



CONNECTING  
**THE WORLD**

# Panel Discussion

## Industry Trends from Industry Leaders



MARC PETOCK  
Vice President,  
Chief Marketing &  
Communications  
Officer  
LynxSpring



JOHAN  
SCHAKENRAAD  
Global Director  
Business  
Development  
JCI ( Easy IO)



AHMET AL JAZAIRI  
Electrical  
Maintenance Lead  
Academic & Admin  
Facilities  
Maintenance  
KAUST



ED SOO HOO  
CTO – Global  
Accounts  
Lenovo

# JOHAN SCHAKENRAAD

Describe the current landscape of the Automated Buildings industry and what do you think is on the horizon ?

Where do you see the opportunities and what are the risks facing the industry?

hello

MARC PETOCK

What are the key drivers for building owner/operators adopting and implementing Cloud Services?

Why are we seeing a cloud first strategy with large enterprise customers?

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ALL

What are the biggest challenges and bottlenecks you're noticing with customers implementing their Digital Transformation strategies?

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MARC PETOCK

Has the concept of smart buildings changed?

If so how?

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ED SOO HOO

We're now hearing the term Smarter Building more often.

What is a smarter building?

What are the key differences between a smart building and a smarter building?

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# AHMET AL JAZAIRI

Considering the magnitude of your site with more than half a million points and newer green-field add-on projects,

And on top of that

the need to maintain consistency throughout the implementation phase while there are different system integrators involved.

Did you as an end-user find the Tridium Pro Services Consultancy helpful? Can you talk us through that journey.

*Follow on question*

What was your initial expectations and were the expectations eventually met ?

JOHAN SCHAKENRAAD

ESG has become top of mind in smart building discussions more recently.  
What role do controls play?

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ED SOO HOO

Is the value of a building impacted by how smart a building is?  
Explain.

hello