



SMART LIFE SERVICES

The real estate industry is a constantly evolving environment and as such it must keep up with the pace of demand by tenants to stay ahead of the curve. So the challenge facing real estate and master developers is how to make sure their marketing strategy never fall short of cutting edge. To leverage new market opportunities and establish competitive advantage through greater efficiency and enhanced customer service, real estate developers are increasingly looking to emerging technologies to differentiate themselves from the competition.

In response to this rapid change, property owners have come to accept the need for equipping their properties with robust Information & Communication Technology infrastructures that can help them introduce Managed Services as part of their incentives to attract and retain tenants and users. The introduction of Managed Services in a property makes economic sense because it makes the property more “maintainable” throughout its life cycle, increase its value, and create a potential profit center for the owner.

Our **Smart Life** Managed Services program is your “future-proof” total solution! We handle a variety of “Smart Managed Services” specific to the real estate industry and we make sure the services are seamlessly integrated.

WHAT WE DO



We offer comprehensive design and engineering services for Smart Life Managed Systems to Help the owner deliver these services to tenants and users of the real estate facility. In addition, we manage and operate all the Smart Life systems to be installed in the facility

OUR DESIGN & ENGINEERING SERVICES

Ideally, our involvement on a project should begin the moment the project architectural design is frozen. However, this is not always the case so we are also prepared to enter into a project at any stage of its development on fast-track approach. Over the last few years we have developed a solid and sustainable experience with major local AED firms and consultants to provide real estate owners

with added benefits to their projects. Our Design and Engineering Services offering consists of:

- Review of related shop drawings and taking notes of the construction modifications
- We offer comprehensive design and engineering services for **Smart Life** Managed Systems to Help the owner deliver these services to tenants and users of the real estate facility. In addition, we manage and operate all the **Smart Life** systems to be installed in the facility
- Generate design and shop drawings covering specific **Smart Life** Systems, Building Management Systems and other supportive Facility & Property Automated Systems
- Generate the related Request For Proposal (RFP) documents and Bill of Quantities (BOQ)
- Participate in the evaluation of bidders
- Supervise the implementations of the related systems
- Supervise the testing and commissioning of the related systems

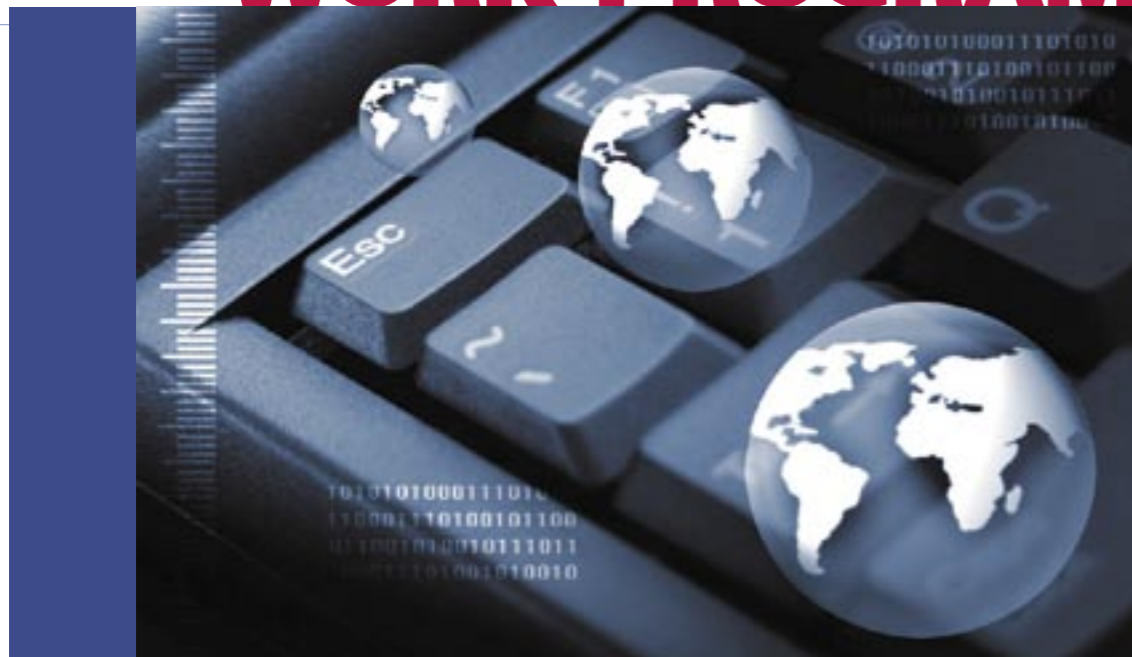
MANAGING AND OPERATING SMART LIFE SYSTEMS

Following the testing and commissioning of all **Smart Life** Systems in a property, our role is now focused on serving the tenants and users of the facility in the following areas:

1. Managing the Network Infrastructure – This is where we deliver the physical layer of the infrastructure to tenants' premises and ensure system reliability, availability, serviceability.
2. Managing Information Technology – This is where we deliver the **Smart Life** services to tenants and users of a facility based on their actual requirements and we make sure the services are well managed and secure. Some of the services we provide include:
 - Voice & Data – includes fully managed and secured IP telephony system and data
 - Safety & Security – includes value-added perimeter surveillance and access control systems points
 - Multimedia – we help tenants acquire and operate IP TV, Video Conferencing, and Video on demand services
 - Business Continuity – based on tenants demands, we provide IT consultancy and outsourcing services
3. Building Management System (BMS) – We make sure the design of the integrated IT infrastructure of the building is based on Open Standards so that the BMS system is not only fully supported
4. Facility Management Systems Support – We understand the needs of the Facility Management contractors and by working closely with them we improve the implementation of their Service Level Agreements requirements. Furthermore, we make sure they get the IT support they need to enhance their delivery of solutions for the facility and we also help them integrate their Information Management Systems with the overall IT network of the facility.



SMART LIFE WORK PROGRAM



We have spent numerous months painstakingly designing and refining our work program to make sure it stays robust and can keep pace with the ever-changing real estate industry. Not only that, but we made sure our work program speaks the language of real estate owners and developers and caters to their needs. We even designed our work program to be totally synchronized with the real estate master work program. We listen to what the owners and developers have to say and we make sure their needs are fulfilled.

We have divided our service oriented and comprehensive Smart Life work program into four distinct packages with each package comprising a set of phases and tasks. This was done to give the owner the flexibility to contract just the services he needs. Since our work program is generic by design, any modification mandated by the owner can easily be accommodated to match the specific project objectives.

THE FOUR MAJOR SERVICES WE OFFER ARE

1. Consultancy and Design
2. Procurement Management
3. Construction Management
4. Project Operation Management

We understand the need for flexibility when offering services to our clients and therefore we offer four packages that group specific services in the following way:

1. Package 1 - Consultancy & Design and Procurement Management
2. Package 2 - Consultancy & Design, Procurement Management, and Construction Management
3. Package 3 - Project Operation Management including Marketing Support Strategy
4. Package 4 - All of the above

1. Consultancy and Design Service

This package is the most basic and normally starts after initial agreement with the owner is reached. Major tasks undertaken by **Smart Life** include:

- Assigning a project manager along with his team of consultants to start collecting pertinent data and meet with the site project manager and construction manager to coordinate activities
- Submitting a high level concept design for the **Smart Life** Services to the project owner and/or his representative along with first cut financial feasibility study along with our recommendations
- Once an approval to proceed is received from the owner, **Smart Life** staff start to delve deeper into the project to gain project comprehension and capture customization factors as well as potential risks and exposures unique to the project

SMART LIFE WORK PROGRAM



2. Procurement Management Service

After completing an initial review of the project, a low-level design is initiated consisting of following phases:

- Produce shop drawings of our **Smart Life** proposed systems in coordination with project's architects and engineers
- Generate the Bill of Quantities (BOQ) for all equipment needed in addition to the Request for Proposal (RFP)
- Release the RFP documents to nominated bidders selected by **Smart Life** and approved by owner
- Evaluate bids and identify winning bidders to the owner
- Coordinate with Owner, Project Manager and Construction Manager the contract terms and conditions for the construction phase

3. Construction Management Service

Following proposals evaluation and selection of the winning contractor(s), the construction management team at **Smart Life** provides the following services:

- Plan for the construction phase – coordinate with the Project Manager and the Construction Manager to integrate our work program with the overall work program of the project
- Attend all coordination and progress meetings and resolve outstanding issues among contractors
- Conduct a soft launch program for initial acceptance
- Review and approve Service Level Agreements
- Review final documentation and systems handover

4. Managing Project Operation Service

Once the project is completed and made ready for occupancy, a permanent **Smart Life** Management Services point of contact will be established to manage and respond to tenants and end-user inquiries. As a bonus to our clients, **Smart Life** Operations Command Center will monitor the facilities on 24/7 365 days basis.

In addition, **Smart Life** staff can take the lead role or work in harmony with the owner in marketing the facility to potential tenants. The marketing plan for any project must be started at an early stage in the business development cycle to ensure success. **Smart Life** will create a customized marketing plan for each project with clear and well defined marketing and branding strategies. Each project will have an entire marketing roadmap including the direction for branding, logo development, web strategy and its navigation, copywriting, etc.

WHO BENEFITS FROM SMART LIFE SERVICES



Smart Life's marketing plan follows a well defined methodology where we

- Identify and select a niche market
- Limit the target markets
- Identify the most profitable real estate target market

- Chose a target audience
- Identify the competitors
- Real Estate Owners & Developers who strive to bring uniqueness to their properties by adapting the latest advances and trends in the real estate industry
- Real Estate Owners & Developers who appreciate the economic value of **Smart Life** Services and what it brings in terms of increased property value and the potential of turning the services into a profit center
- Tenants who are looking for Productivity & Well Being value in return for their expenditure on renting and buying real estate products



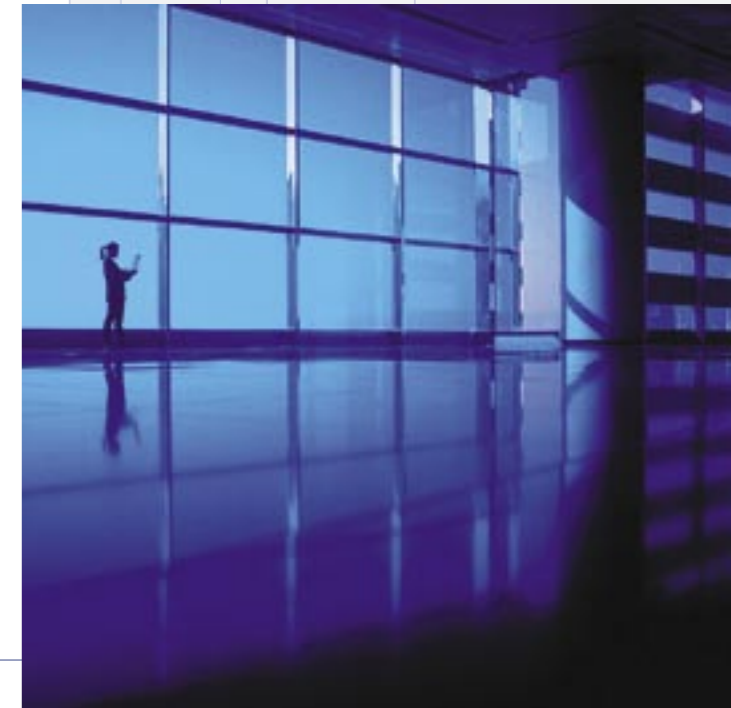
WHY SMART LIFE IS YOUR PARTNER-OF-CHOICE



Smart Life prides itself in being a customer-focused company totally responsive to change, balanced by a clear understanding that value and quality guide its decision-making. The management and staff of Smart Life are trained to be responsive and flexible in servicing customers' needs and solving their problems. We want our customers to feel they have in Smart Life a worthy partner to trust and do business with on continuous basis.

Most importantly we:

- work with you closely to understand your investment & development objectives
- study the market and analyze tenants & users needs and requirements
- apply our best design consultancy techniques when building the Smart Infrastructure
- manage the procurement of the best technologies value for the money
- manage the Smart Services delivery to ensure highest Return On Investment





SMART *Life*
Managed Services

