

The background of the top half of the page is a photograph of the Sello shopping center building. The building has a prominent red facade with the word 'SELLO' in large, white, 3D block letters. Above the letters is a white, stylized logo that resembles a bird or a wing. To the right of the red section is a glass and metal facade. In the top right corner, there is a white rectangular box containing the Siemens logo and tagline.

SIEMENS

Ingenuity for life

This building is a community.

Data-driven services from Siemens make the Sello shopping center in Finland a perfect place for people to come together – and feel comfortable.

#CreatingPerfectPlaces

Sello shopping center is located in Espoo, Finland's second-largest city. Sello isn't just another shopping center: it aims to develop into a city center that offers much more than just shopping.

A perfect place makes you feel welcome.

102,000 square meters of gross leasable area as well as over 170 shops and services make Sello Finland's second-largest shopping center – and with 24 million visitors per year, it's Finland's most visited one. Thanks to Sello's perfect location less than a quarter of an hour from Helsinki's city center, half of its customers don't go there by car; they simply walk or use public transportation. And the trip is definitely worth it, because Sello offers much more than just shopping. People can borrow books from the library, enjoy cultural events in the concert hall, and work out at the gym. While local kids experiment with 3D printers in the laboratory or practice with their bands in rehearsal rooms. "We want to be more city center than shopping center," says Sello CEO Matti Karlsson.

When you feel comfortable, you feel part of a place.

There are certain things that help you feel like you belong. Feeling comfortable and at ease. Feeling that you're part of a community. Your community. These are exactly the things that the Sello building can make you feel. The secret is the right combination of people, technology and services. Building technology from Siemens creates perfect conditions for everyone in every room in every activity. In the case of Sello, this means having a dedicated energy and operations manager and energy engineers on site. It also means implementing Desigo™ – the building automation system from Siemens with remote connection and analytics reporting. All of these elements help make Sello into a perfect place – using technology that makes you feel comfortable.

A perfect place in numbers

24,000,000 visitors in 2016



102,000 square meters of gross leasable area

€



1,500 energy and HVAC data points



1st

shopping center in Europe with LEED EB Platinum certification*



€93,000

heat and electricity cost savings**



1 shopping center



*LEED EB Platinum certification 2015/LEED EB Gold certification 2010 (EB means Existing Building) **January through August 2017, compared to same period 2016

Next-level comfort powered by digitalization

Sello is one of the greenest shopping centers in Europe. To fulfill their mission, building data is essential. It's gathered and evaluated from 1,500 energy and HVAC data points by Navigator – the cloud-based energy and sustainability platform from Siemens.

Using smart data visualization and automated reporting, the building performance development tool ensures that the data collected can be used as efficiently as possible. Desigo provides ICT (information and communication technology) analytics, ensures that everything happening inside the shopping center is recorded and analyzed. And things happening outside the shopping center, like changes in weather, are also assessed.

As a long-term building performance partner, Siemens provides the right people, technology and services to ensure that Sello gets the most out of its data by having a dedicated Siemens energy manager and building automation maintenance staff right on site. This level of commitment is deeply integrated in Sello's vision, as Marjo Kankaanranta, Sello's Shopping Center Manager, confirms: "We are working with Siemens to create a perfect place for our customers."

From data to opportunity

The data that's gathered is Sello's treasure trove. The key to turning Sello's building data into opportunities was Siemens' comprehensively planned analytics approach including space- and equipment-level trending analyses and a customized set of parameters for equipment performance and environmental conditions. Navigator also offers ongoing fault detection and diagnostics which ensure that issues are handled quickly and quantifiably.

Thanks to these insights, optimized air flow rates in restaurants and repair and maintenance of HVAC installations led to immediate savings in energy costs, improved air quality and comfort for visitors. Automated evaluations of weather forecasts preheat entrances when there's ice and snow and improve visitor's safety in winter.

Data analytics is a continuous process at Sello. "We use Navigator primarily to analyze data produced by the heating, ventilation and air conditioning systems," explains Olli Paunola, Property Manager at Sello. Minna Aalto, Siemens' on-site Service Manager, confirms the importance of Navigator: "Navigator data is used to discuss a lot of things with the property managers." It's their use of the right technology that allows the Sello management team to make more precise and quantifiable decisions so they can ensure that Sello stays a perfect place – a place to be proud of.

Highlights

- Ongoing data management from field level to data center
- 1,500 energy and HVAC data points by Navigator
- Smart data visualization and automated reporting by Navigator
- Desigo building automation system with remote connection and analytics reporting

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