
In today's connected world, protecting and strengthening a reputation has never been more important. Recent studies have shown that **75%** of the average corporation's value is in its **good name**, and that **40%** of a company's market capitalization can be attributed to its **reputation**.

Close collaboration with technology partners is helping
bolster the reputation of leading contractors by:

Providing depth
of knowledge

Increasing project
vision and providing
a forward-thinking
approach

Ensuring successful
delivery



To turn big data into actionable insights
and drive tangible results

visit our website at:
usa.siemens.com/I2S