

Smart Buildings for better outcomes

The 3-30-300 Rule and IoT Solutions

The "3 - 30 - 300 Rule" is about realizing major savings to improve outcomes in commercial real estate.

The '3 - 30 - 300 Rule' says for every square foot of space occupied in a building there are annual expenses of \$3. on utilities, \$30. on rent, and \$300. on people.

<https://rethinkresearch.biz/report/smart-buildings-forecast-2019-2025/>

Based on this, a -

- A. **30 % reduction in " Utility Costs "** = savings of ~ \$1. / sq ft / yr
- with LED lighting, more efficient heating / cooling, improving windows, etc.
- B. **20 % reduction on " Rental Costs "** = savings of ~ \$6. / sq ft / yr
- with Smart Washrooms / Occupancy Monitoring / Parking, etc.
- C. **10 % reduction on " Personnel Costs "** = savings of ~ \$30. / sq ft / yr
- with Smart Building / IoT Solutions

Further, a study found that employees at eco-friendly companies are 16 % more productive than average - to increase personnel savings from \$30 to \$48 / sq ft

<https://www.iofficecorp.com/blog/why-workplace-leaders-are-comparing-energy-use-to-real-time-occupancy>

With this, what would it mean to save \$37. to \$55. / sq ft / yr on your space ?

To enable organizations realize these benefits, **Microshare IoT Solutions** are delivering significant savings and improving outcomes with " Smart " -

- A. Predictive Cleaning / Washrooms
- B. Occupancy / Desk Hoteling
- C. Temperature / Humidity Monitoring
- D. Air Quality Monitoring (Co2)
- E. Waste Management
- F. Water Leakage / Pressure / Temperature Monitoring
- G. Asset Tracking
- H. Parking
- ... and more

Microshare works with 3 of the top 5 largest Facility Management companies.

Microshare is a Microsoft Partner + Partners with IoT Providers for integrated solutions.

CAIL is a Microshare Partner for Business Development, Support, and Innovation Services.