



Converge. Converse.
Capitalize.



How converging Pennzoil Place's disparate systems helped its owners capitalize on new revenue streams.

The Scenario

When the owners of this iconic Houston landmark decided to upgrade their 1970s-era buildings to better meet the productivity and workspace demands of their 21st-century business tenants, they faced a complicated question. What's the best approach for ensuring that these venerable, yet prestigious, buildings could regain their faded glory and dominate downtown Houston's Class A real estate market for decades to come?

The Challenge

How to cost-efficiently retrofit these 35-year-old buildings' disparate and obsolete building automation controls, communications, chilled water, fire-alarm system and other control systems while preparing the property to adapt to new and over-the-horizon technologies.

The Solution

Business and technical specialists at Convergentz showed the building's owners how a holistic solution would not only meet their technology requirements – current and future – but offer them

unprecedented opportunities to capitalize on new, incremental revenue streams.

Convergentz integration experts systematically replaced the buildings' tenant-installed patchwork of legacy cabling and telephone wiring with a single high-capacity fiber-optic backbone that would converge every electronic system within the twin buildings – from the basement control rooms to the rooftop cooling towers.

Converging all of Pennzoil Place's systems along a common electronic pathway is the first step in getting each system to converse electronically. So, in the near future,

heat sensors could converse with video monitors to pinpoint emergency incidents and speed first responders to that area. So staff could, one day soon, increase tenants' safety by monitoring the status of every door throughout the property, to see which were open or closed, or if any were propped open or tampered with.

This integrated solution also supported systems that would one day allow employees to activate their personal office preferences – such as adjusting their office's temperature, turning on their lights, starting their coffeemakers and switching on their computers or TVs – simply by swiping their ID badge at any of Pennzoil Place's

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entrances. It opens the door to developing a real-time messaging system that can alert tenants to critical events like weather emergencies; or digital signage that displays commercial messages from advertisers through the property. The future possibilities are limited only by the imagination. As are management's opportunities to generate new revenue streams.

The Bottom Line

The property's payback for the retrofit has been impressive – with over 13% savings in electricity costs alone. Maintenance and operating costs are dropping steadily as new efficiencies are realized. Pennzoil Place is now more efficient, more secure, more comfortable and more sustainable than at any time in its storied history.

It's also more inviting to demanding tenants. Which is driving up revenues, now that typical move-in costs are half of what they used to be. And move-in times are drastically reduced because tenants simply plug their communications and electronics systems into the property's single integrated backbone to access advanced technology services ranging from internet connectivity to credentials enrollment to video conferencing.

Thanks to Convergentz, Pennzoil Place is once again a world leader in commercial real estate, offering business tenants unsurpassed efficiency, comfort and value.

For more about Convergentz, visit www.convergentz.com

The property's payback for the retrofit has been impressive – with actual utility savings of \$525,394 in just eight months and estimated operating savings of \$1,127,054 annually.

CONVERGENTZ™
Making Buildings Smarter

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