

# **Growth of IP solutions – An impact assessment**

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We are a global provider of total design, engineering and business solutions



**IT and Communications Systems**

~ 100 Technology and Business Consultants world wide. Staff located in London, New York, Los Angeles, Hong Kong, Dubai, Berlin, Johannesburg, Toronto, Singapore & Sydney

ARUP

# Delivering value from IT & Communications

*25 Years of ICT design*

*Independent*

*Global Network*

*Creative Solutions for the built*

*environment*

*Information systems & Technology*

*British Airports  
Authority (BAA)*



*“ The Arup team worked as part of the integrated team on Heathrow Terminal 5 and enabled us to fulfil the vision of a common cellular and radio infrastructure within the terminal. This was a great achievement for the team, who had to work sensitively with a large group of stakeholders to agree the requirements and design, and deliver into a complex construction programme. The team went out of their way to ensure that the solution was successful and we are very pleased with the results.”*

Tom Garside, BAA, Eastern Campus Head of ICS

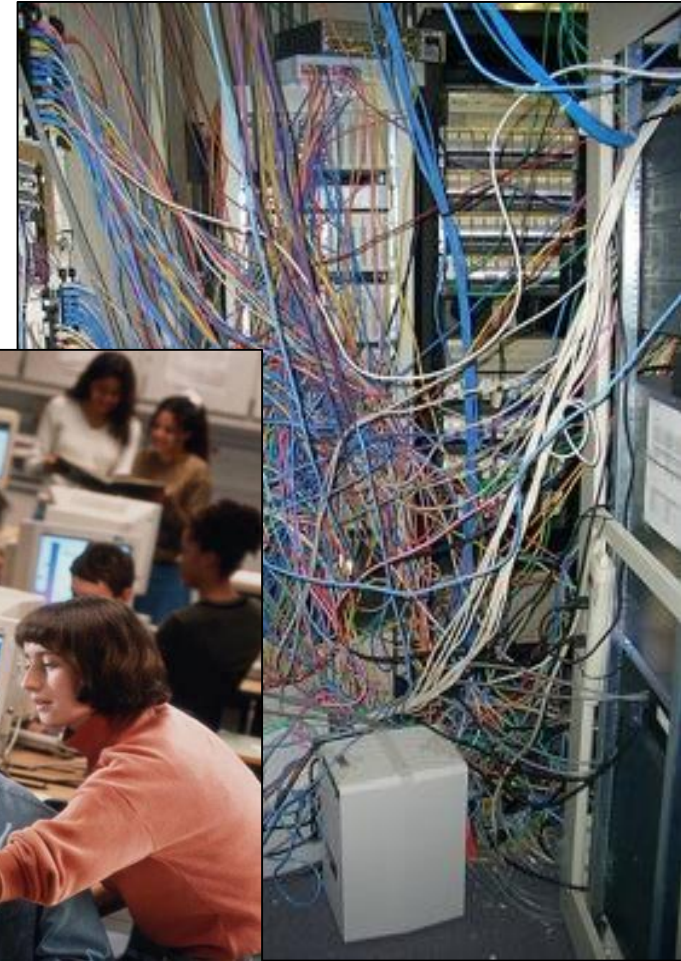


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# Buildings & Technology – *the rise of IP ?*

## The politics of IP networks

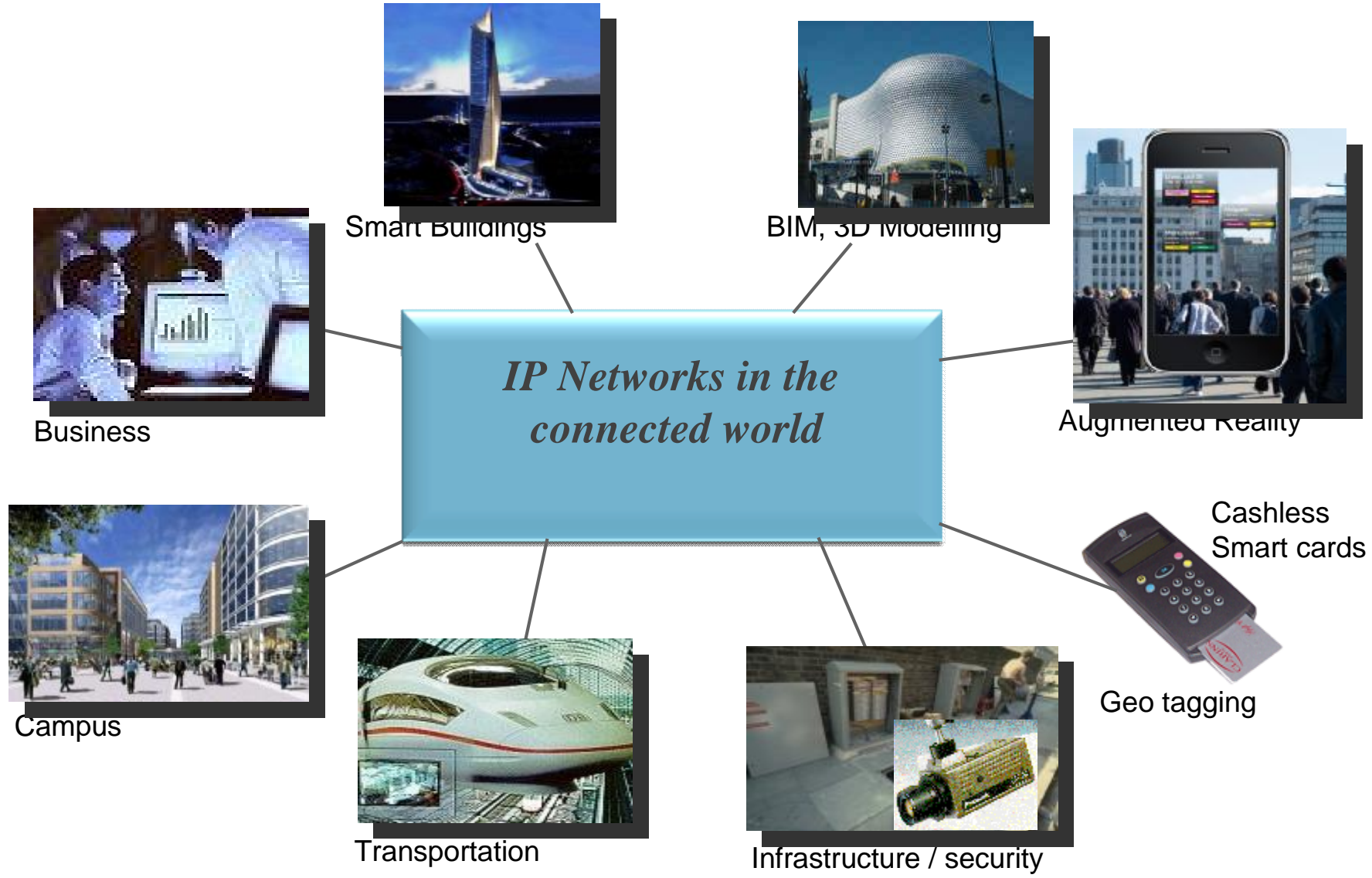
- § Who is in control IT, Estates/FM, or Finance?
- § Timing of decisions, who calls the shots?
- § Responsibility and accountability



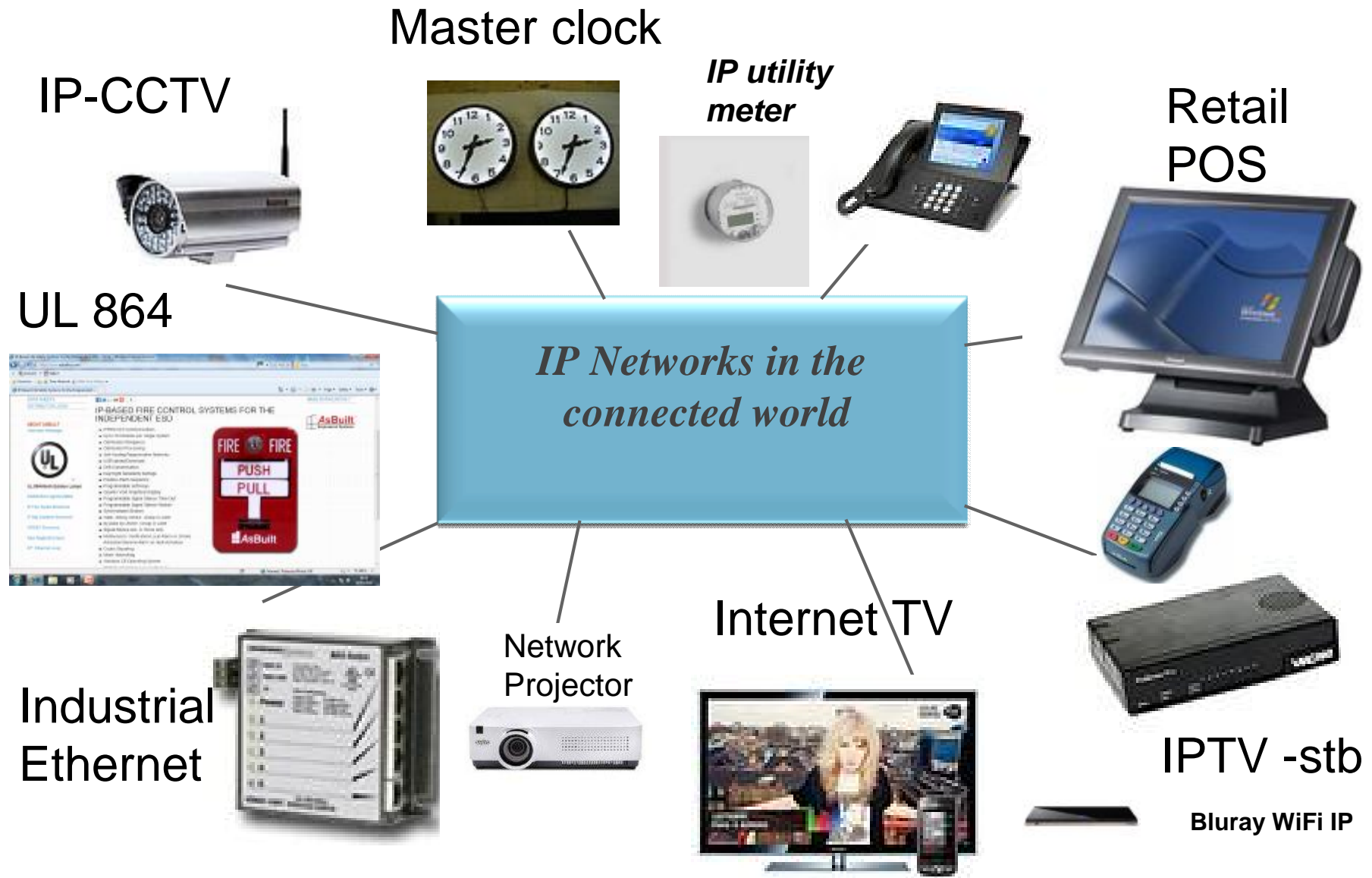
# Overview

- § **The world of IP networks**
- § **IP networks and convergence**
- § **Challenges for the systems designer & manager**
- § **Impact on Building design & construction**
- § **Introducing new value structures**
- § **What's round the corner?**

# The world of IP Networks



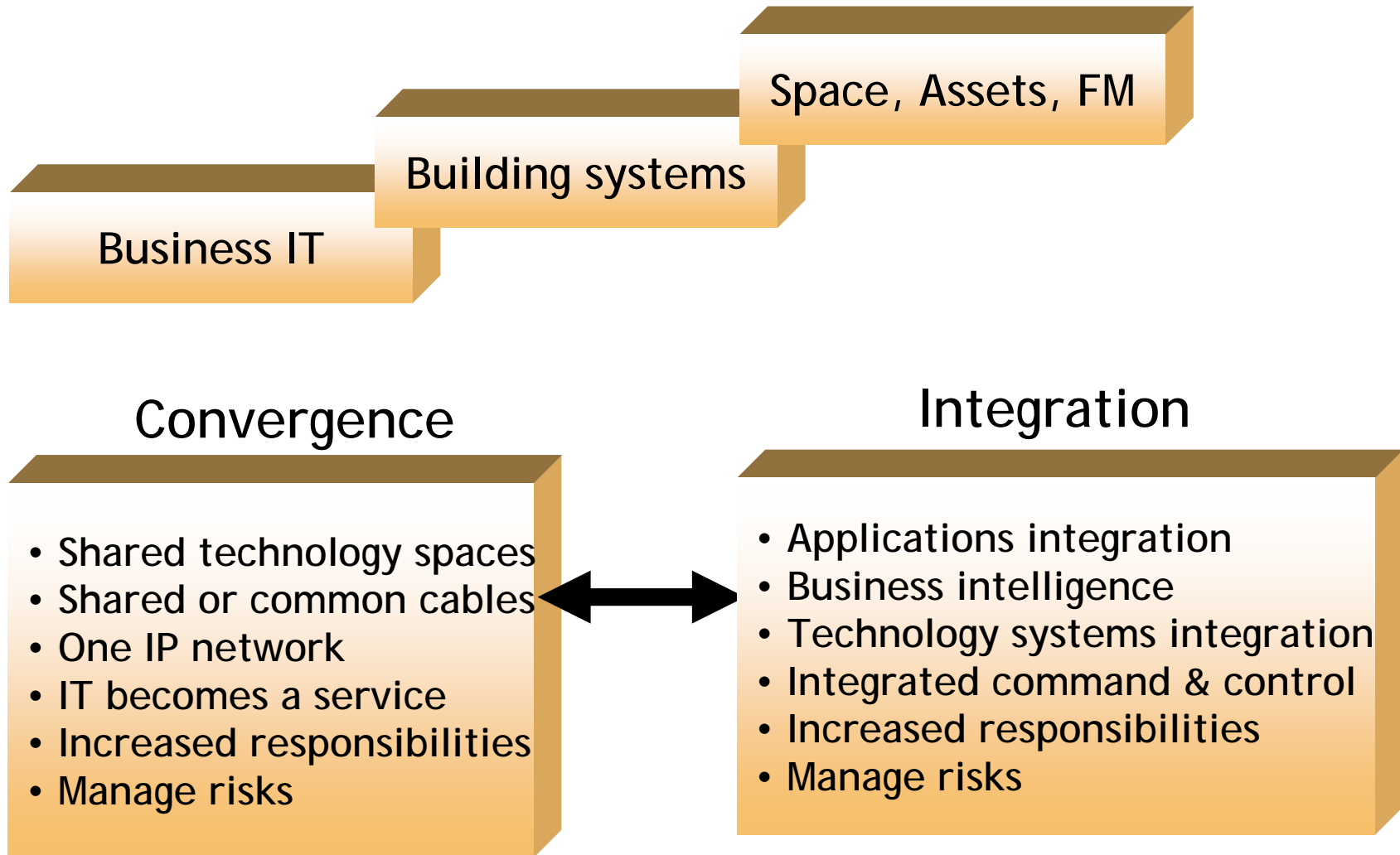
# IP Everywhere – growth of IP solutions



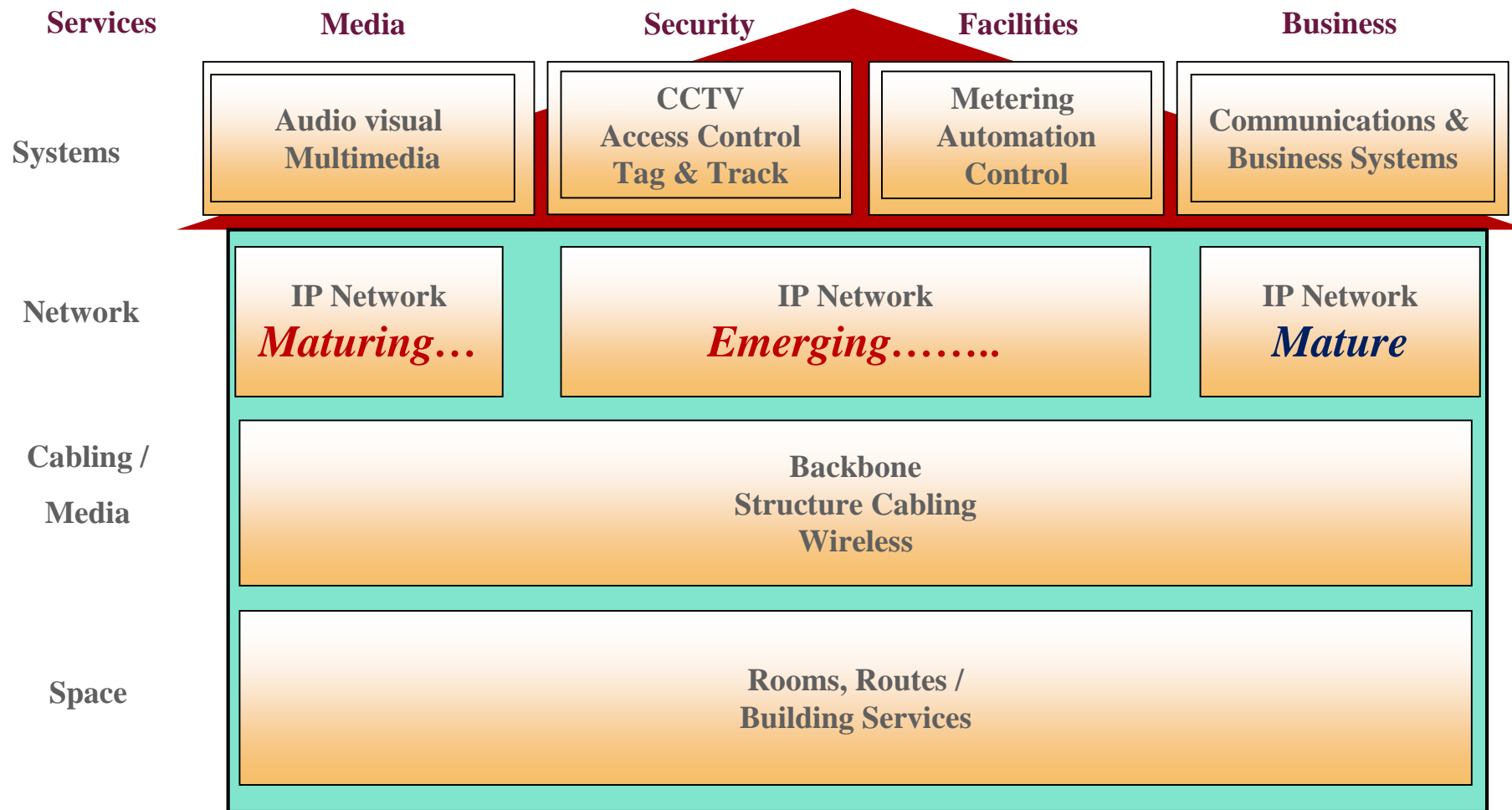
# IP networks and ‘Convergence’

- § Is there a common understanding?
- § What does this mean to an end user?
- § Why promote Convergence?
- § The practicalities of promising Convergence
- § Delivering on your promise

# IP networks - Convergence or Integration ?



# Growth of IP solutions – *impact on design*



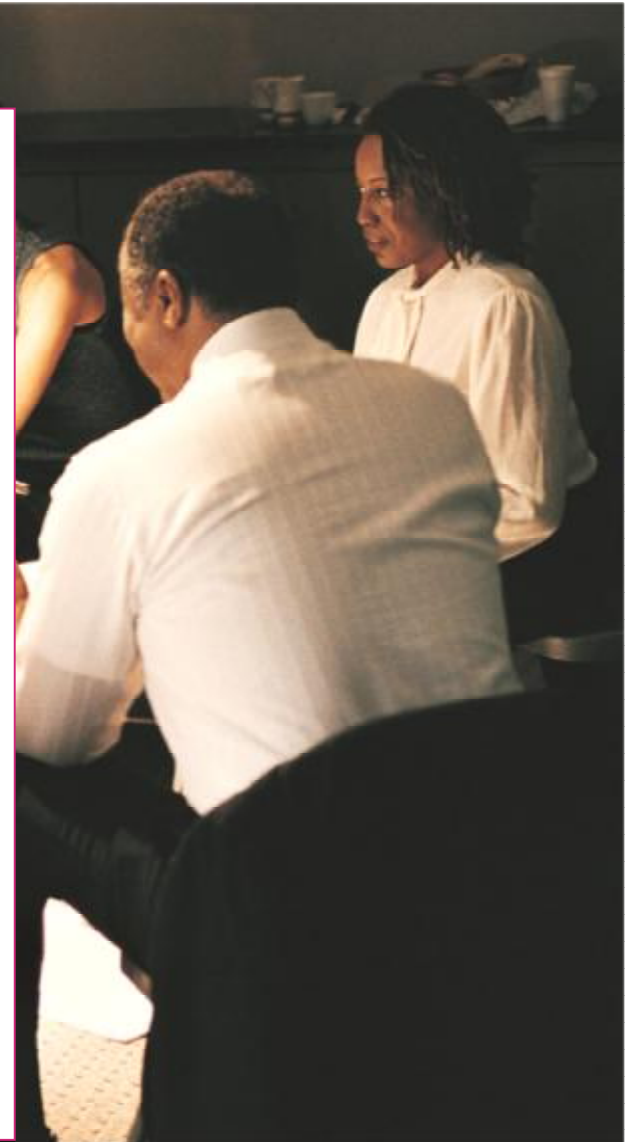
# Dealing with the new paradigm

- § Why think multiple stakeholders and not just a client?
- § Is your design concept a success story or the root cause of operational issues?
- § Understanding and explaining the consequences of Convergence in your project
- § Design, specifications, tenders, construction and commissioning
- § Capital budgets, operating expenses, risk management, relocation, change management
- § Delivering services that payback



# Introducing new value structures

- § Convergence implies new opportunities for service providers
- § Moving upstream? What about downstream?
  - *Infrastructure-Information-Intelligence*
  - *Content-Commerce-Concierge*
- § Holistic service delivery creates value – always think services not infrastructure and that's going to be the driver for our new age economy



# What's round the corner ?

- § **New models for commerce & business**
- § **Incumbents or new entrants are likely to morph new value structures from the old**
- § **Social media networks are most likely first to adapt**
- § **IP devices in the home will bring new opportunities**
- § **Trusted household brands most likely to have the greatest potential on our future lifestyles**
- § **More Balmer, Gates, Jobs, Zennström and Zuckerberg persons waiting in the wings.....**

**Thank You**

**Q & A**

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