



Digitalization enables paradigm shift in the real estate industry

Center Smart Commercial Building develops new concepts for the use and operation of commercial properties

Aachen, December 12, 2019 – The new Center Smart Commercial Building in the Smart Logistics Cluster on RWTH Aachen Campus sees itself as a central contact for generating and imparting knowledge about the use and operation of commercial real estate. The center aims to shape the era of software-defined buildings alongside project developers, investors, operators, planners, technology providers and software companies. These include companies like Drees & Sommer, Signify, Enlighted, Zumtobel, ThingIT, Art-Invest and American Tower Germany.

In the past, location and architectural design determined the value of a property. In future, this value will depend increasingly on the software and integrated services on offer for building users. The development of new utilization and operations concepts will be needed in view of this paradigm shift in the real estate industry. These will likely include new business models, the use of artificial intelligence for the exploitation of additional potential and a closer look at the possibilities posed by human-machine interaction.

The Center Smart Commercial Building works in interdisciplinary academic teams, which analyze, research and thematically penetrate future challenges of the industry. The new center has unrivaled access to industry and benefits from a rapidly growing research infrastructure within the RWTH Aachen Campus ecosystem. Solutions are rapidly implemented in close cooperation with research and industry partners and translated into scalable concepts based on short sprints. In realistic test environments, e.g. the Innovation Labs, these solutions are tested with the help of demonstrators and adapted for their intended use in the field.

“There will be a massive change in the way we assess the value of a property. Increases in the overall productivity in terms of facility utilization based on improved productivity per unit area, better working conditions and utilization quality, as well as the implementation of new energy concepts will be deciding factors and will result in new levels of sustainability. Innovations brought on by digitalization and software solutions will be the key to tapping this new potential,” explains Dr. Gerhard Gudergan, Center Director of the Center Smart Commercial Building. With these focal points in mind, the center will be hosting the congress Smart Building Solutions



on April 1-2, 2020 at the Smart Logistics Cluster on RWTH Aachen Campus. Discussion topics will center around platforms that will be able to intelligently collate planning, building and user data.

Text length: 2.746 characters

Picture material:



Captions: Center Director Dr. Gerhard Gudergan (right) and Aleksander Cavlek, Head of Smart Building Platform.

Copyright: Center Smart Commercial Building

Center Smart Commercial Building

The Center Smart Commercial Building was founded in 2019 as part of the Metropolitan Cities initiative at the Smart Logistics Cluster on RWTH Aachen Campus. The Center Smart Commercial Building develops solutions for next generation commercial real estate and innovative utilization and business models in close collaboration with enrolled members and customers. The center's range of services is aimed primarily at project developers, real estate investors, operators, planners, technology providers and software companies that focus on the digitization of commercial property. The Center Smart Commercial Building pursues these goals in cooperation with renowned international partners. Together, they will examine how digital solutions can increase the overall productivity of buildings by optimizing unit utilization, improving utilization quality and ensuring sustainability. The Center Smart Commercial Building in cooperation with RWTH Aachen University will be offering new training courses beginning in 2020, which will prepare property, asset and facility managers for their future tasks. Top speakers from industry and academia will present theoretical content, as well as practical use case scenario cases for in-depth study.

<https://smart-commercial-building.de/>



SMART COMMERCIAL BUILDING

RWTH Aachen Campus

RWTH Aachen Campus contributes significantly towards highlighting the research competence available at RWTH. The project creates a unique symbiosis of science and economics. Here, experts research specifically defined, relevant topics. Long-term areas of research are represented in clusters. These clusters are subdivided into centers, in which interdisciplinary teams and industry consortia work jointly on specific issues of the future and develop visionary solution approaches.

www.rwth-campus.com/en

Contact person:

Center Smart Commercial Building
Alexandra Köther
Head of Innovation Projects
+49 241 47705-605
Alexandra.Koether@smart-commercial-building.com

Press Contacts:

Birgit Merx
Smart Logistics Cluster
c/o FIR e. V. at the RWTH Aachen University
Phone: +49 241 47705-150
E-mail: Presse@fir.rwth-aachen.de

Sonja Wiesner
Head of Public Relations
RWTH Aachen Campus
Phone: +49 241 80-25794
E-mail: sonja.wiesner@rwth-aachen.de