CASE STUDY 04 / PROFESSIONAL EXPERIENCE / SMART-BUILDING DEMONSTRATION

Turning Intelligent-Building Design Into a Tangible Buyer Experience

Commercial real estate and intelligent buildings

THE BUSINESS CHALLENGE

Connected-device technology was emerging, but developers, operators and occupants did not yet have a shared operating model or a clear way to demonstrate its value.

THE WORK PERFORMED

01 Opportunity and stakeholder assessment. Explored the emerging capabilities of connected devices and the different incentives of property developers, operators and occupants.

02 Front-office operating model. Designed future-state concierge, resident-service and customer-interaction experiences.

03 Middle-office operating model. Mapped administration, billing, payments and property-management processes.

04 Back-office operating model. Designed the role of sensors and controls across building engineering, HVAC, water, waste and related systems.

05 Integrated architecture. Developed technology, information, application, transaction-flow and human-interface architectures, including identity and permissions.

06 Executive demonstration. Prepared the concept and executive presentation and translated the proposed technology into a demonstration-suite experience.

THE RESULT

The technology-enabled demonstration suite was associated with reported presales exceeding 55% within seven weeks. This is a project outcome, not proof that the technology alone caused the sales.

55%+
presales in seven weeks*

WHAT THIS EXPERIENCE PROVES

Demonstrates the ability to connect resident experience, administration and building engineering into one intelligible investment and operating proposition.

BEFORE / TRANSFORMATION / AFTER

BEFORE	TRANSFORMATION	AFTER
Building technology was fragmented and its buyer value largely invisible.	Designed a connected-building operating model and translated it into a demonstrable resident experience.	The technology-enabled demonstration suite supported reported presales of over 55% in seven weeks.

SELECTED CAPABILITIES

Ideation and imagineering | Cross-silo operating models | Technology architecture | Information architecture | Application architecture | Human-centred design | Executive communication

Experience: Tracey DeLeeuw | * Historical or engagement figures are based on the founder interview and should be verified before external publication.

Could your organization benefit from similar work? team@greenteaming.ca | LinkedIn: Green Teaming