

# Commercial Buildings



## CASE STUDY | 650 5th Ave Case Study

### The Challenge

As property manager of 650 5th Avenue, a 36-story Class-A property located near Rockefeller Center in New York City, Cushman & Wakefield needed a centralized IoT solution that would attract and retain high-quality tenants, maximize occupancy, and monitor usage data, all while producing installation, operational and energy savings. With high competition in the area, 650 5th Ave required the amenities being demanded by tenants of the future. To address those needs, the CPL Group referred Cushman & Wakefield to Igor.

### The Solution

After seeing a demo of Igor's IoT platform, Nexos, they knew it would address their lighting needs and future proof their building to attract tenants long-term. Because Nexos integrates with 3rd party apps, they could grow their IoT ecosystem without tearing up infrastructure. It would also save them more than \$3,000 in installation costs per floor compared to a traditional lighting install. They began by installing PoE lighting to give each tenant control of their space and sensors to monitor utility usage and occupancy.

### The Result

Nexos has allowed previously siloed systems the ability to speak a universal language and be monitored in one place. Now, Cushman & Wakefield are capturing data to maximize operational savings. In choosing Nexos, the technology is in place to integrate new amenities, a feature which has already attracted an anchor tenant. What began with the 11th floor of the building has spread to several floors, with a plan in place to integrate Nexos throughout the entire building.

## Nexos

### Reliable. Scalable. Flexible. Secure.

Introducing the first-of-its-kind IoT platform. Nexos is an all-in-one hardware, software and analytics solution, with an open API allowing developers to create endless integrations.

- Offer valuable amenities for tenants
- Maximize occupancy
- Easily and quickly integrate new technology
- Certified emergency lighting & exit signs
- Simple installation with cost savings compared to traditional lighting install
- Energy efficiency and rebates for long-term savings

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### Project Background:

Located in the prestigious Rockefeller Center area, 650 5th Avenue is part of an impressive portfolio managed by Cushman & Wakefield. In search of an IoT platform which offered valuable amenities to tenants, Cushman & Wakefield contacted Igor to install Nexos on the 11th floor.

With Igor, Cushman & Wakefield saved more than \$3,000 for installation on the 11th floor and the energy efficiency of PoE-powered LED lighting will result in additional long-term energy savings. Already, the building's Energy Star rating has improved by several points. Beyond the cost savings, Igor was the IoT platform Cushman & Wakefield needed at 650 5th Ave to improve the tenant experience through amenities.

Beginning their IoT revolution with Igor's lighting and sensors, Nexos by Igor provides tenants of the 11th floor of 650 5th Avenue with easy-to-manage lighting schedules, tunable white light tailored to the environment and business goals, and reliable emergency lighting.

Igor is the first PoE company in the world to receive the UL 924 certification for a central PoE emergency lighting solution from Underwriters Laboratories (UL), an independent product safety certification organization approved by the U.S. Government's Occupational Safety and Health Administration to test products and issue certifications. Building codes require that all emergency lighting meet UL 924.

**ACKNOWLEDGEMENTS:** Throughout the visioning and implementation process, CPL Group has been instrumental in the deployment for Igor's Nexos platform across the various floors at 650 5th Ave. A close working relationship with the teams at Cushman and Wakefield and CPL Group has made this a success for all.

650 5th Ave is utilizing Igor's Power over Ethernet capabilities to more securely manage their network. During the installation, fiber was run to set the foundations for an intrabuilding network. The reliability and security of a wired connection outperforms WiFi, especially for vertical network connections.

Cushman & Wakefield have already begun capturing the data needed to maximize square footage and optimize floor plates at a later date. As new devices and systems are added to the network, those analytics will be accessible via Igor's enterprise software, eliminating the need for multiple fragmented analytics platforms.

With the backbone of the IoT ecosystem in place, Cushman & Wakefield will be able to seamlessly add new technology to over 500,000 square feet of rentable space at 650 5th Avenue. Nexos by Igor powers devices and collects data over Ethernet, a standard, nonproprietary protocol, and uses an open API platform, allowing new integrations to be added quickly.

For Cushman & Wakefield, this means Igor's existing infrastructure provides the flexibility required for unforeseen future integrations, future proofing the building with the ability to react to needs demanded by tenants years down the road. As new tenants seek additional HVAC, security, wayfinding, asset tracking and occupancy functionality, Cushman & Wakefield can respond with those enhanced capabilities for superior tenant experience.

Learn more or request a demo at:

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