INTRODUCING EXPERT™

The Clarient Group (TCG) has developed a new, proven approach branded as EXPERT. **EXPERT™** is our trademarked process for precisely defining the desired outcomes of an integrated project, and aligning them with the enabling technologies necessary to create those outcomes. EXPERT is an acronym for **EX**perience **P**rioritized for **E**nabling **R**eal **E**state **T**echnology.

The EXPERT Method for Smart Building Development is an approach which:
- Assesses occupant experiences or "use cases" to determine desirability,
- Identifies the technology required to realize optimal occupant experiences and owns the ideation to execution (end to end delivery) process to realize each client's vision.

What is the Digital Ecosystem Experience?

A digital ecosystem experience is defined as achieving **enhanced occupant experiences** as well as **optimized operations** through innovative technology solutions. Digital ecosystems should serve occupants and drive results for owners. To do so effectively, the set of occupant experiences needs to be identified and supported with enabling technology from the outset. Digital ecosystem solutions require thought leadership and attention to detail.

EXPERT™

Method for Smart Building Development

TSX Broadway

How does EXPERT work?

The Clarient Group gathers experiential analytics to define the client's desired use cases before matching the requirements with necessary technology. Based on our proprietary survey methodology and hundreds of use cases, we drive solutions which are:
- **Simple.** Deliver efficiencies + simplify end user experiences.
- **Intuitive.** Accessible interface.
- **Modern.** Extension of normalized technology features into commercial asset.
- **Future-Proof.** Positions the asset for future innovative applications.

Property owners can focus on outcomes while investing their capital more efficiently.

What does EXPERT deliver?

The **EXPERT** approach defines anticipated specific Digital Ecosystem capabilities from the start. This approach provides:
- **Focused design.** Clear direction for the design team.
- **Cost containment.** Scope clarity reduces cost risk.
- **System integration requirements.** Focus on the occupants clarifies aggregate systems.
- **Clear outcomes**. Focus on the end game removes ambiguity.
- **Measurable outcomes**. Enables ongoing data analytics (KPIs).

The result is an enhanced set of experiences for all occupants and greater building efficiencies.

EXPERT™ has been successfully utilized in the programming and development of over six millions of square feet of properties.

THE CLARIENT GROUP

THE BASIS OF DESIGN: SETTING THE FRAMEWORK

The Basis of Design (BoD) phase is our opportunity to learn more about our clients – their goals, operations, mission, culture, and resources, along with the requirements of the properties they will be building or renovating. Our process presents the opportunity to make critical decisions that will guide the future implementation and on-going operations. The process to develop the BoD includes:
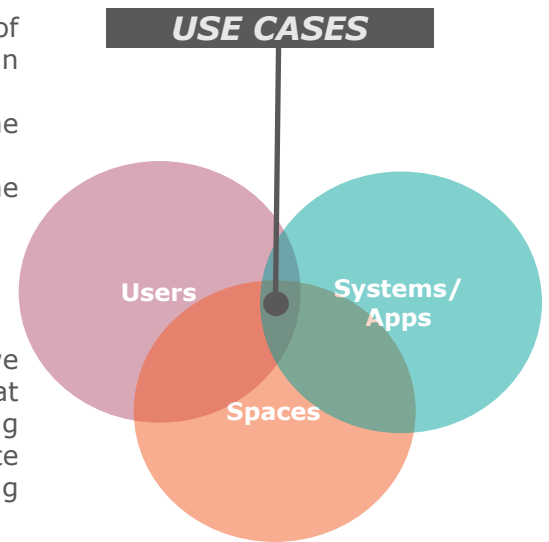
Discovery

The purpose of the Discovery Phase is to understand the property and the fundamental requirements for it to fulfill its mission. During this phase we will:

- Conduct an internal & external kickoff meeting to discuss the project team, schedule, and deliverables along with needed information.
- Review existing project information to understand the type of spaces, the technologies being designed, and the overall design objectives.
- Establish a baseline for the project's goals and objectives for the user experiences desired at the facility.
- Prioritize the users and associated experience categories with the project team.
- Facilitate an initial goals and objectives workshop to review.

User Experience/Use Cases

The user experiences at a property consists of a collection of what we refer to as "Use Cases". UseCases are detailed accounts of activities that take place on the property. They are a correlation of who is performing the activity, where is it occurring and what technology is used to facilitate it. The Ideation phase starts with identifying, prioritizing, and scoring Use Cases.

Enabling Technologies

Enabling Technologies are the technologies necessary to deliver the Use Cases identified during the previous phase. This phase will focus on the filtered list of high scoring Use Cases. TCG's Enabling Technology discovery process includes the following steps:

- Pairing each use case with the technology(s) necessary to deliver it.
- Identifying and prioritizing the technologies which support the most Use Cases.
- Discussing technology integration and best practices for tying multiple technologies together (beyond the converged network).
- Providing a technology gap analysis which identifies technology as:
  - o   Included in the project that meets the need.
  - o   Included in the project but needs to be altered or enhanced.
- TCG will demonstrate the impact on Use Cases as each technology is enabled in the project.

Basis of Design Report

The Basis of Design Report identifies the technology solutions that should be put in place to address the basic property requirements, support an enhanced vision, meet the needs of Day 1, be scalable for Day 2, and be measurable to allow for ongoing adjustments as applicable to optimize the user experience.

THE NEXT STEPS: TO ACTIVATION AND BEYOND

As stated previously, we own the process. Based upon the recommendations of the Basis of Design phase, TCG can take your team through the design and implementation phase to activation and operations. This will ensure that what you envision at the outset is what you get on Day 1 and beyond. Key steps include:

Design

Business Requirements
Technical Requirements
Infrastructure Cost
Bid Package

Bid & Award

RFQ
RFP
Interview & Leveling
Selection & Negotiations

CA

Solution Design
Implementation
Testing & Acceptance
Go Live/Closeout

Activation

Activation
Analytics
Governance
Embedded Services

DESIGN & IMPLEMENTATION
Design
- Define the desired outcomes and KPIs to ensure business alignment.
- Establish the high-level platform requirements necessary to integrate the Enabling Technologies and connect them to the enterprise network.
- Establish an implementation schedule that is coordinated across (include examples in parentheses) for monitoring progress and managing risks.
- Provide direction to the Design Team to incorporate the Converged Network requirements into the Construction Documents for an integrated design approach.
- Delivers a set of requirements w/ the appropriate hooks into the other trades scope of work to ensure a successful deployment and level set expectations.

Bid and Award
- Coordination with the client procurement team on contract requirements.
- Identify detailed requirements of each vendor to deliver the project requirements.
- Provide
  - a competitive model for evaluating and negotiating required network integration.
  - a level playing field across a diverse landscape of solution providers
  - a scoring methodology to separate the vendors.
  - a means of leveling vendors across multiple stakeholder groups.
  - recommendations for compliance with project requirement for Executive leadership consideration.

Construction Administration
- Provide program management oversight to ensure a seamless transition from Design to Implementation, aiding in any risk mitigation or change management.
- Manage the overall reporting and ongoing tracking of major project submissions.
- Conduct conformance level shop/submission reviews of all major deliverables.
- Ensure scope of work requirements for test environments, sandboxes, dashboards are adhered to.
- Conduct acceptance testing to ensure Use Cases are delivered as defined by the initial requirements

OPERATIONS
Activation
- Provide continuity of solution design from concept through use by key stakeholders
- Analyze KPIs for process improvement opportunities or enhancements to ongoing policies
- Facilitate quarterly reviews for executive leadership reporting and opportunities
- Oversee data and integration governance to ensure adherence to SLAs and functional requirements
- Manage service partners change orders and additional work requests.

THE**CLARIENT**GROUP

ABOUT THE CLARIENT GROUP

Who are we?

The Clarient Group ("TCG") is a visionary digital ecosystem technology consulting and design firm. We are experts in designing integrated technology systems that creating customized experiences. This results in decreased CapEx and OpEx, increased revenue generation, and enhanced productivity.

What do we do?

The technology design embodies the client's vision. Our strengths are both extensive engineering expertise and a quantifiable approach to articulating occupant experiences which result in an integrated systems solution. Our approach ensures the systems designed and implemented deliver short and long-term results and enable future enhanced functionality.

What is our approach?

Integrated solutions require a methodical approach, engineering expertise and a creative design. Experience proves that embedding smart building requirements during design is the most efficient way to achieve operating efficiencies and enhanced productivity due to a lower friction environment.

What else makes us different?

Every client's specific needs and results are our singular focus. Smart Building solutions require thought leadership and attention to detail. TCG owns the process from ideation through execution and continues to offer operating analytics assessment to benchmark success.

What is our experience?

We have provided these solutions for approximately 55-million square feet of signature properties globally across multiple verticals over two decades. These verticals include commercial, residential, mixed use, hospitality, medical and industrial in both the public and private sectors. That gives us a perspective which few competitors offer.

What value do we bring?

TCG has the necessary technical experience to deliver highly complex and diverse projects and has been the spearhead of the industry's rapid evolution. TCG has optimized its internal process and quality controls and perfected how to be nimble as both technology and client needs change. We have demonstrated the ability to design infrastructure that enables modern functionality two decades in the future. This design execution provides each client with greater efficiency and allows focus on business objectives rather than technology issues.

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American Dream

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