

# Dimension Data Deploys Integrated Communications based on Cisco Connected Real Estate for Singapore-Hangzhou Science and Technology Park

Ascendas

## industry:

Real Estate

## country:

Asia Pacific

## business challenge:

To realise the vision of a truly integrated park, as a “work, live, play” environment

## solution:

Connect and centralise control of park facilities, from cooling, lighting, security and digital signage to voice and video communications on an IP platform

## services:

- Design and deployment of an integrated communication solution based on Cisco Connected Real Estate (CCRE)

## results:

- Swift and secure communications with external public and private networks and services
- Improved security with improved video surveillance capabilities
- Workspace personalisation and green management of the business space

## Executive Summary

Dimension Data has **deployed a fully integrated communications system** based on Cisco Connected Real Estate (CCRE) Solutions for Singapore-Hangzhou Science and Technology Park (SHSTP), in the first phase of its development. This park is managed by Ascendas, a global business space solutions provider.

## Client Overview

Ascendas is a global business space solutions provider. Renowned for quality infrastructure and lifestyle environments catering to business, Ascendas has an excellent track record as Asia's premier developer and manager of business space.

Its real estate portfolio includes award-winning science, business and industrial parks, and customised developments for a host of industries. The company is present in more than 30 cities in 10 countries, across key markets such as Singapore.

## Business Challenge

In 2005, the Hangzhou government under Hangzhou Economic Development Area (HEDA) engaged Ascendas for the development of the SHSTP. The project was to become Ascendas' first integrated park development in Hangzhou, in collaboration with the Hangzhou Economic & Technological Development Area Asset Management Group Co. Ltd. Hangzhou is the capital of Zhejiang province and a state-level Business Process Outsourcing (BPO) city.

Ascendas was then developing a “Work, Live, Play” environment for SHSTP.

### **As described by Eric Goh, CEO of Ascendas China,**

“It will be an integrated concept where we have world-class quality space to attract knowledge professionals. At the same time, we want to provide an environment for them to enjoy, for them to have their leisure time.”

This means that besides offices, there will be ‘concept’ retail facilities and residential space within the park, to truly realise the vision of an integrated park.

According to the master plan, the total land area of the park will cover 43 hectares, yielding some 800,000 sq metres of built-up space and support a working population of 30,000 to 50,000 knowledge professionals from burgeoning service industries such as Business Process Outsourcing (BPO), IT and Research & Development (R&D).

“We were developing what we call **“Work, Live, Play” environment**. In order to do so, it will be an integrated concept where we have **world-class quality space** to attract knowledge professionals. At the same time, we want to provide an environment for them to enjoy, for them to have their leisure time.”

Eric Goh, CEO, Ascendas China

### Relationship History

Ascendas recognised that information technology (IT) impacts the way we work, play and educate ourselves, as well as the way we interact with one another. From a business perspective, IT plays a very important role in enabling intelligent buildings within the park and achieving green initiatives.

For first phase of the park's development, the client chose Dimension Data to deploy the CCRE solution. This was based upon Dimension Data's proven expertise after the completion of a CCRE project for iCity – a RM 2 billion ICT-enabled commercial development in Malaysia.

### Solution Delivered

Dimension Data delivered a solution that catered to all of Ascendas' requirements for SHSTP. With the installation of the CCRE solutions by Dimension Data, every facility from cooling, lighting, security and digital signage to voice and video communication will be controlled centrally. Usually disparate building systems such as HVAC, lighting, transportation and energy management, as well as video and security access controls, will all now be integrated with IP-based communication systems such as email, messaging, voice and productivity services to form an integrated control platform.

This is a significant deal for Dimension Data as it is the first contract for CCRE systems in China, indicating an emerging trend for integrated business communication solution systems in the country.

### Value Derived

The fully integrated CCRE solution aims to help the entire community at the park to generate new revenue streams, reduce capital and operating expenditure and improve operational efficiency by streamlining the building systems connectivity, prolonging asset life and management performance through real-time capabilities.

It will also provide SHSTP with a central control for park facilities, from cooling, lighting, security and digital signage to voice and video communications, as well as enable green energy management.

In essence, the technology has given Ascendas the ability to achieve its business goals while giving them more capability to compete against other developers.

