

JUMEIRAH BEACH RESIDENCE CASE STUDY

Building the future

Salwan Property Management was faced with finding a way of managing the growing array of communications services and applications being piped into Dubai's Jumeirah Beach Residence while controlling costs to ensure a high return on investment.

The Challenge:

Dubai's Jumeirah Beach Residence is a true 21st Century experiment in waterfront living. It is the largest single phase residential development in the world and comprises 40 towers and houses around 10,000 people. It is a 1.7 kilometer, two million square meter waterfront community in Dubai Marina.



As its building manager, Salwan Property Management, a member of Dubai Property Management, has the responsibility to ensure the properties it manages stay ahead of Dubai's rapidly evolving competition by providing best-of-breed building services.

Salwan needed a real-time building management system that enabled it to maintain a watchful eye over the vast Jumeirah Beach Residence complex. The safety and well-being of the occupants in the buildings it manages is Salwan's chief responsibility. Video surveillance, access control, visitor management and fire safety all need to be centrally managed.

With telecommunications fast becoming the fourth utility, Salwan also faced the challenge of providing occupants with cost-effective communications and entertainment by running video, voice and mobile connections over the building's IP-enabled infrastructure

The challenge was to accomplish all this while maintaining strict control of current and future costs. For organizations such as Salwan Property Management, ensuring a quantifiable return on investment (ROI) is a crucial element of any project.

Key objectives:

- Create networked services to support a full building management system (BMS)
- Deliver converged security applications, including video surveillance, access control, visitor management and fire safety
- Provide occupants with cost-effective and modern telecommunications
- Control costs
- Deliver sound return on investment (ROI)
- A 'future proof' system that will scale easily to support new services
- Reduce possibility of disruption to services

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“We needed to be able to maximize additional capacity out of existing network links to support new systems and applications,” says Jassim Al Ali, Executive Director of Salwan Property Management.

The solution:

du's first step in meeting Salwan's challenge was to conduct a thorough comparison of all the workable solutions on offer. After examining all potential alternatives, du proposed a converged IP-based infrastructure providing an end-to-end IP network of multiple virtual LANs for Jumeirah Beach Residence. This converged system has the key advantage of enabling central control and management of services, allowing Salwan to monitor heating, ventilation and air-conditioning systems and manage security over IP infrastructure

“We needed control mechanisms to ensure that new services don't impact the performance of existing mission critical applications. du was the best service provider capable of delivering the solution we needed, ” said Jassim Al Ali, Executive Director of Salwan Property Management.

“We were able to deliver a design ensuring predictability in service deliverables and results,” said Darren Stratton, Director du Professional Services Client Solutions. “Since the information gathered during the assessment was unique to Jumeirah Beach Residence particular communication infrastructure and business requirements.”

The design ensures that du can run new applications over the converged IP network without the high cost of replacing existing infrastructure.

Key benefits:

- Reduces Salwan's total cost of ownership
- Ability to run new applications with no need to replace expensive existing infrastructure
- du provides 24/7 network monitoring and management
- IP-enabled technology delivered as a managed service
- Highly secure and intelligent network
- Minimum risk of disruption
- Transition from proprietary to open systems using Internet Protocol (IP)-based applications and infrastructure
- Improving the quality of Jumeirah Beach Residence tenants and guests' experience
- Facility for fast deployment of new services
- Robustness and simplicity
- Scalability

The result is a living environment ideally suited to the demands of the 21st Century. By offering converged services over IP, Salwan Property Management is able to provide a 'future proof' service across existing infrastructure that is both reliable and cost-effective.

“Jumeirah Beach Residence uses the power of the network to reduce capital and operating expenditures for key stakeholders over the life of a building to create a more productive and flexible workplace through scalable collaboration, mobility and remote connectivity tools. It also enhances the health, safety and security of the building's occupants,” said Darren Stratton.