

5degrees Case Study:

The Ottawa Convention Centre

The project...

The all-new Ottawa Convention Centre (OCC), redeveloped on the site of the former Ottawa Congress Centre opened on schedule and on budget in April 2011. The Canadian Capital's convention centre, conference, meeting and tradeshow facility, and event venue overlooks Ottawa's Rideau Canal UNESCO World Heritage Site and is surrounded by Ottawa's national sites, cultural treasures, natural beauty and relaxed urban vibe. Canada's Meeting Place is within easy walking distance of 6,000 downtown Ottawa hotel rooms.

The challenge...

Bringing a new convention centre to Ottawa has been a goal of the city since the turn of the century. Various political and budgetary challenges stifled the city's aspirations and an eventual change of leadership demanded a new approach to bringing a world-class facility to Ottawa's city centre. 5 Degrees formed part of the project management team that has made this a reality for the nation's capital. From an executive standpoint, 5 Degrees was challenged with the following (simple!) requirements:

- ✓ Implement a world-class technology program for zero capital costs
- ✓ Guarantee cash flows by selling traditional and advanced hi-margin technology services to venue clients and delegates
- ✓ Make sure it works!

5 Degrees' role...

During the life of the OCC redevelopment project, Dean Henderson, Principal of 5 Degrees, provided a vast array of enterprise architecture and advisory services to tackle the challenge:

- ✓ Delivered a current and future state assessment detailing recommendations, considerations and guidance on the technology-related services necessary for the new centre and the technology architecture necessary to support and deliver those services
- ✓ Provided models to highlight revenue opportunities and projected income from technology services
- ✓ Delivered a comprehensive set of building design and infrastructure requirements necessary to support the future technology program
- ✓ Reviewed general building contractor proposals and provided compliance analysis
- ✓ Collaborated with the builder/sub-trades and architect teams to provide innovative space allocation recommendations
- ✓ Provided compliance analysis of the different building progress phases – design and implementation
- ✓ Developed a commercial framework to outsource the design, build and operation of the technology program
- ✓ Responsible for the tendering (qualification and proposal) and contracting of all technology services
- ✓ Liaised between the OCC, General Contractor and outsourced technology partner to ensure building- related technology requirements and technology service requirements were met
- ✓ Co-ordinated the implementation of the technology program; including budget management, compliance, commissioning and acceptance

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The result...

Commercial - The technology outsource partnership that was formed as a result of 5 Degrees' efforts has had the following commercial benefits to the OCC:

- ✓ Implemented a multi-million dollar technology program at zero capital outlay to the OCC
- ✓ Guaranteed revenue shares to meet the debt servicing and revenue necessary for overall facility commercial viability
- ✓ Added over 20% to the contingency fund allocated for the project by re-vectoring monies allocated for "computer, telephone and walkie-talkie" equipment
- ✓ Established a (co-contributed) evergreen fund ensuring the technology is maintained as state-of-the-art for years to come
- ✓ Established a performance framework to ensure the highest standards in customer experience

Technology - The technology highlights of the new centre:

- ✓ Highly reliable internal wired and wireless fabric to carry all types of information at the highest speeds available and scalable to meet the hi-definition/quality media information needs of the future
 - Service agnostic, ultra-high-speed, standardized local area network – minimizing the need for expensive custom equipment and cabling – to deliver turn-key audio, video, voice data/media and (physical) security services
 - 100% next generation wireless fabric for multi-service voice, data, point-of-sale and location-based services
- ✓ Integrated, interactive-touch, room control system – eliminating the need for all wall mounted control – for lighting, temperature, audio/video, telephones, and a platform for other hi-value client touch services
- ✓ Consolidated virtual-core servers to deliver all OCC information and communication technology services
- ✓ "Green" desktop computer platform with twice the life of conventional desktop computer equipment
- ✓ Staff and client integrated mobility solutions – eliminating the need for a multitude of devices typically needed for phone, walkie-talkie, integrated messaging, asset management and many other services
- ✓ Sophisticated, integrated, digital display and content management system for way-finding, sponsorship, event information and digital art
- ✓ "Friendly" cabling and pathway system for optimized and effective television broadcasting

About 5 Degrees...

5 Degrees is a management consulting and advisory service company specializing in advanced information and communication enterprise architecture, commercial and partner management solutions. The principal of 5 Degrees, Dean Henderson, has eighteen years of related experience in technology, outsourcing, contracting, service delivery, risk transfer and cost optimization. His work in the consulting field has spanned all major verticals including telecom/technology, healthcare, hospitality, financial and professional services. Dean's industry experience also includes being a recognized global leader and visionary in practical information and communication technology and service delivery quality systems and best practices. Dean holds a Bachelor of Science degree in Electrical Engineering from Queen's University (Kingston, Ontario, Canada). For more information please visit us at 5degrees.ca

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