

5 WAYS FOR ELECTRICAL CONTRACTORS TO BUILD BUSINESS WITH FACILITY MANAGERS



The current economic climate adversely impacts electrical contractors, including a lack of new construction. Yet there are numerous opportunities in the commercial office market, where **70 percent of existing building stock is 20 years old or older.**



“70 percent of existing building stock is 20 years old or older.”

In today’s environment, older buildings need to support ongoing functions at the highest level while also delivering energy efficiency. Facility managers and others responsible for operating, managing and maintaining these buildings know that well-planned and well-executed retrofits turn an out-of-date building into a high-performance, energy-saving facility that’s equipped for today’s challenges and tomorrow’s changes. This also provides contractors the opportunity to expand their business with repeatable revenues by returning to buildings and revising their initial construction to fit the new building configuration.

In addition to changes in the electrical marketplace, important shifts in office workspaces are generating modernization and retrofit opportunities. Technology has changed the way “work” is done, untethering the office worker from their desk to enhance the use of collaboration, whether face to face in meeting spaces or via the web.

Sustainability initiatives are also a high priority, and facility managers, who are responsible for implementing improvements, are increasingly outsourcing these functions. Service contractors can move beyond conventional maintenance and repair by recognizing revenue-generating, business-building opportunities with existing customers.

THE ROLE OF FACILITY MANAGERS



A recent survey by the International Facility Managers Association (IFMA) reported that managing an aging building and implementing new sustainability measures are among the most important issues their members face. Three specific aspects of this challenge include:

- ▶ Maintaining workspace that is attractive and functional yet flexible to accommodate future technologies and provide operational efficiencies.
- ▶ Managing workspace that can be modified with the least disruption to tenants.
- ▶ Locating readily available solutions that are easy to install and designed to complement today's infrastructure while supporting tomorrow's technology.

Facility managers are pressed for time and tend to have a background in mechanical systems. Therefore, they are looking for electrical expertise.

OPPORTUNITIES FOR THE CONTRACTOR

Challenges facing facility managers lead to opportunities for electrical contractors to provide solutions in areas such as:

- ▶ Electrical management through plug load, lighting controls and daylighting options
- ▶ Installing products that allow building infrastructure to be easily adapted for the future
- ▶ Enhancing productivity
- ▶ Providing code compliance education and upgrades
- ▶ Preventative maintenance



OPPORTUNITIES FOR THE CONTRACTOR

PROVIDE THE RIGHT ELECTRICAL INFRASTRUCTURE FOR ENHANCED SUSTAINABILITY



1



Meeting corporate sustainability goals is a key driver for retrofits and renovations. Therefore, the right electrical infrastructure can play a critical role in enhancing sustainability and reducing energy use through:

- ▶ Lighting controls such as digital lighting systems, dimmers and sensors that reduce lighting usage and lower operating costs.
- ▶ Using intelligent control systems that integrate plug load control and extend the benefits of energy code-mandated control investments.
- ▶ Thermal management in data centers by laying out cabinets in a hot aisle/cold aisle design as well as with vinyl curtains and cabinet accessories to direct airflow.
- ▶ Electric vehicle-charging stations to provide additional infrastructure to meet sustainability goals.

Pass & Seymour® RF Plug Load Controllable Receptacle

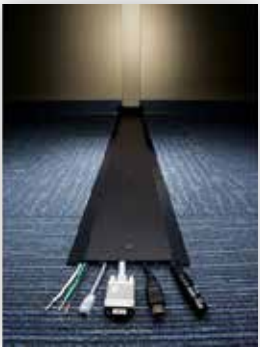
OPPORTUNITIES FOR THE CONTRACTOR

OFFER AN ELECTRICAL INFRASTRUCTURE PREPARED FOR THE FUTURE

2

Older buildings with conventional features are at a disadvantage. A building with wires and cables that run through walls or one with fixed-position receptacles can't adequately accommodate the way work is done today, let alone support tomorrow's technology. However, these same buildings are excellent candidates for infrastructure retrofits, including:

- ▶ Open-space systems, such as architectural service columns and poke-thru devices, to serve areas that are not adjacent to partitions.
- ▶ Perimeter and over-the-floor raceway systems that are easily accessible and expandable.
- ▶ Overhead cable trays that offer a high degree of flexibility, both in terms of locating the components and accessing the cabling contained within them.



Wiremold® OFR Series Overfloor Raceway



OPPORTUNITIES FOR THE CONTRACTOR

IMPROVE WORKSPACE DESIGN
FOR COLLABORATION

3

The design of a building often dictates how space is used and how productive and appealing it is. Redesign considerations must include collaboration with the end users about point-of-use access and more functional meeting rooms. Enhancements and operational efficiencies, created by redesigning workspaces, make buildings flexible so they can be reconfigured as needed. Some targets for improving design while supporting an enhanced technology infrastructure are:

- ▶ Meeting rooms that support multiple meeting types (training, presentations, and collaboration) with reconfigurable furniture. This type of furniture needs to be supported with reconfigurable power.



- ▶ Meeting spaces that can be quickly reconfigured for future technologies—while organizing, protecting and providing easy access to connections.

OPPORTUNITIES FOR THE CONTRACTOR

ENHANCE OCCUPANT EFFICIENCY WITH MINIMAL DISRUPTION

4

The electrical infrastructure is the enabling technology for high-performance buildings and actively contributes to greater efficiency and productivity. The contractor has a role in:

- ▶ Reconfiguring space with the least disruptions, including installing products that provide power that can be moved or changed—such as table whips or plug-and-play table boxes.
- ▶ Enabling all meeting participants to plug in their electronic devices without loss of productivity.



Wiremold® Work Surface Modular Power Kits



OPPORTUNITIES FOR THE CONTRACTOR

EDUCATE ABOUT CODE COMPLIANCE AND UPGRADES



5

Contractors are a valuable source of information on energy efficiency and auditing. They are in the best position to know the upcoming code changes, their impact and potential incentives.

Conclusions

Building owners and tenants will invest in ideas that attract and retain clients and satisfy their employees. Whether it's improving aesthetics and functionality or reducing energy use and lowering costs, building owners want to provide enhanced services to their clients. This creates a unique opportunity to partner with facility managers or buildings owners to build your business.

For help with a project or Legrand product: www.legrand.us/project-help

Written by:

Lori Kelly, RCDD
District Sales Manager
Legrand, North America

Steve Killius
VP, Contractor Industry
Affairs and Programs
Legrand, North America



Download an overview of the 2014 NEC changes at www.legrand.us/nec