

architects

Information Technology Architects

Knowledge – Built In.

Creating a Blueprint Which Reveals How Technology Will Increase Your Property's Value and NOI.

IT Architects—your guide in creating an iQ Building™, an innovative advancement in Smart Building technology.

Synet Inc. has developed an innovative service that helps property owners, managers and developers (POMD's) to understand the best ways to position technology as a fourth utility within their property in order to increase property values, tenant revenues and retention rates.

IT Architects™ assists POMD's in the process of defining the vision for their property, to identify how much and what types of technology they need in order to maximize productivity. Using our "4D process" we **Define** the vision, **Design** the systems, **Deploy** the strategy and **Document** all components and warranties associated with the project. Thus providing a "concept to completion" level of service.

The Synet Solution

The variety of options available to the POMD in creating an iQ Building can appear to be overwhelming, therefore, it is critical to the success of the "4D process" process that the property owner feels comfortable enough to create an information-sharing "partnership" with the IT Architect assigned to the project.

The Purpose of this "partnership" is to successfully accomplish the following:

- Understand & address the POMD's long term and short goals for their property or portfolio.
- Provide the POMD with an education about the process and the options available to their building.
- Actively encourage the POMD to participate in the decision-making process.
- Customize an approach to enhance revenue, increase property value, attract tenants and gain valuable industry exposure.

Technology has become the 4th utility.



Energy



Water



Electric



Technology

The 4D's

There are four specific phases associated with SyNet, Inc.'s offering. The essence of these phases can be defined as the 4D's:

Define~Design~Deploy~Document

DEFINE

This phase of the project serves to define the "VISION."

The assigned IT Architect will meet with owner/representative to identify and define the following:

- Types of tenants being targeted
- Most cost efficient types of products and services to be offered
- e-menities™, office technology amenities, are made available to tenants
- Obsolescence prevention strategies
- iQ Building marketing initiatives

DESIGN

During this phase of the project IT Architects will design both the physical network and the service provider partnerships required to deploy the "VISION."

Once the "VISION" has been defined the IT Architect begins to assemble the proper mix of services and solution providers necessary to deploy the project. This is done through the process of writing and managing all RFP's, pertaining to the following:

- Structured Cabling Systems
- Bandwidth and Dial Tone Providers (Local and Long Distance)
- Web Site Development
- LAN/WAN Connectivity
- Telephone Systems
- VPN/Data Security
- Wireless Solutions
- Service and Maintenance Contracts

In addition, SyNet Inc. and the POMD work cooperatively to market the property, by designing and assisting in the following:

- Effective Marketing Pieces
- A World-Wide-Web Presence
- Tenant Walk-Throughs



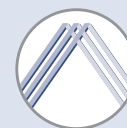
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Note: SyNet, Inc. recognizes and respects that the client may have existing vendor relationships and/or preferences pertaining to various service providers. SyNet, Inc. will work to seamlessly integrate preferred vendors, if any, into the project, while insuring cost competitiveness. In addition, SyNet Inc. offers a variety of telecommunications products and services through their core product/service providers. SyNet Inc.'s services in this area will be offered to the client where savings can be demonstrated. All vendor selections shall ultimately be made at the discretion of the client, with SyNet Inc.'s full cooperation.

DE

This phase of the project consists of performing the physical construction necessary to deploy the "VISION."

Once the physical network has been designed and the required service provider partnerships are in place, SyNet Inc. provides implementation, installation, management/training and marketing solutions to complete the following:

Implementation and Installation of:

- Voice, Data and Video Structured Cabling Systems
- Local Dial Tone, Long Distance and Bandwidth Provider Services
- Video Entertainment Provider Systems and Services
- Voice and Data Hardware Solutions
- All Service and Maintenance Contracts

Training and Initial Supervision of:

- Proper Positioning of e-amenities™, office technology amenities, by Property Management Staff
- "First Time" Installation Processes of Services Provided to Individual Tenants

Launching of:

- Property Specific Web Site
- Assist with Implementation of iQ Building Solutions™ Related Marketing Strategies

DO

The final phase of the project provides the POMD with an organized, accurate, compilation of all records pertinent to the documentation and the seamless operation and maintenance of the installed networks, components and Service Level Agreements.

Following the project's successful implementation/installation, SyNet Inc. compiles for the POMD, all documentation necessary to guarantee maximum efficiency in servicing the building's equipment as well as it's tenants, long into the future. This package includes:

CAD Based, Project Documentation:

- Aerial View of the Complete Site Plan
- Riser Closet Details
- Network Cabling Locations, Including Pedestals and Pull Boxes
- Apartment Floor Plans, Showing Outlet Locations/Cable Routings

Service Level Agreements (SLA's) & Individual Tenant Records:

- Dial Tone, Long Distance, and Video, Bandwidth Provider SLA's
- Structured Cabling and Hardware SLA's
- Installation, Service and Maintenance Logs Tracking Individual Tenant's Service Activity



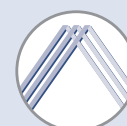
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THE BOTTOM LINE

ONE SHOCKING FACT...

Tenants are spending billions of dollars on technology products and services every year—the property owner seldom sees one dollar of this!

~We feel as though YOU should!

WAIT, HERE'S ANOTHER...

Prospective tenants are desperately looking for ways to eliminate head aches associated with keeping abreast with technology advancements.

~The building which solves this problem becomes a tenant magnet!

Using SyNet, Inc.'s IT Architects™ Services Will Position Your Property to:

- **Attract High-End Tenants**
- **Retain Tenants Longer**
- **Increase \$ Per Square Foot Revenues**
- **Position Technology as a BILLABLE 4th Utility**
- **Capitalize on Otherwise LOST Revenue Streams by Offering e-menities™, office technology amenities.**
- **Improve Property Value to Prospective Buyers**
- **Gain a Significant Marketing Advantage Over Competing Properties**

Call us today for more information on how SyNet, Inc.'s "Smart Building" products and services can make your properties significantly more valuable, to you and your tenants.



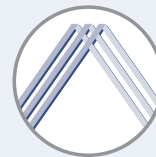
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