

ATLANTA 2018 TENANT TECH TRENDS



Commercial tenants report on top tech priorities impacting leasing.



INTRODUCTION

In a digital economy, innovative businesses cannot flourish without access to fast and reliable internet. Today's companies understand the full potential of the internet to maximize efficiencies, streamline the customer experience, and disrupt entire industries.

If Atlanta wants to continue to attract innovative businesses and top talent recruits, commercial real estate owners and developers must provide workspaces that meet the exacting and ever-evolving digital needs of companies.

In preparation for the launch of Wired Certification in Atlanta, WiredScore commissioned Addison Research to conduct a survey of 250 office workers at mid- and large-size companies to better understand how technology and connectivity are impacting the leasing process and workplace experience.

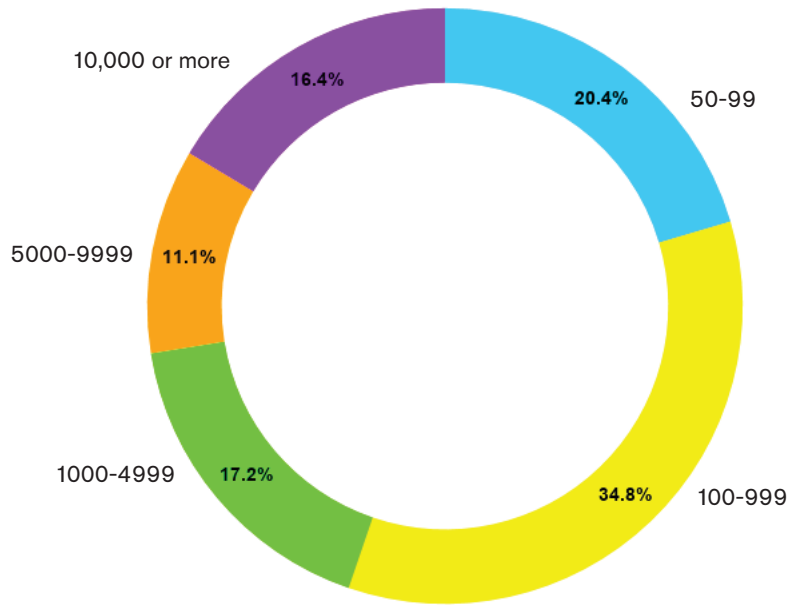
"We support WiredScore's mission to improve transparency around digital infrastructure in commercial properties. By doing so, we can promote Atlanta's global competitiveness as a destination for businesses across all sectors and support the existing community of innovative organizations that call Atlanta home.

With Wired Certification, companies in Atlanta will be able to identify properties that provide access to the reliable and resilient connectivity their businesses depend on and be confident that the property is future-proofed to support continued growth."

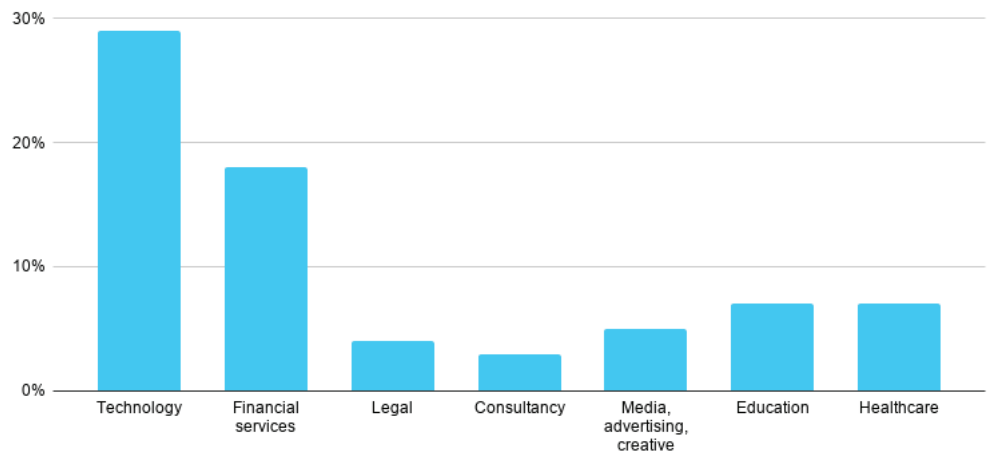
Kevin Johnson, Senior Vice President of Economic Development for Invest Atlanta.

DEMOGRAPHICS

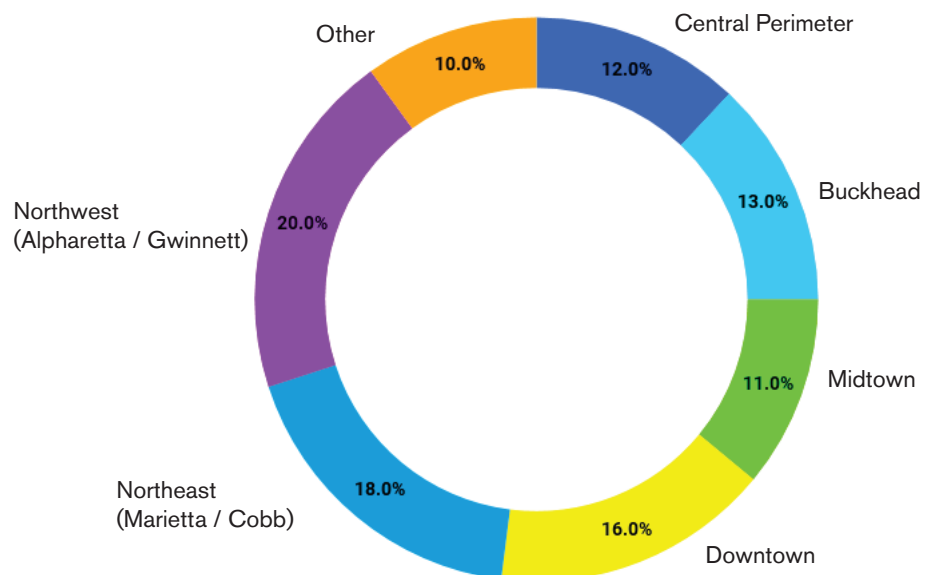
NUMBER OF EMPLOYEES



INDUSTRY



OFFICE LOCATION



HOW IMPORTANT IS HAVING RELIABLE INTERNET CONNECTIVITY IN YOUR OFFICE SPACE TO CONDUCT YOUR COMPANY'S BUSINESS?

95%

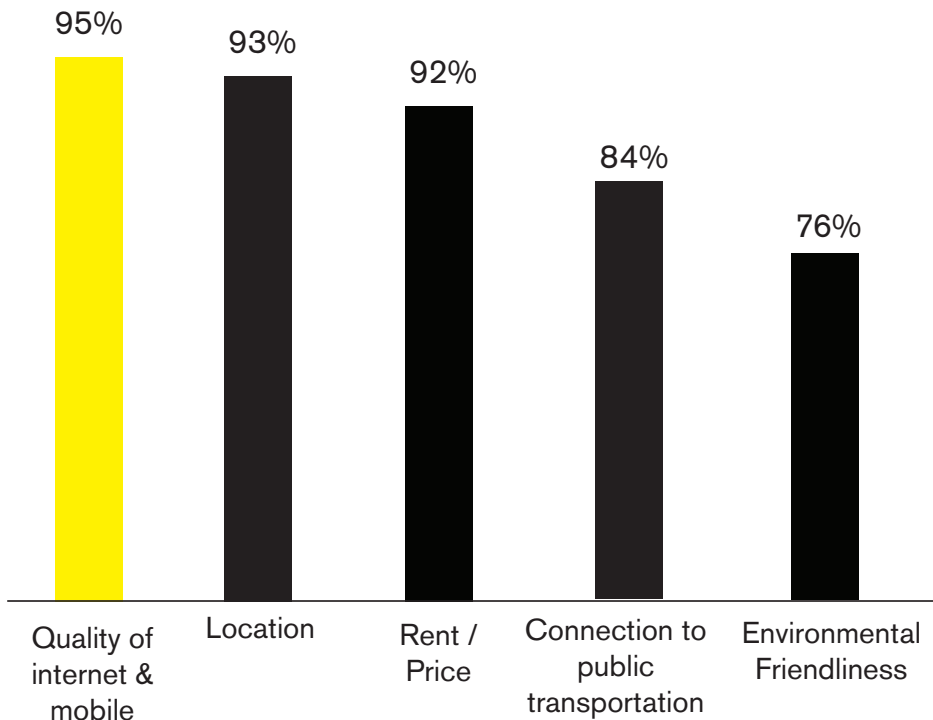
of respondents said that access to reliable internet is critical in their office space.

CONNECTIVITY IMPACTS LEASING DECISIONS

Overwhelmingly, office workers are demanding a service-oriented experience at their office property. Over three-quarters (76%) of Atlanta's office tenants believe that reliable internet connectivity should be a priority provided by and maintained by the landlord of their building.

90%

of office workers say that companies should prioritize access to reliable internet connectivity when selecting office space.



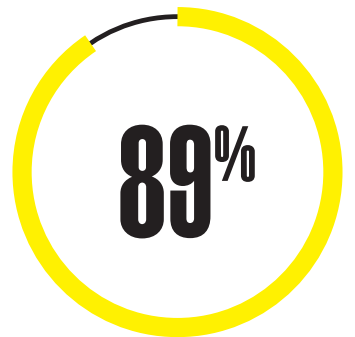
More respondents categorized the quality of internet connection and coverage through the mobile network as “important” compared to location, price, proximity to public transit, or environmental friendliness when evaluating an office space in 5 to 10 years.

DO ATLANTA'S OFFICES MEET DIGITAL DEMANDS?

Despite the intensive use of new technologies in the workplace, Atlanta's professionals are regularly encountering connectivity issues that disrupt their day.



of office workers say over 50% of their work depends on reliable connectivity



of office workers experience connectivity problems at the office



of office workers say they would encourage their company to find a location with better, more reliable internet connectivity during leasing decisions

ATLANTA'S OFFICE TENANTS STRONGLY BELIEVE POOR CONNECTIVITY NEGATIVELY IMPACTS THEIR BUSINESS.

96%

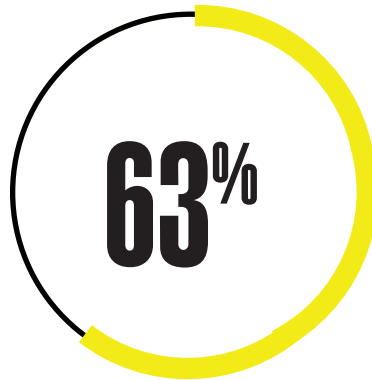
of office workers say internet outages or poor connectivity negatively impacts their companies

CONNECTIVITY: SYNONYMOUS WITH PRODUCTIVITY

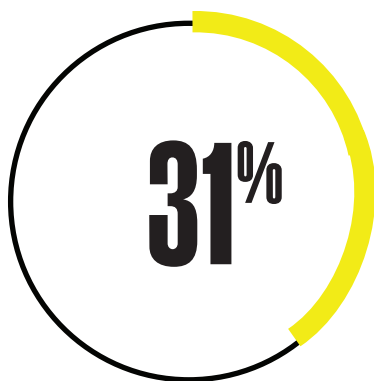
Staffing expenses are some of the highest overheads for businesses. Companies cannot afford office space that negatively impacts employee productivity and satisfaction.



of office workers say poor connectivity lowers productivity



say a poor connectivity creates frustration and tension in the office



say poor connectivity decreases motivation



say poor connectivity negatively impacts company reputation externally

RISE OF SAAS AND CLOUD PRODUCTS INCREASE NEED FOR RELIABLE CONNECTION

We asked Atlanta's office workers, "how impactful is an internet outage or poor connectivity to you and your company?" Here's what they had to say:

34%

Over one-third of Atlanta's office workers say they cannot work when they are offline

64%

A majority of workers cannot access information on company servers or cloud storage

44%

Cannot communicate internally or externally using video conference, chat, emails, etc.

32%

One in three cannot access SaaS products necessary to do their jobs

19%

Nearly 20% of respondents say client services are interrupted

WHAT IS THE DURATION OF INTERNET OUTAGES OR PERIODS OF POOR CONNECTIVITY?



WIRED CERTIFICATION

Wired Certification is the internationally recognized rating system that helps landlords design and promote their buildings' great digital connectivity to tenants. Over 4 million tenants in more than 1,400 buildings globally trust Wired Certification as the benchmark for internet that meets their needs.

WIREScore

WiredScore is the organization behind Wired Certification, the internationally recognised digital connectivity rating system for commercial real estate that helps landlords design and promote their buildings' great digital connectivity to tenants.

WiredScore launched Wired Certification in partnership with Mayor Bloomberg and the City of New York in 2013. Since then, more than 400M Sq. Ft. of office space has been certified across North America and Europe including buildings owned by premier landlords such as Blackstone, Brookfield, and Hines.

In an increasingly tech-driven economy, connectivity is fast becoming the most critical requirement for tenants when selecting office space. The widely recognized Wired Certification seal is a trusted symbol that identifies buildings that have been independently certified to provide the best-in-class connectivity infrastructure that businesses require to thrive.

WIREScore'S ATLANTA LAUNCH PARTNERS

The commercial owners and developers leading the adoption of Wired Certification in Atlanta are: The Ardent Companies, The Allen Morris Company, The Brookdale Group, Columbia Property Trust, Hines, Jamestown, Lionstone Investments, North American Properties, Richard Bowers & Co, Seven Oaks Management, Third Rail Studios, and Zeller Realty Group.

