

CONNECTIVITY IS THE KEY TO CRE PROFITABILITY

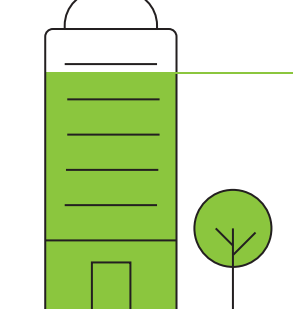
We work in a connected world, and providing always-on-everywhere mobile service is essential to attract and keep CRE tenants. Yet service is notoriously unreliable in modern office buildings.



OFFICE BUILDINGS CHALLENGE EFFECTIVE CELLULAR DELIVERY

- LEED building materials
- Dense architecture
- Cellular congestion
- Wi-Fi insufficiency
- Varying demand

COMPLAINTS OF POOR CELLULAR SERVICE



74%

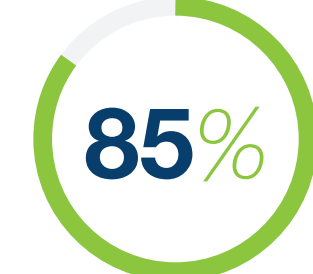
of office workers say they experience poor cellular connectivity in the workplace.

A GREAT TENANT EXPERIENCE

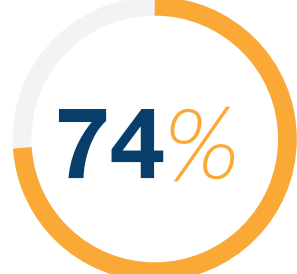
DEPENDS ON SEAMLESS CONNECTIVITY

Tenants expect reliable connectivity to enable emerging ways of working. BYOD, remote work, coworking spaces, 5G, and the Internet of Things (IoT) depend on reliable in-building mobile service.

MILLENNIALS MAKE UP MORE OF TODAY'S WORKFORCE THAN ANY OTHER GENERATION



use their smartphones to access the internet.



said they couldn't go more than one day without access to their smartphones.



MILLENNIALS ARE MORE LIKELY TO

use an app to manage building interactions and control daily needs.

have a positive view of IT strategies that encourage the use of personal devices at work.

HOW TENANTS COMMUNICATE WITH FRIENDS AND FAMILY



80%

text, SMS, or another messaging app



10%

phone call



5%

video chat/Facetime



3%

social media



2%

email

BUILDING OCCUPANTS AND CRE PROFESSIONALS RANK AMENITIES DIFFERENTLY



BUILDING OCCUPANTS

1	Public Wi-Fi
2	Gym
3	Cafe or restaurant
4	Coffee shop
5	Meeting and event space
6	Lobby or seating area

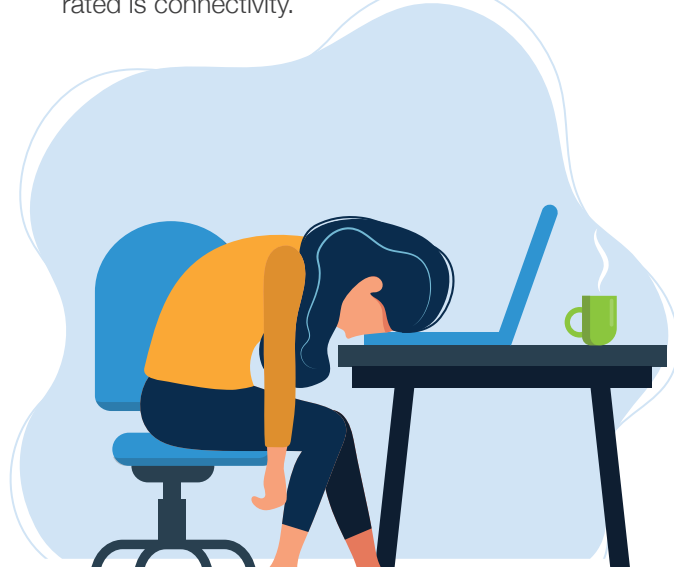
CRE PROFESSIONALS

Cafe or restaurant
Meeting and event space
Coffee shop
Public Wi-Fi
Gym
Lobby or seating area

"At its core, then, the foundation of a modern tenant experience should be based on a smartphone and smartphone-enabled apps that control the productivity enhancements organizations are demanding."

BUILDING OWNERS INCREASE PROFITABILITY BY IMPROVING THE TENANT EXPERIENCE

Office space today is a service. Building owners capitalize on this trend by offering top tenant amenities, and the highest rated is connectivity.



CONNECTIVITY IS NUMBER ONE FOR TENANTS BUT LAGS IN REALITY

60%

of managers surveyed said that current tenants complain about the quality of mobile LTE voice/data service.

80%

said that prospective tenants ask about the quality of mobile LTE voice/data service.

TENANTS NEED TO ATTRACT AND KEEP EMPLOYEES



of corporate real estate decision-makers engage with landlords to ensure they get the environment and amenities needed to attract and retain talent.

Building managers say that two of the main drivers of sales and leases in Class A buildings are Wi-Fi availability inside the building (51%) and Cellular reception inside the building (41%).

CREATING A POSITIVE TENANT EXPERIENCE YIELDS A BETTER ROI



Makes it easier to lease office space



Keeps tenants satisfied and loyal



Maintains higher occupancy rates



Makes higher lease rates possible

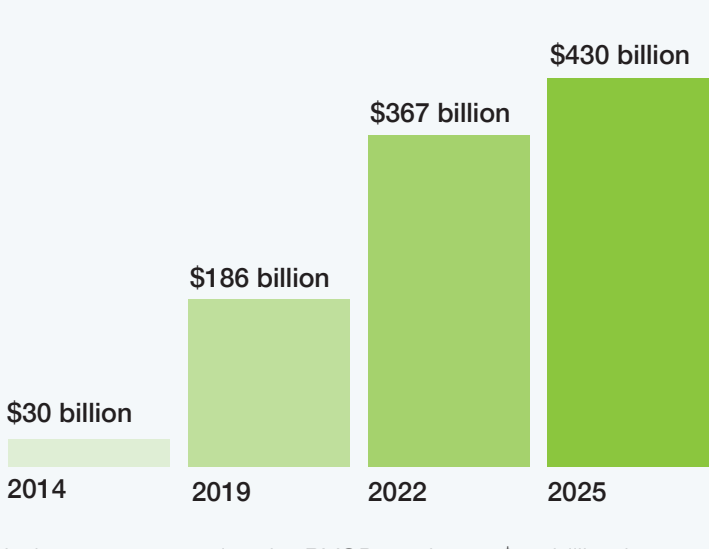
MULTIPLE CHALLENGES FACE LANDLORDS

- 1 Oversupply of office space
- 2 Multifamily housing offering remote workspaces
- 3 Increase in remote work

- 4 Companies seeking shorter lease terms
- 5 Flexible third-party cowork spaces



COWORKING, REMOTE WORK, AND BYOD ARE GROWING TRENDS



Industry experts value the BYOD market at \$30 billion in 2014 and \$186.09 billion in 2019. It is expected to reach \$367 billion in 2022 and \$430.45 billion by 2025.



23% of the full-time U.S. workforce performed at least some work remotely on an average day in 2018.

Entrepreneur.com expects coworking spaces to grow from 5.4 million SF in 2018 to 7-9 million SF in 2020. Emerging tech makes it possible.

5.4million ft²

7-9 million ft²

LANDLORDS ARE RESPONDING



80% of CRE professionals dedicate at least half their time to improving the tenant experience but only 28% of their operating budget.



Over half of property management teams plan to increase capital and operational spending on amenities.

VENDORS AND VISITORS DEPEND ON CONSISTENT MOBILE SERVICE



Building visitors access apps, contact resources, and conduct presentations



Cafes and shops access POS systems and offer cellular service to guests



Vending machine owners monitor product levels

In-Building Mobile Solutions Are the Answer



SOLID in-building mobile solutions provide consistent, on-demand capacity. Tenants, building management, visitors, and vendors get seamless, reliable, in-building coverage, and the best possible experience with simplicity and value.

Visit www.solid.com/us or call 1-(888) 409-9997

SOURCES

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