

## Heritage Plaza

### About Heritage Plaza

Headquartered at 1111 Bagby Street in downtown Houston, Texas, Heritage Plaza, owned by Goddard Investments, is the 60th tallest building in the United States, measured at 762 feet tall. The building has 53 levels and two sub-levels, with each floor consisting of 21,700 square feet. As one of the nation's tallest buildings, Heritage Plaza houses some of the world's top organizations including Deloitte & Touche USA, LLP which occupies 300,000 square feet as part of a 12-year, 10-floor lease.

### The Challenge

When Heritage Plaza was first constructed in 1987, wireless phones were not the staple product they are today. Fast-forward to the 21st Century where over 285 million Americans are mobile subscribers, about 91% of the total population. The need for wireless coverage is paramount for day-to-day personal needs and business operations. In today's commercial real estate market, many building owners and property managers are using consistent and reliable wireless coverage as a competitive advantage. To boost interest in this highly competitive market, in-building wireless often makes or breaks the adoption of new tenants.

With more than 1,150,000 square feet of leasable office space, Heritage Plaza was bound to have issues with in-building wireless coverage but the true need for in-building wireless didn't arise until early 2007. Prior to signing a lease to occupy space across 10 floors, Deloitte & Touche required Heritage to rectify one nagging issue – weak cellular phone signals across its new space.

As new tenants entered the building, so did the need for multiple cellular carriers. Heritage needed a unified way to ensure a reliable in-building signal for all tenants, regardless of carrier.

### Call in the Experts - The CSI Solution

Heritage turned to CSI. As a leading in-building systems integrator, CSI has existing relationships with all of the wireless service providers. These relationships provided an efficient approval process with the carriers and enabled CSI to conduct a roundtable with the carriers involved in the installation. By gaining consensus across groups, the company ensured a unified system that could handle all signals, regardless of carrier.



### The Challenges

- Required support of multi-carrier and Wireless LAN
- Various tenant requirements needed to be met
- Buildings in downtown Houston are congested causing weak wireless coverage and around the building

### The Benefits

- Delivered a scalable multi-carrier solution to support Verizon, Sprint Nextel and T-Mobile
- Scalable solution supports future technologies
- Improved wireless service created a competitive advantage to sign new tenants



## Heritage Plaza, *Continued*

After analyzing the in-building wireless situation at Heritage Plaza, CSI chose a fiber head-end, neutral host solution. The system supports all the wireless carriers (including AT&T, T-Mobile, Sprint Nextel and Verizon Wireless) over a single infrastructure to improve network performance, ensure security and provide reliable wireless connectivity. For Heritage property managers, visitors and tenants, the system enables the use of cell phones (both 3G and 4G capabilities), Blackberrys, iPhones and WiFi services anywhere in the building. From an operational perspective, Heritage benefits from the cost savings realized by deploying just one physical infrastructure to support multiple wireless services and the reduction of installation costs for new office setups or building system upgrades.

## A Whole New World

Working with CSI opened up a whole new world of opportunities for Goddard Investments and Heritage Plaza. The impact was immediate and undeniable. For the more than 25 companies and 35,000 personnel, the wireless access they demanded was now readily available.

The infrastructure became a competitive differentiator for Goddard Investments as management rapidly signed new tenants. By putting the in-building wireless infrastructure in place, Goddard was able to sign a major, multi-floor tenant right off the bat. Additionally, the newly installed backbone ensured the property was ready to support new tenants, regardless of carrier, with the most optimal wireless signal.

In the end, CSI's unique solution became one of the best decisions management made. The implementation serves as a model for all that can be accomplished by leveraging in-building wireless solutions – enabling tenants to experience dramatic improvements in worker productivity, while providing a distinct competitive advantage in this challenging commercial real estate market.



*"When CSI first came in, they immediately outlined specific, step-by-step instructions on how to make reliable in-building wireless a reality for Heritage Plaza. Despite the complicated communications process that involved a range of diverse and disparate cellular carriers, CSI provided a single point of communication, which really simplified the process."*

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(Owner, Heritage Plaza)