



Smarter Cities and Communities

Overview:

Cities everywhere are reinventing themselves. They are reimagining essential systems, infrastructure and service delivery to promote growth, sustainability and enhanced quality of life. To build the strong, differentiating identities that attract new citizens and businesses, visionary cities are looking for ways to better integrate across functions, capitalize on new insights, create system-wide efficiencies and collaborate in new ways. To succeed, forward-looking leaders are relying on integrated solutions to help them turn challenges into opportunities and reach their full potential.

This case study explores a real life implementation of smart living solutions for a hyper luxury residential community in the heart of Dubai where IXFocus provided end-to-end services from advisory to implementation and management.

Cultivating Charisma, resiliency and vitality

City leaders worldwide have embraced innovative technology to help meet – and even exceed – citizen and business expectations while realizing the tangible benefits of being “smarter.” However, becoming a smarter city is a journey and cities continue to face complicated challenges. Many regions lack the resources to keep pace with rapid population growth while delivering services that citizens and businesses demand. Cities and other urban organizations also must house and manage ever-increasing amounts and types of data, as well as contend with aging infrastructures, resource scarcity and increased threats. At the same time, they face an evolving constituency, as advances in social and mobile technology further empower citizens.

Becoming smarter means taking fundamental actions. Three key imperatives:

- Lead with vision and deep insight
- Build resilient, sustainable infrastructure
- Enable individuals’ health and productivity

IXFocus had the privilege to work with visionary property developers who pioneered the smart city and e-living concepts in UAE. The journey and experience has had profound impact on the industry and has been a business case for our future projects.

Project Description

The hyper-luxury development consist of more than 100 Ultra Luxury Villas of different types and sizes, more than 200 High End Apartments, Duplexes and Penthouses that are branded, managed and operated by a world class hospitality operator. The project also contains different hotel components, mixed-use developments like Retail, Members Club, Sports Venues, Wellness Centres and Community recreation attractions. While conceiving the project, the developers also envisaged the development to be a combination of super luxury living, world class community infrastructure, high class hospitality, high-speed Next Generation smart/digital network connectivity, well secured community with highly secure Safety and Security features and top of the line entertainment and infotainment systems. The entire master community covers more than 4 Million Square Feet.

The Challenge

The challenge for the project and the developer was to deliver a truly smart city by onboarding the right set of solution partners and integrators within record time and cost while devising a feasible revenue model.

The Solution

The objective was to deliver the smart city/digital city vision by providing the entire blue print for the Connected Home and Smart City/Connected Community Services and Experience for the entire development. The IXFocus team handled the following scope of work as a single technology partner for the entire project:

- Concept planning
- Requirement gathering
- Detail Design Development

- Project Management
- Creating various community solutions & services and seamlessly integrating the entire platform
- Overall Budget Estimation
- Creating the Revenue/business Model to suit the community requirements

Different Services provided for the entire project/community:

- a. Cutting-edge telecommunication Infrastructure that caters to next generation ultra-high bandwidth infrastructure that can provide smart city /connected community Services and Solutions.
- b. Connected Home/E-Home Solutions
- c. Smart City Solutions/integrated community Services
- d. Revenue Generation /Business Model Creation
- e. Identification of strategic partners to promote the development as a world-class property/community.

A. Tele-Communication Infrastructure

When choosing the telecom infrastructure, the main requirement was to support the next generation infrastructure where the entire smart services can ride on the infrastructure backbone and also be scalable for the future requirements as the community gears to add more services in the future. This was made possible only by partnering with the strategic service provider who could work in tandem with the developer in jointly visioning the Smart City concept as a whole.

We structured the partnership between the developer and the strategic service provider to realize the developer's vision.

Benefits

- 360 degree assistance in implementing next-generation ICT infrastructure
- In-Building unified infrastructure for telecom and Smart City Solutions, Outside Plant Infrastructure, Mobile Coverage for the entire community, Community Data centre, wireless solutions for the entire community.
- Relevant NOC approvals and required ICT infrastructure and mobile coverage based on approved master plan facilitated by service provider saving valuable time and effort.

B. Connected Home/ E-Home Solutions

To enhance the user experience, IXFocus conceptualized E-home Solutions within the residential components such as the villas and apartments which include home control systems, Professional Cinema Systems, Entertainment Systems, Lighting Controls, Dimming and other controls like Air conditioning, Curtains etc. which help to reduce energy consumption, enhance security and enable residents to control using their hand held devices, smart tablets. IXFocus also assisted the developer in clearly defining the different solutions and the offerings to be equipped into each individual room within the villas and apartments. We also created the Sales Purchase Agreement (SPA) for the services in different package tiers and advised on further additional requirements and customization as per the specific client requirements.

Benefits

- Ease of Life
- Energy Savings
- Monitoring, Tracking and Reporting
- Lifestyle Facilities , Save time and effort allows the property to do routine functions.
- Customized User Experiences
- Remote Monitoring
- Unique differentiation for the property from other developments as Dubai gears for Smart City/Smart Community initiatives aggressively
- Cost can be part of the Selling Price/per square Feet if it is conceived from early stages of development
- Future proof/Scalable residences
- Helpful in Branding and Marketing

C. Smart City Solutions/Integrated Community Solutions

To enhance the quality of life for the residents, various integrated smart-city community were introduced connecting every to the central smart system. These services also allow the developer to deliver truly world-class services to their residents. Services include community blogs, community portal solutions, Unified Billing System, Announcements and Advertisements, Service and facility request and all other value added services.

Benefits

- Interactive Community Solutions for residents

- Enhanced Safety and Security for the entire project
- Better Operations and Fluid Management
- Seamless experiences for the residents
- Smart services customization
- Unified billing system
- Lifestlye Managed Services
- Dedicated Data Centre
- Digital conceirge and Management
- Digital Interactive System
- Integrated Facility Managed services
- Resident apps and services
- Augmented Reality and Multi- Touch Experiences for communities
- Enriching the social experience for communities

D. Revenue Generation/Business Model Creation:

IXFocus also assisted the developer in modeling the business plan to generate additional revenues and offload certain investments by bringing the right set of services and partners for better management of the entire community. We have successfully delivered the vision of the developer in positioning the community as a truly digitally connected/Smart city Community.

Benefits

- Long term revenue generation for developers
- Creating additional revenues from the development by having better

infrastructure and customer focused services

E. Identification of Right Partners

Our team has worked with various partners; products and international brands .We have researched and identified the best and strategic set of partners, who can jointly work with the developer in creating successful and long-term partnerships.

Benefits

- Better Branding and Marketing
- Partnership will create better-cost advantage and better service.

For more information

To learn more about how IXFocus can add value, email hello@ixfocus.com



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