

Connected Buildings

Deliver Noteworthy Digital Experiences
and Boost Brand Loyalty

BLACK BOX

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Commercial buildings are becoming an important part of a company's brand image, serving as a powerful marketing tool that can attract and engage the best and brightest employees, as well as customers who are ready to buy.

Indeed, if a building is capable of offering its occupants dynamic digital experiences and services that are contextually relevant and personalized, the result is stronger brand loyalty.

To deliver digital experiences, a building must be connected. Connected to a network, connected to devices, connected to the people within.



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The Connected Experience

What is a Connected Building?

A Connected Building is a building that provides seamless connectivity to people and devices, thanks to foundational technologies that power transformation, including structured cabling, networking solutions, and deploying devices and endpoints.

What's Driving Connectivity?

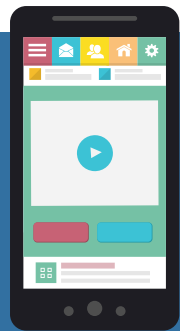
Driving the Connected Buildings concept are employee and customer expectations for better end-user experiences and digital transformation. Technology is helping to fulfill these expectations via affordable, low-power sensors; edge computing capabilities; and 5G and Wi-Fi 6, which enable fully wireless buildings that deliver analytics in real time, thanks to higher and cheaper bandwidth.

The Internet of Things: Anything That Can be Connected, Will be Connected

The Internet of Things (IoT) consists of all the devices people and buildings use to communicate, including everything from smartphones, tablets, and digital assistants to smart lighting and motion sensors.

These “things” — and there are billions of them — are connected to the Internet and/or each other via one IP. By 2022, according to an Ericsson Mobility Report, 29 billion devices will be communicating in a digital cacophony that will reverberate deeply into our personal and work lives.





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Learn more about [The Anatomy of a Connected Building](#), including Black Box's expertise in deploying foundational technology that empowers and transforms your space.



The Connected Experience



Sensors that track occupancy and create heat maps of a building's occupants, which can help to ensure safe social distancing.



Smart shelves that identify and track merchandise, which reduces loss and supports automated shipping.



According to International Data Corporation, by 2025, the IoT number will skyrocket to **41.6 billion** connected devices, generating **79.4 zettabytes (ZB)** of data. That data, transmitted and stored in data centers, will be combined with AI to make devices even smarter, which will raise users' expectations for connectivity and function.





Beacons that offer personalized in-store shopping experiences complete with coupons and discounts, as well as personal messaging and digital signage content.



Contactless experiences via kiosks that allow hotel guests to bypass the front desk and use their smartphones as digital keycards.

IoT devices are also pivotal in providing a dynamic customer experience for employees and customers — so much so that more than 60% of enterprises cited the IoT as playing a key role in their overall business strategy.

However, without a network, the billions of things lose their power. And not just any network, but one that's scalable and optimized to support edge computing; thwarts security incidents, data breaches, and vulnerabilities; ensures bandwidth; and allows data that's collected to connect back to the building management systems, monitoring tools, and other IoT device-management systems in real time.





Making the Connected Experience

While the value of Connected Buildings has the power to dramatically reshape business, making the connection is a tall order and many IT departments fail at it on their own. According to McKinsey & Co, digital transformation projects fall flat 70% of the time.

Why such a jaw dropping lack of success?

An IT department located at an enterprise's headquarters in one building may simply not know what they're dealing with in other buildings on the same campus. And deploying that new technology becomes problematic when there are multiple locations — or multiple locations across multiple sites and countries, each with different standards, regulations, and restrictions.

Why Black Box?

Black Box has more than 40 years of experience connecting people, devices, and data. We unite foundational technology that enables and completes digital transformation projects. We provide the critical deployment of the technology, so internal IT teams can focus on delivering business outcomes and driving ROI.

Our services take the complexity out of deploying IT technologies and make it simple for you by giving you one trusted team to handle your projects, locations and technology services.

With Black Box, all of your enterprise's disparate systems will work together seamlessly and help you create memorable digital experiences that set you apart from your competitors.

What can we deploy for you? To learn more, call us at **+44 118 965 6088** or visit the Black Box website at **BLACKBOX.COM**.



Delivering the Connected Experience

Whether a project consists of a network refresh, installation of new cabling infrastructure or wireless access points, deploying PoS kiosks, or installing a new digital workplace system across multiple sites, the challenges can be intimidating, including:

- Deploying endpoints and devices across multiple locations and countries
- Delivering consistent experiences across locations
- Managing multiple vendors
- Dealing with different country requirements
- Maintaining IT standards with new buildings and acquisitions
- Budget constraints

And all of this know-how helps us deliver consistent outcomes across disparate locations. Whether the project includes five buildings on a campus, 50 chain restaurants in a district, 500 retail stores throughout the U.S., or 5,000 offices around the world, the activities to complete the project may change, but the experience is uniformly superior.

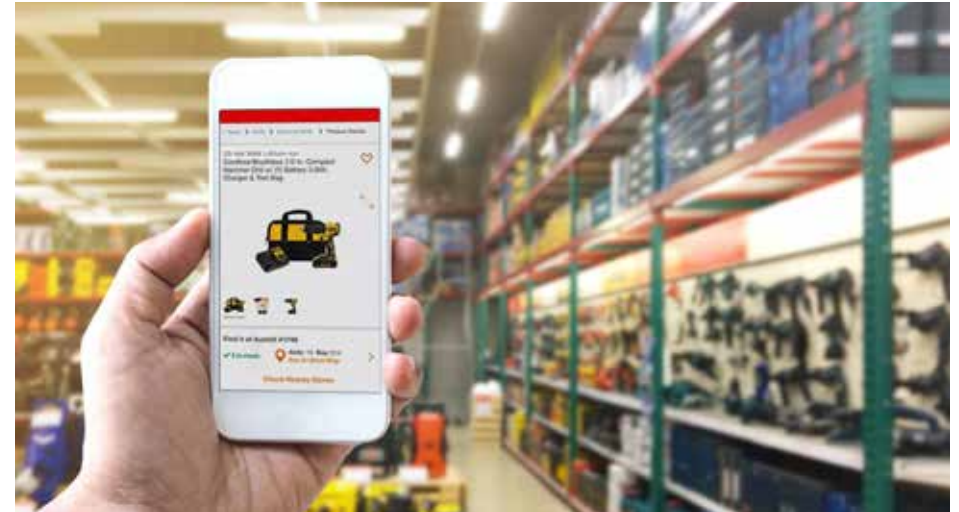
That's why IT departments in the U.S. and abroad trust Black Box to deliver a Connected Buildings experience that's on time and on budget. Here's how we do it:

- A time-tested project methodology allows us to handle hundreds of sites per night and thousands of projects per month.
- Our deployment expertise encompasses more than 120 countries
- Our vast network of engineers and technicians enable us to deploy at the utmost speed



Let's look at three examples Black Box has implemented for clients.

The Connected Experience: Black Box Success Stories



CLIENT

One of America's largest fast-food chains

CONNECTION

- Over 14,000 stores in multiple regions

PROJECT HIGHLIGHTS

Powered and connected interactive order kiosks

- Managed the support of the network that powered and connected interactive order kiosks.

CLIENT

Big-box home improvement retailer

CONNECTION

- 1,000s of stores nationwide

PROJECT HIGHLIGHTS

Designed and deployed guest Wi-Fi access for in-store customer tracking and monitoring

- Enables robust demographic collection, which promotes targeted marketing efforts, including personalized shopping experiences via app

Installed smart tagging network

- Promotes real-time pricing, availability, inventory, and shipping data for customers





CLIENT

Multi-national healthcare company

CONNECTION

- Entire campus, including multiple office buildings and manufacturing facility, as well as outdoor spaces

PROJECT HIGHLIGHTS

Installed and connected over 6,000 sensors on a large campus

- Enhanced personnel and security monitoring capabilities
- Promoted employee and customer safety, including social-distancing measures, during COVID-19 crisis

Delivery Options

With more than 45 years in IT technologies and a footprint that spans 120 countries, we have all the design, deploy, and managed services needed for your digital transformation.



Professional Services

Assess, Consult, Project Management



Field Services

On Site, Staging, Installation, Deployment



Support Services

Monitoring, Remote Support, Vendor Escalation



Managed Services

XaaS, Custom Services, Large Scale

Ready to build the foundation for a connected experience? Contact us at **+44 118 965 6088** or email us at **sales.emea@blackbox.com**.



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