Case Study

Energy Planning and Management of Industrial Flex Space Starts with a Niagara-based BMS



Project Team:

Building Owner: HelloParks Sustainable Real Estate Development

Authorized Distributor of Tridium's Niagara Technologyr: SmartNode Kft.

SmartNode
BMS | EMS | Monitoring | IoT

System Integrator: Leadec Kft.

leadec

In its first six years, HelloParks has delivered more than 500,000 square meters of light industrial space across four megaparks. With locations close to transport hubs around the Budapest beltway, HelloParks complexes also meet Europe's BREEAM sustainability standards. Key to earning BREEAM points, they have a Niagara Framework®-based building management systems to monitor and manage energy consumption and indoor environments at the tenant-level. These features have also helped to attract a high caliber of industrial tenant to HelloParks.

niagara

"We believe it's important that our developments create long-term value for our partners, so we design our mega parks to provide sustainable operations, futuristic solutions and human-centric services for our tenants. We make all this even more attractive by offering flexibility as their space requirements evolve."

— Rudolf Nemes, Co-Founder and CEO, HelloParks





HelloParks is a real estate development and management company based in Hungary that is reshaping how industrial space is delivered across Central Europe and beyond. It is doing this with a formula that begins with projects conceived and built on a massive scale.

At the time of writing, HelloParks operates parks at Fót (165,000 sqm, with a further 50,000 sqm under construction), Maglód (92,000 sqm, with a further 45,000 sqm under construction), Páty (185,000 sqm, with a further 52,000 sqm under construction) and Alsónémedi (60,000 sqm). In total, the megaparks cover around 200 hectares, with a development potential of around one million square metres.

The next element of its strategy is to maintain the most environmentally sustainable properties on the industrial market. A third pillar is providing partners and tenants with full transparency about facility operational performance and costs. A centralized property and facility management strategy with Niagara Framework® at the foundation is how HelloParks is making this formula work.

Challenge

HelloParks has answered the call for more warehouse space, last-mile distribution facilities and light industrial space in its region — and it has realized its vision of smartly and sustainably built flexible, pre-fab steel construction complexes quickly. However, the challenge of maintaining its tenant-attractiveness and energy-performance ratings over the long-term also needed to be addressed in the planning and design stages. Industrial flex-space is evaluated based on:

- **Ability to Build-to-Suit:** Provide ideal space for warehousing, product manufacturing and assembly, as well as for data centers and food or pharmaceutical processing.
- **Comfort and Productivity:** Provide a safe, livable, user-friendly environment in the interior office space and pedestrian and parking areas used by industrial workers.
- **Energy Cost Management:** Over the lifespan of an industrial lease, energy savings add up. Tenants want to be able to monitor and manage their own energy use and to work with their energy provider to keep costs in check. Big-box complexes have ample roof space to incorporate photo-voltaic panels, and tenants value the ability to share in solar energy production to minimize carbon footprint.
- **Flexibility:** Large-scale parks enable flexibility and promote the formation of deep, long-term relationships with tenants. Successful occupiers can expand or consolidate within the same park, preserving operational continuity and avoiding the cost and disruption of moving elsewhere.
- **ESG Compliance:** Tenants are looking for properties that can meet their Environmental, Social, Governance commitments and that will help them maintain their reputations for sustainability.

Sustainability performance built on data & collaboration

75-80%
of the total annual energy consumption associated with HelloParks is attributable to tenant operations, making collaboration essential for achieving long-term energy efficiency and net-zero ambitions.

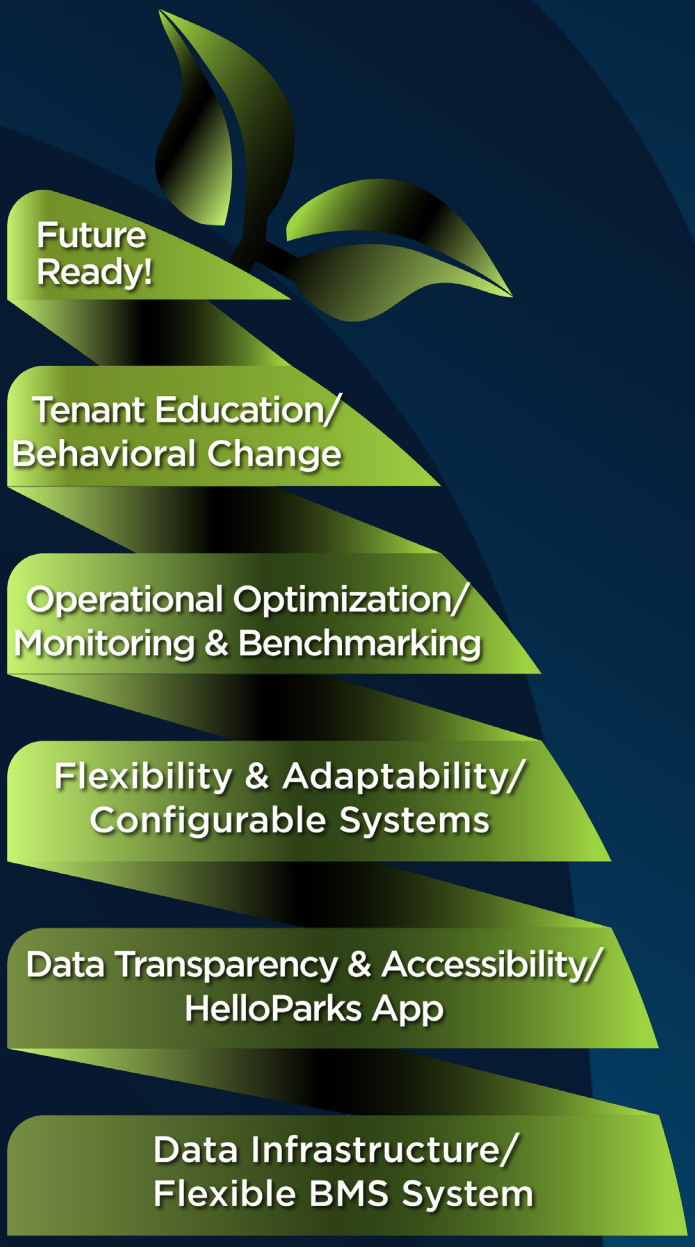
HelloParks operates in an environment where sustainability expectations are becoming increasingly demanding. In addition to its own HelloZero strategy and decarbonisation roadmap, the company must respond to the requirements of internationally operating tenants, evolving regulations and leading sustainability frameworks.

HelloParks' developments are designed to achieve BREEAM International New Construction Outstanding certification and EU Taxonomy alignment, while supporting the sustainability strategies, ESG reporting requirements and decarbonisation objectives of occupiers from a wide range of international markets. This enables tenants with ambitious environmental commitments to operate from facilities that actively contribute to their own sustainability objectives.

Maintaining this level of performance across a rapidly expanding portfolio requires a flexible and scalable approach to operational data management. The Niagara-based Building Management System provides the digital foundation for this approach. Through structured metering, extensive submetering and centralized data management, HelloParks can efficiently collect, process and verify information required for certifications, regulatory compliance and tenant reporting.

Beyond current requirements, the platform is capable of supporting a broad range of sustainability frameworks and analyses, including GHG Protocol-based carbon accounting, GRESB assessments, CSRD and GRI reporting, as well as CRREM-based decarbonisation pathway analyses. This helps both HelloParks and its tenants adapt efficiently to future sustainability requirements.

However, compliance alone is not the primary objective, and building performance data is more than fodder for reports. When deployed strategically, data is transformative. Energy management becomes a shared sustainability effort between building owner and occupiers. With this strategy, informed decisions, continuous optimisation and measurable sustainability outcomes become possible.



Solution

The HelloParks Niagara-based BMS integrates heating, ventilation and lighting systems. It is also the foundation of an energy monitoring system that collects data from meters (electricity, water and gas).

Electricity Meters

Meter Hierarchy Management:

- Metering structure: different functions for different tenants
- Submetering for big consumers
- Consumption estimation required in design stage

Water Management

Water Monitoring & Management:

- Leakage monitoring,
  - Managed to a higher level than BREEAM requires
- Water treatment against legionella risk

Renewable Management

Renewable Energy Integration:

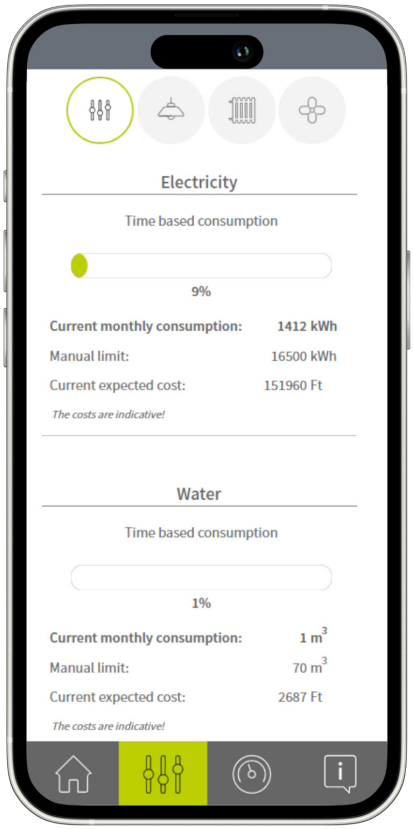
- Monitoring and management of renewable portion of total energy production and load
- Monitoring and management of CO2 equivalent values

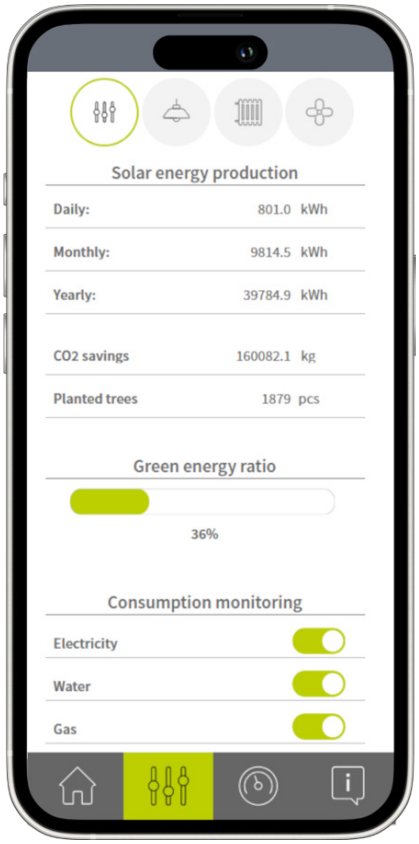
Tenant Access

Tenant Mobile App:

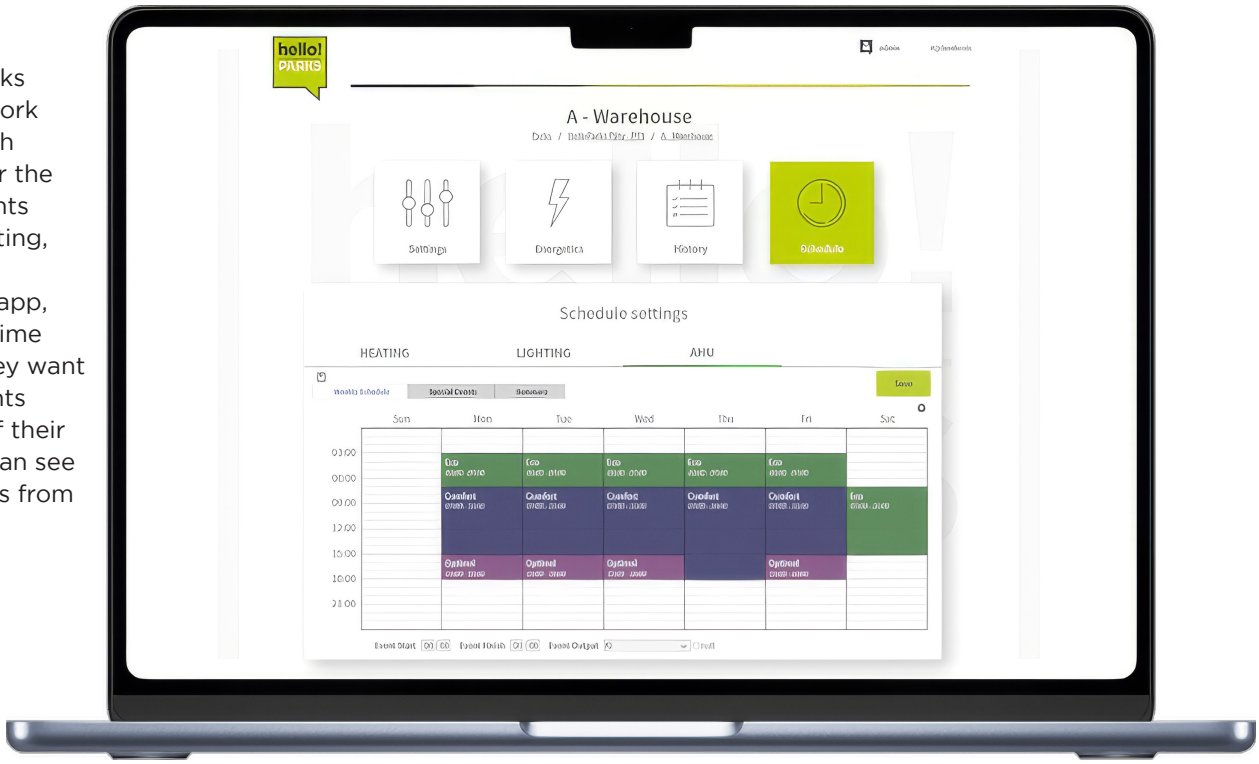
- Easy to interpret visualizations
- Specific BREEAM interface
- Flexible and easy to customize
- Ability to integrate data from different sources into a chart or graph

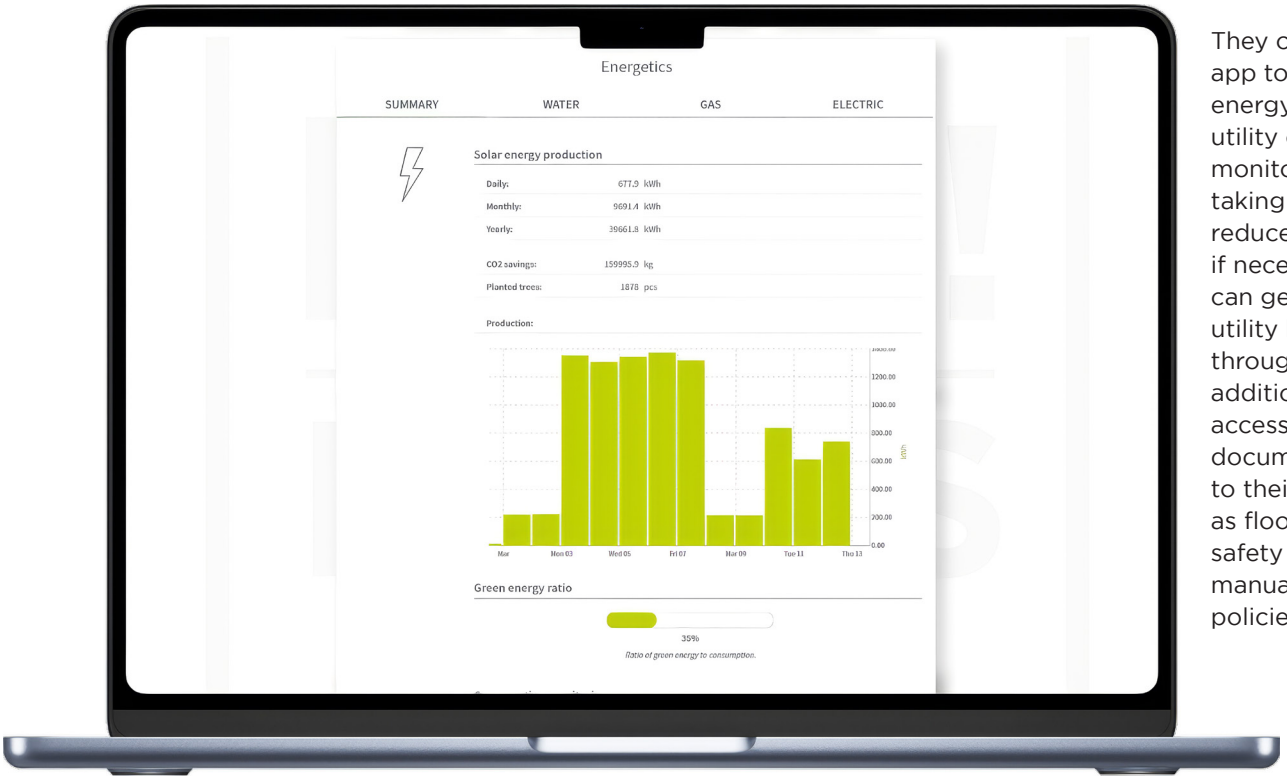




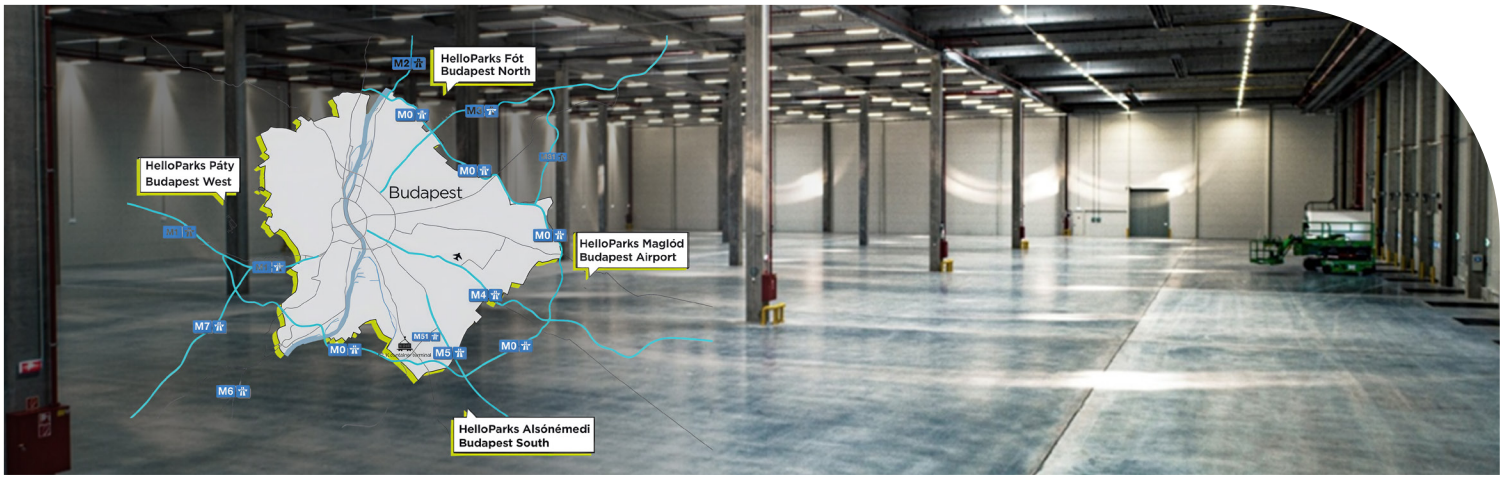


Through the HelloParks app, Niagara Framework can serve tenants with near-realtime data for the areas they rent. Tenants can change their heating, ventilation or lighting settings through the app, and they can create time schedules. Should they want to check whether lights are off or on in any of their rented spaces, they can see and change the status from the app.





They can also use the app to check their energy usage and utility costs at any time, monitoring trends and taking quick action to reduce consumption if necessary. They also can generate monthly utility bill statements through the app. In addition, they can access and download documentation related to their premises, such as floor plans, fire safety documents, user manuals and rental policies.



In just six years, HelloParks has developed 4 parks, with 11 buildings completed and 2 more under construction. Over 500,000 square meters of industrial space has been delivered, with exceptionally high occupancy rates realized.

HelloParks's creative mindset and innovative approach has been a game-changer in the industry. Its decision to deploy Niagara Framework as the basis of its centralized building management operations was based on one of the founder's earlier positive experience with a Niagara-based BMS platform.

Niagara's open-protocol approach and robust systems integration and data normalization capabilities made it a natural choice. Also, the local presence of SmartNode, a leading Niagara development partner and distributor, gave the project team the confidence they needed to move forward with Niagara. The team collaborated on the multi-site BMS user interface as well as on the HelloParks mobile app and PC interface for tenants. This has distinguished its industrial space from alternatives and helped to attract and maintain high-caliber lessees. Today, Niagara systems integration partner Leadec Kft. plays a key role in the successful implementation and ongoing operation of the HelloParks platform, delivering services such as electrical design, cabling, electrical cabinet assembly, Niagara programming, commissioning and maintenance.

About HelloParks

HelloParks is a new-generation industrial real estate developer providing comprehensive, client-centric solutions from land development and building construction to ongoing property management. HelloParks develops and delivers tailored warehouse, logistics, production and office spaces, including storage areas, pick-and-pack facilities and loading infrastructure. Its properties accommodate a wide range of operations, from conventional logistics and food and pharmaceutical warehousing to light industrial assembly and specialized cleanroom environments.

About SmartNode Kft.

SmartNode Kft. is a building automation distributor carrying all the components needed to develop and deploy building management systems, energy management systems, and environmental monitoring systems for its partners and customers. Its activities extend to providing training and technical support for core product lines, always in support of the success of its system integrator partners in their building automation project work. In some cases, this support includes system design, programming, and product development.

About Leadec Kft.

Leadec is the leading global service specialist for factories and related infrastructure across their entire life cycle. With more than 60 years of experience, Leadec supports industrial customers in over 900 factories across 16 countries. Driven by a passion for technology, people and performance, Leadec creates the conditions that enable industry to achieve excellence every day. Its portfolio includes automation, facility management, electrical and mechanical installation, maintenance, production IT, logistics and industrial support services.

About Tridium

Tridium is the developer of Niagara Framework®, an automation platform for the development and deployment of connected products and device-to-enterprise applications. Niagara provides the critical device connectivity, cyber security, control, data management, device management and user presentation capabilities needed to extract value and insight from real-time operational data in buildings, data centers, manufacturing systems, smart cities and more. Support for open-protocols and attention to cyber defense has made Niagara Framework® the industry leader in building automation systems and IoT solutions.

TRIDIUM

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