INNOVATIVE DATA CONNECTIVITY SOLUTIONS

FOR COMMERCIAL PROPERTIES

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INTRODUCTION

Welcome to our brochure on data connectivity where we explore our innovative approach to data connectivity in commercial property leasing. In today's modern business landscape, data connectivity plays a crucial role in the success of any organisation. It has become as essential as gas, electricity and water for businesses to thrive. A connected building solution offers a streamlined, hassle-free approach that benefits all parties involved - landlords, tenants, and agents. Join us as we walk you through the benefits of this approach. Let's get started!

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DATA CONNECTIVITY: A KEY FACTOR FOR TENANT SATISFACTION

When tenants consider different factors for their space, data connectivity ranks high on their priority list, alongside rent, location, size, and service charge costs. Traditionally, data connectivity has been viewed as the tenant's responsibility, unlike other utilities like electricity, gas and water. However, the landscape has dramatically changed in recent years, particularly due to the COVID pandemic, altering tenancy preferences and requirements. Long-term leases are no longer the norm, as tenants increasingly seek flexibility, shorter lease terms, and swift occupancy. Time is of the essence, and wasting it on lengthy data connectivity processes is simply not an option.

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CHALLENGES WITH TRADITIONAL DATA CONNECTIVITY

Unfortunately, traditional data connectivity processes are plagued with challenges. Lengthy lead times for data connectivity, often ranging from 12 to 20 weeks or more, are common. Imagine waiting for three to five months from the time of placing an order! Additionally, wayleave agreements, which are often required, further increase the time and costs associated with data connectivity. Solicitors exchange numerous details, resulting in substantial legal fees. Astonishingly, according to the RICS, 20 to 30% of commercial leases fail to complete in the UK. Given these statistics, committing to a 36-month data contract before completion would be an unwise decision.

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A NEW APPROACH: TREATING DATA AS A FOURTH UTILITY

Thankfully, there is a better way forward. This approach requires a change of mindset for landlords and agents. By treating data as a fourth utility and installing the necessary infrastructure beforehand, landlords can offer immediate data provisioning to new tenants at competitive and reduced pricing models. The advantages of this approach are significant. Tenants enjoy a fast and reliable connection and a seamless move-in process, while landlords experience reduced cash flow burdens and happy tenants. For agents, it becomes an additional marketing tool that increases the chances of letting the property. It's a win-win for everyone involved!

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BENEFITS FOR
EACH PARTY

Now, let's explore the specific benefits for landlords, tenants, and agents.

BENEFITS

.1 FOR LANDLORDS

By adopting our connected building solution, landlords gain several advantages. They can market their buildings as fully connected, attracting potential tenants who prioritize data connectivity. Landlords no longer need to deal with multiple data suppliers or explain complex systems to new tenants. Instead, they simply provide the contact details of a single data supplier who handles all inquiries, concerns, and requirements. Furthermore, there's no longer a need for wayleave agreements for individual tenant data installations. Once the backbone infrastructure is in place, wayleaves, delays, and legal fees become things of the past.

.2 FOR TENANTS

Tenants benefit immensely from our data connectivity solution. Upon occupying the building, they gain full connectivity within a matter of hours, not months. Our secure connection guarantees upload and download speeds that match their requested bandwidth, ensuring efficient operations. They receive full support through our help desk and customer service, along with a 4-hour break-fix service level agreement. This agreement provides peace of mind, as tenants can trust that any disruptions will be swiftly resolved. Additionally, our flexible data provision allows tenants to adjust their bandwidth based on changing business needs. With our solution, there's no need for lengthy and expensive wayleave agreements.

.3 FOR AGENTS

Agents have the ability to expedite the letting process and move on to the next deal swiftly. They receive complete support with text and graphics for all their marketing materials, enabling them to present the advantages of the data provision seamlessly. Effortlessly, they can direct technical queries to the data provider, relieving themselves of the burden of handling complex technical matters. By setting realistic expectations regarding data provision for potential tenants, they significantly improve the chances of successfully letting the property.

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HOW IT WORKS: BUILDING CONNECTIVITY MADE SIMPLE

Let's explore the process, which requires minimal input from landlords and agents.

.1 BACKBONE INSTALLATION

The first step involves the installation of the initial data infrastructure, also known as the "bearer" or "data backbone." This backbone serves as the conduit for data flow throughout the building, similar to neurons traveling along the human spine. Typically, we install a 1Gbps or 10Gbps bearer size, accompanied by a comprehensive business-grade service level agreement. This ensures a reliable connection capable of handling all business needs.
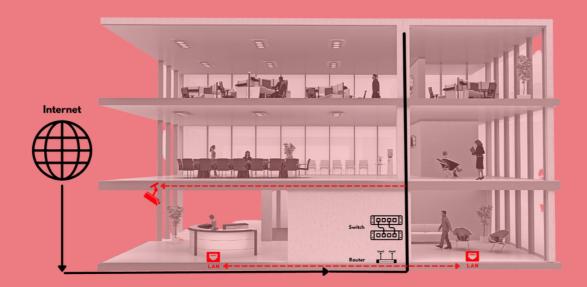
.2 BANDWIDTH ALLOCATION

Once the backbone is in place, the building becomes "connected" to the internet. However, the data flow is not activated yet, resembling a water pipe that's turned off. To enable data flow, we allocate bandwidth, determining the speed of the data transmission. The first allocation is typically used by the landlord for the guest Wi-Fi network, management team data access, and essential data-reliant equipment such as door access and alarm systems, fire detection systems, and lift lines. Generally, a 100Mbps allocation is sufficient, guaranteeing symmetrical speeds for both uploads and downloads.
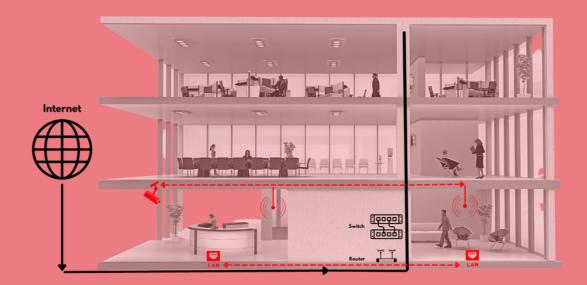
For buildings with communal areas, we recommend setting up a separate Wi-Fi network exclusively for guests and visitors. Strategically placed Wi-Fi access points create multiple secure networks, ensuring guest data remains private and separate from other areas.
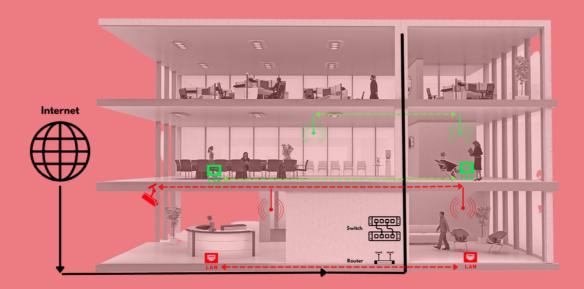
.4 TENANT CONNECTIVITY

When a tenant occupies the building, they can be connected to the internet within 24 hours of confirming their requirements. Upon receiving the tenant's desired speed specifications, a new secure Virtual Local Area Network (VLAN) or network dedicated to the tenant is created. The specified bandwidth is guaranteed and falls under the business-grade service level agreement.
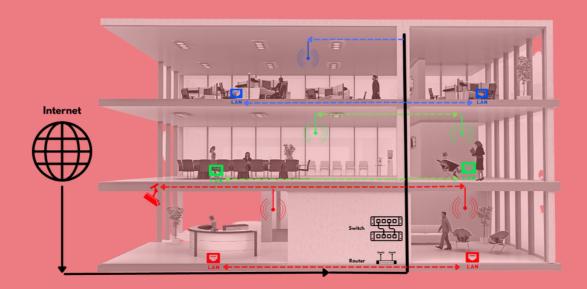
.4 DATA CABLING

Before the property is ready for occupation, the data cabling must be considered. The amount of cabling required depends on the size of each office space. In larger offices, full cabling may not be practical until the tenant's furniture layout is finalised. However, smaller units often benefit from full network cabling. Typically, one or two data ports per workspace are sufficient, with workspace allocation based on approximately one desk per 65 to 100 square feet. Additional ports are provided for printers, scanners, and Wi-Fi access points.

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CONCLUSION

In conclusion, a plug-and-play data solution offers numerous benefits for landlords, tenants, and agents. It saves time, money, and hassle, while providing a secure and reliable data connection tailored to modern business needs making your building fully connected and ready for the demands of the digital era.

ABOUT FUSE

Fuse Media was founded with a dual purpose in mind:
1. To streamline the tenant acquisition process by offering data connectivity solutions.
2. To alleviate the financial burden of holding costs for landlords during tenant vacancies.

WHAT STRATEGIES CAN WE EMPLOY?

1. Streamline tenant acquisition - Traditionally, tenants are responsible for securing their own data connectivity, often causing delays in occupancy until legal agreements are finalised. By pre-installing data connectivity, tenants can move in immediately upon agreement, allowing landlords to collect rent payments sooner.
2. Reduce holding costs - Most commercial properties are subject to business rates while vacant, placing a significant financial burden on landlords. Our rates mitigation strategy can reduce these costs by over half.

HOW DO WE ACHIEVE THESE GOALS?

Fuse Media offers two distinct services that can operate independently or together:
1. Data Connectivity - We install leased line fibre connections in multi-tenant properties, allowing landlords and agents to market their buildings as "plug-and-play" with secure, symmetrical data connections and full support. Landlords can also utilise the data connection for building management systems, staff access, door control systems, and fire alarms. Additionally, landlords can offer guest Wi-Fi networks using Wi-Fi access points.
2. Rates Mitigation - Our national rates mitigation scheme can reduce holding costs for any commercial property subject to empty property rates. Using mobile data (typically 4G), we work in over 200 different local authorities throughout the UK, including shops, factories, warehouses, offices, and care homes.

HOW DO THESE OBJECTIVES ALIGN?

By integrating our two services, we can offset the cost of data connection with savings generated from our rates mitigation strategy. This synergy can even result in a net profit for landlords if enough tenants utilise our data connection.