

**SIEMENS**



**SIEMENS ADVANTA**

# Embrace the Future of **Smart and Sustainable Real Estate**

with our Smart Solutions and Services

[siemens-advanta.com](https://www.siemens-advanta.com)

# Rising to the challenges: Building a **digital and sustainable future** in Real Estate

Real estate developers and operators are currently facing numerous challenges that directly impact the experience of tenants and visitors within their buildings. From the efficient delivery of essential services such as utilities, maintenance,

security, and amenities, to providing seamless interactions and experiences, these challenges require innovative digital solutions.

1. **Increasing operational costs**
2. **Decarbonization requirements**
3. **Increasing user expectations**
4. **Data in silos from multiple stakeholders**
5. **Rising need for safety and security**

**Real Estate** requires forward-looking solutions for maximum value creation such as:



Driving further efficiency through reduced cost of service delivery



Enabling the transition to a circular economy



Delivering better, more reliable, and connected services to tenants



Driving innovation and creating business opportunities



Optimizing customer experience leading to increased satisfaction



Improved collaboration with stakeholders



Providing healthier environments and reduce pollution



Enhancing safety enabled through real-time monitoring

# Solutions and services for your success

## Infrastructure Twins

Enhance infrastructure planning with digital twin technology and simulation, integrating various data sources. Enable stakeholders to make informed decisions, improving efficiency and safety. Benefit from real-time insights and optimized operations, driving better outcomes for your projects.



## Digital Masterplanning

Digital Masterplanning creates an open, flexible, and scalable digital backbone for large organizations or infrastructures. Together we identify requirements, define use cases, and develop a comprehensive roadmap. Empower your organization with a robust digital foundation that enhances efficiency, supports growth, and drives innovation.

## Custom AI & Analytics

Custom AI & Analytics empowers your organization to meet environmental goals by leveraging data insights. Optimize systems across transportation, health, energy consumption, and safety. Achieve greater efficiency, sustainability, and informed decision-making with our advanced analytics solutions.



## Custom Software

Siemens Advanta offers custom software engineering and integration services. Our expertise in digitally transforming enterprises, such as incorporating IoT, allows us to define, design, and implement solutions that address evolving challenges and meet emerging business requirements. With a comprehensive outlook, we ensure the right solution architecture is implemented, providing the best tools to solve unique business needs and drive economic progress.

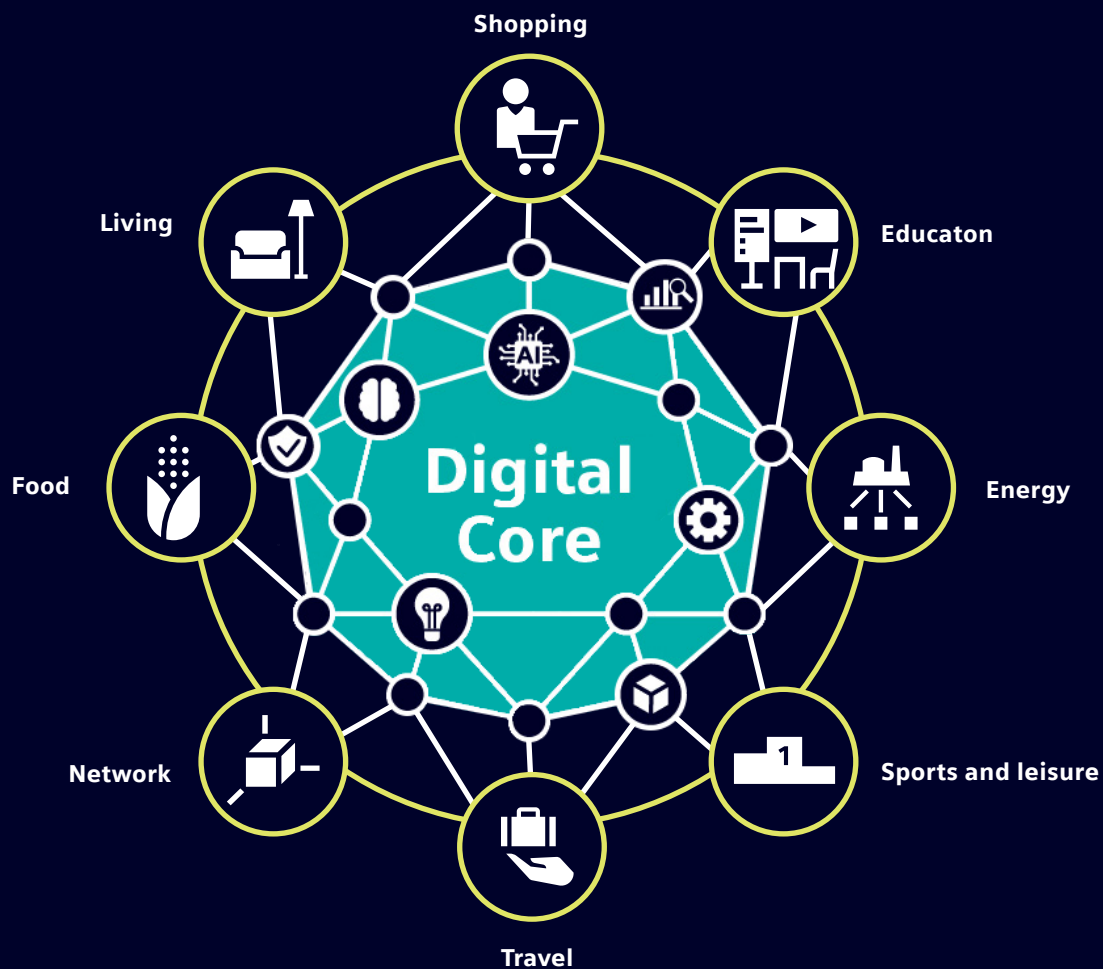
**More solutions** can be found on [www.siemens-advanta.com](http://www.siemens-advanta.com)

# The Digital Core: Become a data driven company by creating an intelligent ecosystem across your enterprise IT&OT landscape

The Digital Core will enable companies to make data-driven decisions across a diverse IT/OT infrastructure. Its purpose is to create a core of intelligence independent of third-party software, enabling companies to create their own IP and drive new business models through structured data governance, modeling, integration, and security capabilities. It will fuel new business logic and processes, leveraging

outputs from various systems and new digital innovations that run in the Digital Core. Therefore, adding a customized Digital Core to the digitization mix enables enterprises to use qualified data and existing corporate knowledge to transform into a powerful decision-making body, using the latest innovation to grow their digital capabilities over time.

Harmonize the data landscape by creating your **DIGITAL CORE**



**Better ESG decision making** due to global transparency over a diverse asset portfolio

Improve **operational processes** among building stakeholders

IOT IT/OT blueprint to **optimize costs** by applying **repeatable and scalable** digitalization concept



# What we **achieve** for our customers

At Siemens Advanta, we empower our customers on their digital transformation journeys by leveraging our expertise and the latest technologies. Our goal is to help organizations achieve the best outcomes in their digitalization efforts.

By understanding our customers' unique challenges and goals, we provide tailored solutions that drive efficiency, innovation, and sustainable practices.



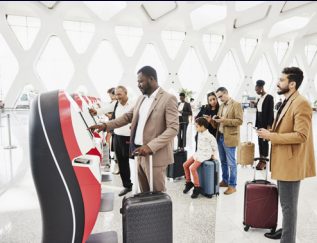
**Dubai Municipality:**

IoT strategy to become most innovative and sustainable city



**Expo 2020:**

Smart city expo app, smart city operating system and IIoT framework



**Smart city (Middle East):**

Transportation dashboard and crowd management solution



**Aspern Smart City Research:**

Digital twin coupling e-mobility and grid



**City of East Birmingham:**

Open, scalable digital Twin Framework



**Stadtwerk Haßfurt:**

Single pane of glass for energy related data



**University of East London:**

Net-zero carbon university campus and IoT Living Lab

**30%**

on savings in operational costs through actionable AI-driven insights.

**80%**

reduction in emergency response time.

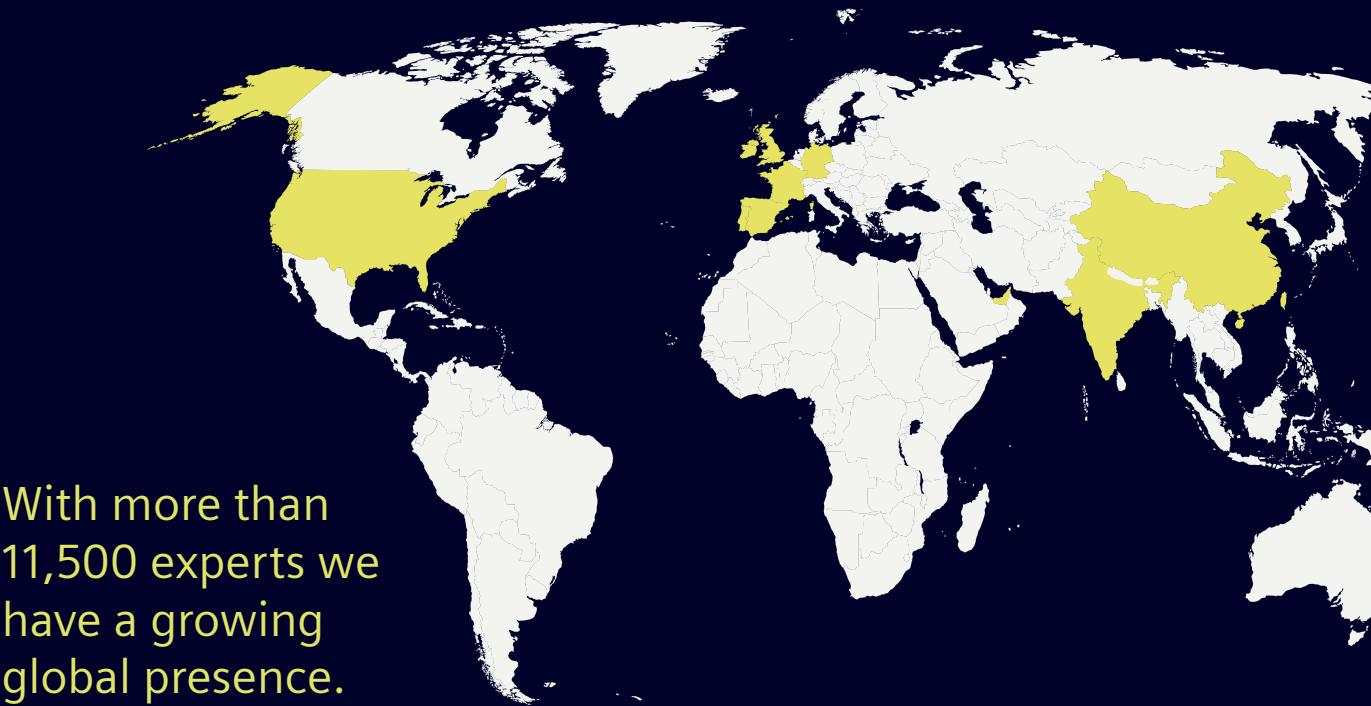
**20%**

improvement in overall resident and customer satisfaction.

# Who we bring

Our team at Siemens Advanta is comprised of industry experts with a deep understanding of the built environment and the latest digital technologies. With a passion for innovation, we bring a wealth of knowledge and experience to every project.

Collaboratively, we work to tackle complex challenges and provide tailored solutions for our clients. Trust our team to deliver exceptional results and guide you toward success in digitalization, sustainability, and beyond.



With more than 11,500 experts we have a growing global presence.



Software developers  
and engineers



Data  
scientists



AI/ML  
experts



Database  
experts

Consultants



Security  
experts



UX/UI  
specialists



Solution  
architects



## About Siemens Advanta

Siemens Advanta is a strategic advisor and trusted implementation partner, driving its clients' unique digital and sustainability transformation journey from concept to implementation.

With its highly skilled experts, Siemens Advanta creates tailored end-to-end solutions from strategy and operations consulting, design and prototyping, to software engineering and implementation – a “one-stop shop” along every stage of its clients' digital and sustainability transformation journey.

Clients benefit from the deep knowledge of both IT and OT, the experience of holistic advisory solutions and services along the entire value chain, and the long-standing Siemens domain and technology expertise.

Siemens Advanta has its global headquarters in Munich, Germany, and a world-wide network of more than 11,500 employees in 20 countries and 89 offices.

Further information is available on the internet at  
**[www.siemens-advanta.com](http://www.siemens-advanta.com)**

## Get in touch

Leverage our capabilities, infrastructure, and domain expertise to obtain the technology solutions you need to integrate the digital transformation and remain competitive and proactive.

Business request: [advanta@siemens.com](mailto:advanta@siemens.com)