WIREDSCORE CERTIFICATION

The digital connectivity rating scheme for real estate.

WIRED SCORE

WHAT IS WIREDSCORE CERTIFICATION?

WiredScore certification is the internationally recognised rating scheme that helps landlords design and promote their buildings' digital connectivity to tenants. Over 6 million tenants work in more than 60m square metres of WiredScore certified space globally. Whether your building is fully leased or is in the first stages of development, WiredScore enables landlords and developers to identify and promote best-in-class connectivity to current and future tenants.

ABOUT WIREDSCORE

WiredScore was founded in New York in 2013 by leaders in real estate, technology and telecommunications, with endorsement from Mayor Bloomberg. The aim was to improve the city's technology infrastructure, and support its entrepreneurs who are driving technological advances and creating jobs. Following success in the US, WiredScore launched in the United Kingdom in October 2015 after winning the Greater London Authority's tender to be the official Mayor of London Digital Connectivity Rating Scheme. International demand for the digital connectivity rating scheme has since seen the company expand operations to France, Ireland, Germany, Canada, Australia, the Netherlands and Italy. To date, over 60m square metres of commercial real estate has been WiredScore certified globally.

WHY DOES WIREDSCORE CERTIFICATION MATTER TO TENANTS?

Internet connectivity is among the top three most important factors for tenants who are searching for an office space, along with cost and location. Until now there has been very little information available to tenants about the quality of internet connectivity in office spaces. WiredScore certification provides that transparency and access to information for tenants.

The WiredScore rating of a building is a reflection of four aspects of digital connectivity that matter when choosing an office space:

1. QUICK INTERNET SETUP

Tenants want to know that they can get set up with internet service as soon as they move in. Having access agreements on file can reduce any delays in the setup.

2. COMPETITIVE INTERNET PRICING FOR THE SPEED REQUIRED

Tenants want to know that the connectivity options available in a building fit their business needs. For companies using fibre connections, speed is just a function of the price they are willing to pay for bandwidth. Competitively priced internet connections will vary building to building partially depending on the number of service providers available to tenants.

3. RESILIENT CONNECTION TO THE INTERNET

Tenants want to know that they are working in a building with reliable digital connectivity infrastructure that protects their business from internet outages. Internet is the lifeblood of business today. Time lost due to internet outages can have a direct impact on a business's bottom line. In order to stay productive and profitable, businesses need reliable connectivity.

4. MOBILE PHONE SIGNAL

Tenants often struggle with adequate mobile phone signal in large office buildings, often due to energy efficient windows and certain construction materials. We assess radio frequency tests and in-building wireless solutions to ensure that landlords are providing the platform and technologies to enable tenants to have the best possible mobile experience.

CERTIFICATION LEVELS

Businesses around the world trust WiredScore as a benchmark for high quality digital connectivity when searching for office spaces.

There are five WiredScore certification levels: Platinum, Gold, Silver, Certified and Undergoing certification. A building that meets the basic digital connectivity needs of tenants will achieve a WiredScore Certified rating. Buildings with best-in-class digital connectivity will achieve a WiredScore Platinum rating.

WiredScore certification for

DEVELOPMENTS & REDEVELOPMENTS
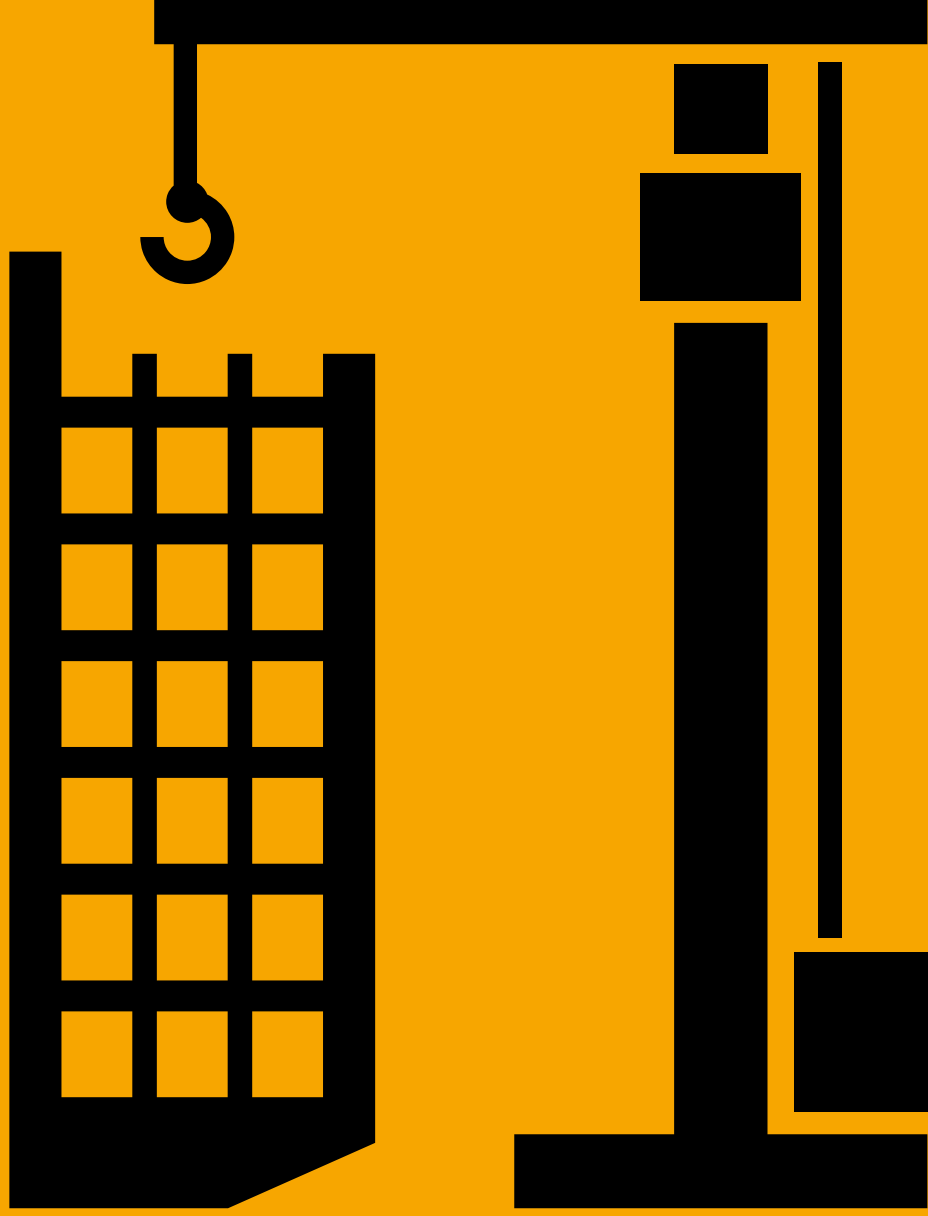
Digital connectivity is core to the tenant experience in office buildings; businesses cannot function without it. Building to WiredScore standards ensures you are building with the tenant in mind. WiredScore certified developments and redevelopments are focused and ready for tomorrow's businesses.

WHY CERTIFY YOUR NEW DEVELOPMENT OR REDEVELOPMENT?

Avoid future retrofit costs for the technology of tomorrow

Incorporate our cutting-edge design specifications into your project so that your asset is constructed for the technology needs of tenants now and tomorrow, and is protected from the risk of future obsolescence.

Optimise building design process

Provide your architects and engineers with a clear roadmap to follow for digital master planning; our recommendations help developers remove unnecessary complexity from telecommunications design.

Attract tenants

Signify to prospective tenants that your building will be constructed to support their current and future needs, and demonstrate your understanding that digital connectivity is core to the tenant experience. We will provide your leasing agents with digital connectivity factsheets containing all the information gathered during the certification process, including the availability of internet service providers and the support infrastructure in place to enable internet to be set up quickly, securely, and without interruption.

Enhance building reputation

Enhance your building's reputation as a future-proofed asset. WiredScore certification provides third party verification that is synonymous with tech-forward design and build. Position your asset from the outset as a market leader in digital connectivity, boosting the potential for improved income, tenant profile and asset value.

WHAT DOES WIREDSCORE CERTIFICATION FOR DEVELOPMENTS AND REDEVELOPMENTS MEASURE?

We measure the aspects of developments and redevelopments that will most significantly impact the tenants' ability to run their business. WiredScore rates a range of planned digital connectivity features that will ultimately ensure your development project will meet the requirements of future tenants.

Is the development future-proofed for tomorrow's technology?

Buildings may be designed to accommodate the tenants' needs of today, but should also be thinking about their needs of tomorrow. Our engineers examine your building design plans to ensure they take key principles of space planning and flexible infrastructure into account. This ensures your building's core can support the applications and requirements of future tenants.

Will tenants have access to reliable connectivity?

To ensure future tenants have access to dependable connections, your building's physical infrastructure must be designed to be resilient and redundant. We assess outside plant planning, horizontal and vertical pathway planning, power resiliency, and other measures to ensure the physical space allotted to telecommunications equipment is diverse and secure.

Will tenants have access to the internet services they need when they move in?

We validate the ability of internet service providers to supply service to tenants in the building in addition to checking that the right documentation is in place to streamline installation and reduce any delays in a tenant getting set up with service. Both elements can assist tenants' ability to get internet service set up when they move in.

Will tenants have access to good mobile phone signal?

Large office buildings often struggle to provide adequate phone signal. We assess radio frequency tests and in-building wireless solutions to ensure that landlords are providing the platform and technologies to enable tenants to have the best possible mobile experience. With the mass adoption of 5G on the horizon, ensuring good mobile coverage is only going to become more important in years to come.

WHAT IS THE PROCESS FOR GETTING YOUR BUILDING CERTIFIED?

Getting a development or redevelopment certified is a straightforward three-step process. Once achieved, your building's WiredScore certification level is valid for two years or until the building is two-thirds occupied.

We engage with teams during the development process, from design stage to occupation.

We conduct the building's survey based on plans and schematics which allows development teams to benefit from our recommendations, even if construction has not yet begun. Engaging with WiredScore at even the earliest stages of the development gives design teams more flexibility to reach the building's targeted score and level of digital connectivity it will then be able to provide.

1. Connect with us

The first step is to get in touch. We will tell you about our scorecard and address any questions or concerns you have about the digital connectivity planning for your development or redevelopment project.

2. Coordinate an assessment

We will review your building's schematics and provide a detailed report on the planned connectivity infrastructure to highlight marketable features of the asset and opportunities for improvement.

Our engineers will collaborate with your design team to ensure your building reaches its target score. We will also conduct a full physical audit upon Practical Completion of the building.

3. Certify your building

Once your building has achieved its WiredScore certification, you can begin to promote your building's best-in-class internet connectivity. Your dedicated Partnerships manager will work with you to ensure your leasing and marketing teams are getting the most out of your custom collateral. We will meet with your leasing team to review the building's digital connectivity highlights, and provide factsheets that can be used on viewings. We will also work with your marketing team to help integrate the WiredScore certification seal and messaging across all of the building's marketing and PR channels.

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WHAT OUR PARTNERS SAY

Connectivity is a top priority for fast-growing, digitally dependent businesses and this fantastic recognition from WiredScore is testament to our commitment as a business to providing our customers with the highest quality workspaces.

James Friedenthal
Head of Corporate Development, Workspace

The Shard's Platinum certification provides an important seal of approval for businesses looking for resilient and connected office space in London. Achieving WiredScore's highest certification underscores our commitment to the needs of our occupiers.

Michael Baker
CEO of REM which manages the Shard in London

In order to run our online services, we require reliable and secure internet connectivity. 62 Buckingham Gate is a cutting edge building that offers us the high quality infrastructure and connectivity that our growing business needs.

Ismail Ahmed
CEO of WorldRemit

There will come a point in the near future where a building that doesn't have a WiredScore certification will seem suspicious or communicate to the tenant that the landlord doesn't care enough about them to commission the score - neither is good, and we've seen progressive landlords embrace it.

Juliette Morgan
Head of Campus,
British Land

Our clients are increasingly requesting the assurance that buildings are able to accommodate their data and communications needs. WiredScore's accreditation provides a valuable level of assurance that occupiers are increasingly relying upon.

George Roberts
Head of Client Strategy and London Occupier Representation, Cushman & Wakefield

CONNECT WITH US

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