

Commerz Real's Digital Factory receives ZIA Office Award

- **New work office, event area, digital creativity and test laboratory**
- **One of the most modern office spaces in Germany**
- **Prototype for successful digitalisation of existing areas**

The Commerz Real "Digital Factory" has received the Office Award from the German Property Federation (ZIA) in the office concepts category. The umbrella organisation for the real estate industry is honouring "an innovative new work office with an event area and digital test laboratory", was the reason put forward by the jury.

"The prize is overwhelming confirmation for us that we are pursuing the right strategy on the path to becoming a digital asset manager", said a visibly pleased Andreas Muschter, the Chief Executive Officer of Commerz Real. The company has been managing its digital transformation since 2016 through its own Digital Factory with the core areas digital asset management, digital front office and cultural transformation. The objective is the optimisation of the business model of Commerz Real, the flexibilisation and automation of all business processes where possible, as well as the more effective and profitable use of data.

Since 2019 the laboratory has been domiciled on two storeys with a total area of approx. 1,000 square metres previously used by a shoe retailer in the Wiesbaden headquarters of Commerz Real. These were then comprehensively renovated and modernised so they now meet the latest digital building technology standards. The interior design concept developed by the Wiesbaden-based architect's office Andreas Heideck allows for every possible usage. On the upper floor the Digital Factory has a flexible co-working area where employees of Commerz Real can try out new work processes. "We are considering opening up the area so that those interested in such processes can rent a desk for a couple of weeks," explains Muschter. The entire area is fitted with more than 200 sensors which collect data and serve as the basis for the management of room booking, air conditioning with fresh air supply, and – depending on the users, the time of day and year – the lighting. An app also provides information to the host as to when a registered guest enters the building. In this respect the Digital Factory works together with the digital platform Thing-it, on which users are connected to the building, and also to the lighting company Osram. The latter's "Human Centric Lighting" allows for daylight to also be simulated in work areas without windows or access to natural light, for example. The utilisation concept and sensor technology thus make the Digital Factory "one of the most modern office spaces in Germany", says Muschter.

"At the same time, the Digital Factory is the prototype for successful digitalisation of existing areas and for us it is a testing area for those building technologies which our commercial tenants will need or request at some point in the future," explains Jens Böhnlein, Global Head of Office and Industrial. "Thus the sensor technology can be adapted in line with future technical developments and fulfil all the flexibility needs already demanded of properties." Furthermore, the Digital Factory is a showroom and event area for internal and external events, in which interested visitors can, among other things experience the open-ended real estate fund hausInvest with virtual reality glasses. In addition, the digital virtual assistant Amazon Alexa will also be available shortly.

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Commerz Real AG

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