

Smart technology for Shanghai's best commercial hub

Adding long-term value to a high-end mixed-use complex

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The Commercial Center

Lilacs International Commercial Center in Shanghai's Pudong district is a huge 150,401 m² complex comprising 2 towers each with 32 floors of smart office and commercial space, a podium for high-end retail, recreation, cultural and exhibition areas, and integrated outdoor green spaces. Developed by Shanghai Shanchuan Real Estate Co., Ltd., the LEED Silver precertified landmark development is a symbol of contemporary architectural innovation, combining intelligent technologies with a sustainable design.

The challenge

The client wanted a high-end, high-performance, mixed-use complex that would enable its tenants to work most efficiently, deliver long-term value, and stand out from the crowd in a fiercely competitive market.

The solution

Shanghai Shanchuan Real Estate Co., Ltd. has a long, positive, and very close relationship with Siemens and consequently was very confident that Siemens was the right partner for this €14 million project and had a thorough understanding of the design philosophy and aspirations. Partnering with

Siemens was key to the project's success. "We have had tremendous technological support from Siemens as well as support from the design team. We feel it has been a very natural and controlled process," says Mr Xu Bao Qing, General Manager at Shanghai Shanchuan Real Estate Co., Ltd.

A Siemens City Account Management approach and early engagement with senior decision-makers convinced Shanghai Shanchuan Real Estate Co., Ltd. that a Total Building Solution from Siemens offered clear value in terms of building design and operation. Early involvement by Siemens' participating Business Units and local partners, and regular support during the construction phase cemented the relationship. On handover of the project, half the space had been preleased.

Indicative of Siemens' world leading reputation, a number of the new tenants decided to collaborate with Siemens on follow-up fitouts. For example, Siemens was recommended to the customer's tenant, Industrial Securities, for building up its data center. "That is the value of collaboration," says Mr Xu Bao Qing. "It shows we are taking on this responsibility together."

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Lilacs International Commercial Center is the first complex in Shanghai to install the entire Siemens building system package. This will ensure the reliability, stability, and compatibility of the operating systems, and guarantee significant benefits for the entire hub in the long term.

The mixed development uses intelligent systems for all aspects of its operation, including air-conditioning, parking, security, curtain wall, working space, and logistics.

Constant lighting control systems and bio-sensor lighting systems maintain comfortable and efficient lighting in the office units. A smart water-heating system ensures an economic supply of warm water and sensors that measure carbon dioxide concentration, temperature, and humidity, providing a very comfortable working environment with high energy efficiency. LEED certification was an important part of the project, because of the best practices and proven design framework it provides. "LEED provided some indices so that we have methods to follow in our actual operations, and so that we don't waste resources for the sake of conserving energy and protecting the environment," says Mr Li Hang, Assistant General Manager and Head of Engineering at Shanghai Shanchuan Real Estate Co., Ltd.

Highlights

- Siemens Total Building Solution
- Siemens City Account Management
- Reduced operating costs
- Reduced technology risks
- Ability to share efficiency gains with tenants
- High tenant satisfaction and retention
- Ongoing service innovation capability

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Mr Xu Bao Qing, General Manager, Shanghai Shanchuan Real Estate Co., Ltd.



Shanghai Shanchuan Real Estate Co., Ltd. is also working with Siemens on their business automation. "Our goal is to help our clients continuously increase productivity. [...] We have provided a high-quality environment, which we should now continue to optimize. Siemens has an entire unified communications system so we are integrating Big Data business analysis with unified communications. With all the data collected, such as marketplace traffic and the operation performance of every store, we can help our tenants analyze how individuals [...] respond to their sales practices and how to [attract them]. This cannot be done without Big Data. But neither can it be done without unified communications," says Mr Xu Bao Qing.

Siemens Switzerland Ltd
Building Technologies Division
International Headquarters
Gubelstrasse 22
6301 Zug
Switzerland
Tel +41 41 724 24 24

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