

Industry Leaders

Premise security, lobby renovation, elevator upgrades – have you considered going mobile?

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When facing lease renewals and prospecting to attract new tenants, a few things should be considered – am I making my tenants feel secure? Are they enjoying their experience from entry to destination? At different times of day, are my assets adjusting to reduce wait times? A mobile device activated turnstile directing visitors

to an automatic elevator may not be within your immediate scope of design but it should be considered.

The demographics of the companies are changing and in the next five years, the majority of your tenants will be younger, highly educated, and technically savvy. This demographic values experience and an engaging workspace. Whether upgrading your building classification or doing a retrofit, be sure to consider a technology refresh. You want your clients to walk in and realize you are providing exactly the value they want so you can get to discussing the dollars related to that value.

In a competitive market, being considered among the best of your

class is highly important. Although there are always constraints, designing solely for time frame, profit, and

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budget will not make the grade with an increasingly educated customer.

For a great example of optimized technology and design, take a trip

to your local Apple store. Utilizing on-premise asset protection, Apple is able to provide customers with

a completely open and interactive space. You can walk freely through the space trying out products without feeling encumbered by security or the

pressure to purchase and go. There is even an app where you can scan your item directly and pay for it without having to call for help or visit a cashier. Through the entire purchase, the virtually invisible Apple security system is aware of their inventory through internal GPS systems. The perfect combination of convenience and security is what makes Apple a global leader in the computer and smartphone industries.

In creating your design, your goal is to reach your highest-level touch point. Combining security, convenience, and best client experience will invoke all of the positive emotions getting your client closer to that all important “Yes!” To get that place you want a unified technologist at the table who is thinking proactively to get you there.

There are many firms that specialize in the different areas of technology design and consulting. You have business process managers, premise security experts, audio-visual designers, infrastructure cabling designers, and IT professionals. They are all valuable to the design and build but a unified technologist is able to integrate all of these critical components. The process is shorter, more efficient, and in all likelihood, will result in a better design.

A unified technology expert is critical when repositioning your building's lobby, from incorporating a wifi system, laying your façade, to how you install your flat-screens. Keep in mind; your building's lobby isn't just a space between the front door and the elevator, it is your tenant's first impression on their client. The lobby is a place to be picked up, a meeting space, a place for employees to get a change of scenery and stretch their legs. The more secure, engaging, and convenient your lobby is, the better your tenant's staff will perform, and the more he or she will appreciate your space.

Whether you are the owner, the developer, or the manager, the key to achieving a comfortable and effective live/work space is to be practically innovative. Having the correct team bringing the proper education to the process will give you a high level of confidence when making your choices. The last thing you want is to have to tear something down because you were misinformed or didn't receive the correct information at the correct time. Design and construction are a complicated process, architecting your technology should be made a seamless course of action.

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