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3 smart tech-savvy companies leading commercial real estate into the future

Bernkopf Goodman LLP

Some companies are embracing technology and permanently changing the future of commercial real estate. Three notable companies leading the technology revolution in design, construction and the importance of connectivity are SGA, Siemens Building Technologies, and WiredScore.

SGA

SGA is an architecture, interior design, planning, virtual design and construction and branded environments firm in Boston and New York which is using virtual reality (VR) and augmented reality in design for its new construction projects.

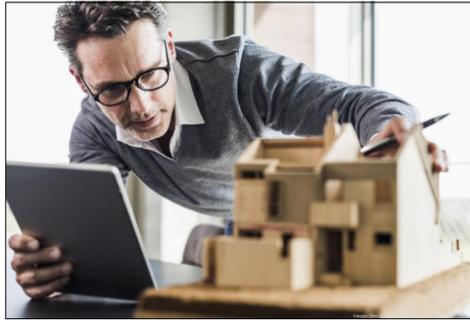
SGA's application of VR technologies dramatically enhances communication and project understanding. Virtual renderings developed from the three-dimensional design models convey the often intricate language of design from the initial planning, design development, construction, and facility management of the building.

Michael Schroeder, SGA partner and director of virtual design and construction services, uses cloud-based technology to connect the owner, architect, and contractors in different locations through a virtual reality app available on any modern device, resolving potential mistakes before construction. This process combined with their virtual design and construction (VDC) methodology leads to optimal design solutions and returns significant savings by shortening the construction schedule.

Siemens Building Technologies

Siemens Building Technologies is a vertically-integrated company in relation to smart building design, construction and operation. Siemens leads in planning and implementing solutions for operational technology including connectivity, security, efficiency and additional tenant-focused features.

One of the challenges with original smart technology was each smart amenity (HVAC, lighting, etc.) had its own system and they were



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not truly connected together. Siemens solved that challenge by developing open IoT digital smart-building integrated solutions and providing the ability to have occupants interact with their environment. Combining this connected digital framework with space and building analytics can unlock tremendous value to the building operator, owner and occupant.

Andrew Krenning, solutions director – intelligent infrastructure, Northeast for Siemens Building Technologies, explains that Siemens' technology provides, "more value to owners and occupiers in the form of lower capital and operating expenses, especially when involved early, to improve health and productivity benefits through smarter building technology infrastructure and systems. Siemens also improves building safety and security with real-time monitoring, mass-notification and fast emergency."

WiredScore

The demands and needs of today's tenant are changing, and connectivity and digital infrastructure has climbed to the very top of every tenant's list, regardless of their industry.

WiredScore works with landlords and developers to understand and optimize connectivity within their buildings with their Wired Certification platform.

"The result of the certification platform," says David Miller, head of Boston for WiredScore, "is a better tenant experience and an enhanced return on investment. When tenants look for space, particularly technology, advertising, media and information tenants, quality connectivity ranks second only to location in factors that influence the selection of a location."

Landlords that are certified by WiredScore based on the technological capacity gain a competitive advantage by letting

tenants determine quickly whether the building will meet their connectivity requirements. Miller says that WiredScore's certification platform results in shorter vacancy periods and increases the price per square foot, which is invaluable to the landlord's bottom line. WiredScore also is a consultant to landlord clients, helping to resolve technology issues that arise in a building.

The real estate tech solutions created by WireScore, Siemens Building Technologies and SGA are meeting landlord and tenant needs now and for the future by revolutionizing the construction, operation and evaluation of buildings. Changes are coming fast in real estate, and those players in the industry who have the foresight to invest in technology will gain a market edge over their rivals and be prepared for the future.

On Sept. 26, 2018, David Miller, Andrew Krenning and Michael Schroeder will be panelists at a breakfast event hosted by our firm. They will share how their individual organizations are affecting the design and construction of building projects in Massachusetts. The event, "Innovations in Design and Construction and the Importance of Connectivity," runs from 7:30 a.m. to 9:30 a.m. at Two Seaport Lane, 9th Floor, Boston, Massachusetts.

Bernkopf Goodman's Eric Allon, a real estate partner with experience and knowledge related to commercial real estate disruptors, will moderate the event.

To secure a seat at "Innovations in Design and Construction and the Importance of Connectivity," and for more information, [click here](#).

Bernkopf Goodman, one of Boston's oldest law firms, provides representation across the full spectrum of commercial real estate and business transactions as well as complex litigation. Our contacts in the areas of finance, banking, construction, and development permit us to find creative solutions and to achieve results others cannot.