

# IT-Convergence in Buildings

<p><i>Why this Study?</i></p> <hr/> <p>“ We recommend this study; it answers lots of questions about positioning convergence in buildings, opportunities for IT and Controls Infrastructure suppliers and how to deal with the building supply chain”.</p> <p>David Baudrez, - Cisco Systems, Sales Business Development Manager, Commercial Mid – Market Europe</p>	<p>IT-Convergence is the adoption by the Building Automation Systems industry of technologies that are standard in the IT world that will allow full and seamless integration, not just across the technical infrastructures, but with all aspects of the business enterprise. This is a long awaited breakthrough that provides the last part of the jig-saw puzzle that now unites all aspects of the technical infrastructures and enterprise networks so that holistic, robust solutions can be realised that will improve the performance and value of buildings.</p> <p>There is a general theme running through the present euphoria that because it is key to improving performance and value in buildings and can be done, it will be done, because everything will ultimately be another application on the network. Whilst we don't dispute this argument, we felt it was time to find out what building owners and operators thought of it;</p> <p>Will it deliver value and performance sufficient to meet their value propositions and if so what plans are they making to introduce it in new construction projects and their heritage estate? We not only wanted to establish why IT-Convergence is important to them, analysing the demand drivers and their dynamics, but also to develop a tool designed to assess all aspects of performance and value that benefit the building owner.</p>
<p><i>The objective of this Study</i></p>	<p>Our research shows that this business has not yet “crossed the chasm”, but indeed it is very close. Our case studies show that building solutions that 100% meet pragmatists’ business problems are being delivered but this is just a tiny fraction of what is available. Our objective has been to find out why we have not met the challenge with more dynamism and belief.</p> <p>Why are suppliers not proving the business case to the satisfaction of investors and or organising its delivery through a new business model of partnership and absolving building owners of any perceived risk in this new technology? We have set out to investigate the commercial and technical benefits that IT-Convergence can deliver to building owners and operators, to measure the penetration achieved to date and the demand drivers that have convinced buyers to take a risk and invest in this new technology.</p>
<p><i>What is in this Study?</i></p>	<p>This study tells you:</p> <ul style="list-style-type: none"> <li>- Why IT-Convergence is important and why it will bring about a metamorphosis in the supply and delivery of enterprise resource management in buildings.</li> <li>- The current market size in the USA for new construct and retrofit projects and projections to 2010. It also sizes the current World Market for IP based solutions for environmental controls and security systems and forecasts to 2010.</li> <li>- Identifies priority markets, taking into account the phases of adoption of the different technical infrastructures, the different levels of device networking and vertical building markets that have a strong relationship with the business process.</li> <li>- Reviews the major players that are taking on the “Super Integrator” role.</li> <li>- Probes the need to adapt or change the market structure of the demand and supply side.</li> <li>- Analyses the technology that is making all this possible.</li> <li>- Through a model, identifies the demand drivers and value propositions that building owners will benchmark against.</li> <li>- Identifies the roadblocks and discusses how they can be overcome.</li> <li>- Reviews the need to reorganise for IT-Convergence and change the business model.</li> </ul>

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