



# Ascendas-Singbridge Group

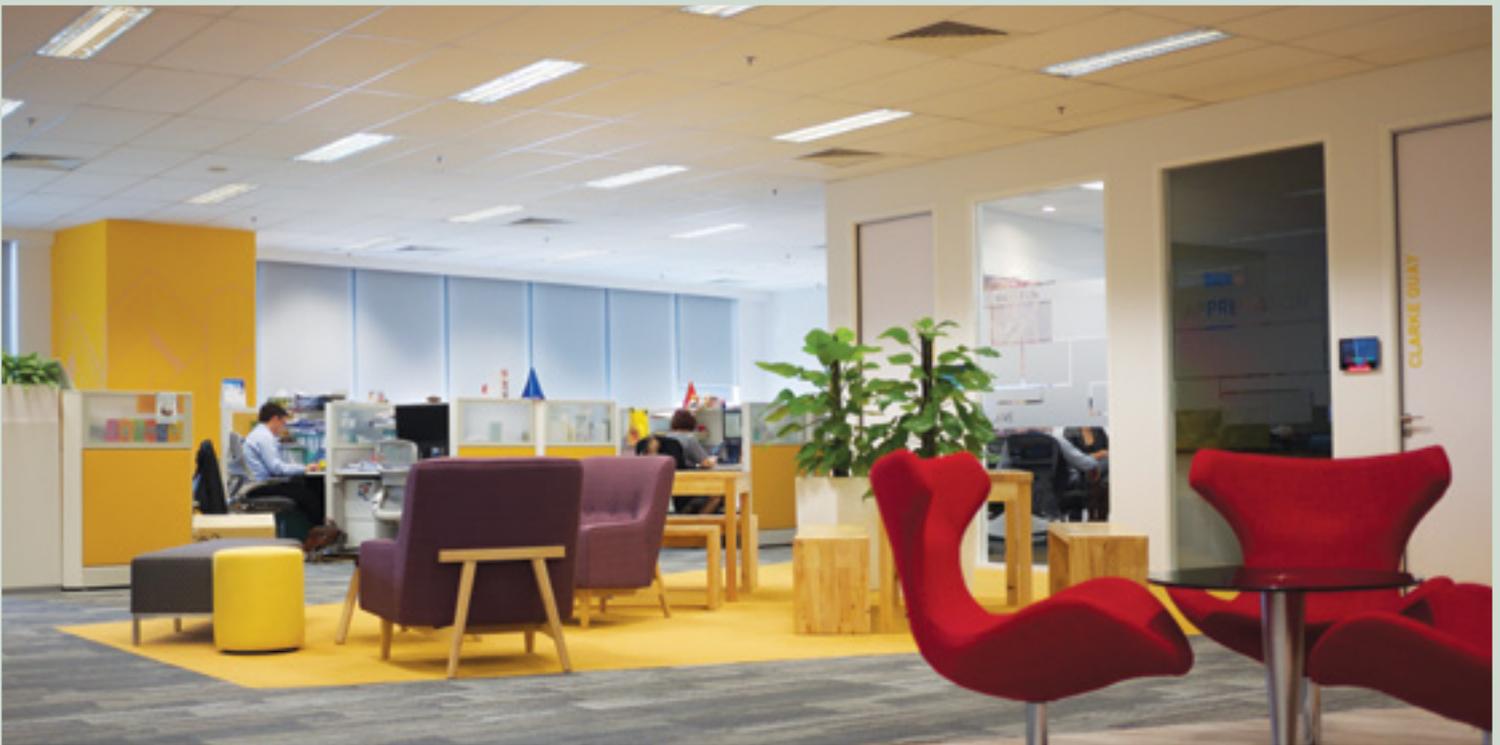
## Case Study – Corporate

### About Ascendas-Singbridge Group

Ascendas-Singbridge Group is Asia's leading sustainable urban development and business space solutions provider. It has projects spanning townships, mixed-use developments and business/industrial parks in 28 cities across nine countries including Australia, China, India, Indonesia, Singapore and South Korea.

With its regional headquarters in Singapore overseeing multiple markets, Ascendas-Singbridge wanted to bolster its AV, systems management and lighting systems to support the co-working nature of its teams across different geographies.





# Ascendas-Singbridge Group

## Challenge

Occupying approximately 7,600m<sup>2</sup> of office space at levels 8 and 10 of the Galaxis mixed-use development at 1 Fusionopolis Place, the Ascendas-Singbridge office provides employees with an open plan working space, a dedicated external meeting room area, pantries and associated office facilities.

It is no mean feat to design and build a clutter free and collaborative modern work space of this sheer size. Both employees and visitors alike should find themselves embedded in the very fabric of Ascendas-Singbridge digitised communication work experience.

Ascendas-Singbridge appointed Vega, a global solution provider in audio visual and IT communications and a systems integrator partner of Crestron, to come up with a scalable solution that would enable a growing connected, mobile, and high-functioning workforce to work collaboratively, increasing efficiency and productivity so as to meet the current and future needs of the business.

## Solution

Crestron's solutions were deployed to help realise Ascendas-Singbridge's Workplace of the Future theme in these key spaces - front-of-house experience gallery, meeting and training rooms, staff lounge area, and various huddle workspaces around the office.

The proposed solutions by Vega included a video wall, digital signage, AV integration for rooms, as well as Crestron's series of audio systems. Integrated technologies with easy-to-use controls offers the power to deliver rich sound to Ascendas-Singbridge's 30-seater boardroom with unparalleled digital quality.

Crestron's technology makes any presentation environment and meetings simple. This allows Ascendas-Singbridge to make each meeting experience unforgettable for both employees and visitors.



## Cultivating a mobile and agile workforce

As an organisation with extensive operations across the region, Ascendas-Singbridge recognised that the key to foster change and innovation is an empowered technological workplace for its employees.

One of the key areas they wanted to address was to encourage a more effective utilisation of their meeting rooms and common areas. Previously, a number of different and independent technologies were used at the workspaces. Mobile devices and laptops that were not fully compatible with the dated technology also meant that employees and guests relied heavily on the support team to rectify issues when they arose. Ascendas-Singbridge hoped to channel these efforts towards other business priorities, and looked to technology to make communication between teams a breeze.

This presented a fresh opportunity for Crestron and Vega to create a business environment where employees felt inspired to excel, and providing them the flexibility to work from wherever they liked, and however they liked.

*"Right from the beginning, we knew that we wanted to partner with an industry leader. From research, Crestron emerged as a clear contender in the systems integration technology space,"*

Yeap Chin Boon, Group Information Management & Technology, Vice President, Ascendas-Singbridge.

To bring people closer to support open discussions, Vega Project introduced Crestron AirMedia into the infrastructure, which enables complete wireless HD presentation from any mobile device and any platform. This meant that spontaneous huddle spaces could be easily arranged even if team members were on the move.

# Intelligent, energy-efficient solutions in action

In addition, Crestron AirMedia is equipped to accommodate an increased variety of formats, allowing users to plug in and play at the touch of a button. The ease of use has created reliable, user friendly meeting rooms and discussion areas, and facilitated collaboration between teams.

Crestron Fusion, an intelligent on-premise IP-based monitoring and scheduling software, was also deployed. This end-to-end solution provides a seamless experience for users through the integration of various elements such as control lighting, power to the room and visual displays.

Meeting rooms were fitted with top of the range power sensors, which were capable of sensing when users entered or left the room, and automatically activating and deactivating the lights. With Crestron Fusion, Ascendas-Singbridge can now easily draw on the rooms and technology utilization data to make smarter decisions about the technologies they wish to deploy in the future.

The use of these energy-efficient systems enabled the reduction of energy consumption across the entire office, helping Ascendas-Singbridge's Galaxis building achieve the Platinum BCA Green Mark certification, a green building rating system that evaluates a building for its environmental impact and performance. The office was also handpicked by the International Green Building Conference 2017 committee as part of the Green Mark Tours, where visitors are invited to join specially curated site tours to award-winning Green Mark projects and sites.

"It's been our utmost pleasure to partner with a solutions provider who shares the same beliefs as we do – technology should be unified, uncomplicated and seamless. Crestron's solutions allow us to achieve these objectives for our clients,"

Angeline Tan, Executive Director,  
Vega (Singapore).

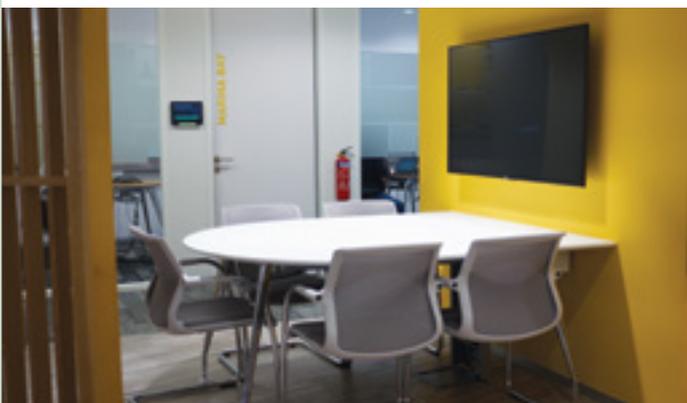




## Intelligent, energy-efficient solutions in action

The bring your own device solution implemented in meeting rooms across the office were in line with Ascendas-Singbridge's objective of creating a cohesive environment, all while remaining simple yet accessible by employees, visitors, and guests.

With the use of Crestron technology, Ascendas-Singbridge has achieved its objective of facilitating an effective communication between its offices across the region.



"Crestron's solutions have elevated the visitor and user experience at Ascendas-Singbridge, helping our teams work closer than ever before. Our business partners, employees, and visitors alike are impressed with the technology we have infused into our spaces, and we continue to take pride in our collaborative and mobile approach towards projects. Above all, our employees who have worked in both Science Park and Fusionopolis like the new fit, and find that we're progressing to the forefront of technology,"

Yeap Chin Boon.

For additional information on Crestron, visit our website: [www.crestron.com](http://www.crestron.com)



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