

10 Technology Considerations to Future-Ready Your MDU New Build

How property owners can create greater value for residents – and increase net operating income



Delivering superior digital experiences for residents.

When building a new multi-dwelling unit (MDU), property owners must plan for a technology infrastructure and communications platform that can satisfy current and attract future residents. Once separate systems, telephone and the Internet are now often combined into one service while smart technology keeps residents connected in more ways than ever. We've created this checklist to guide owners when planning MDU builds and ensure your technology has been purpose-built to deliver the superior experiences your residents expect.



Residents by the numbers

92%
want Wi-Fi
everywhere

75%
want Wi-Fi
pre-installed

42%
of the workforce
now works from home

35%
say their Internet
isn't fast enough

Source: NMHC/One11 Advisors Apartment Industry Technology Benchmarking Report - Nov. 2020



Internet

✓ WILL YOU PROVIDE COMMUNITY-WIDE INTERNET SERVICES?

Providing always-on and move-in-ready Wi-Fi in units and community-wide gives you a competitive advantage over other properties. With more people working from home, dependable Wi-Fi is a major differentiator. Give residents the convenience of logging into just one network, whether they're in the lobby or in their unit. Offer lightning-fast, high-quality managed Wi-Fi that is consistent throughout the community.

✓ HOW MUCH NETWORK BANDWIDTH DO YOU NEED?

Whether on back-to-back video conferences or binge-watching a series or movies on-demand, your residents demand fast broadband speeds and reliable Internet performance. Your objective is to optimize costs by paying for just what your community requires while recognizing that those needs will evolve over time. Network monitoring will help you identify those changing requirements and catch network health issues before they impact residents.

✓ SHOULD YOU MONETIZE INTERNET SERVICE FOR RESIDENTS?

By adding community-wide managed Wi-Fi to your property, you will provide your residents and staff with the always-on, reliable and secure broadband connectivity needed in today's digital world. In addition, you will have the ability to pass on a significant savings on Internet services to residents while also seeing a positive impact on your NOI through increased rents or a technology fee add-on. Furthermore, a reliable community-wide network will allow you to realize additional operational savings and efficiencies through IoT/ Smart Building features.



Smart Technology

✓ WILL YOU DEPLOY COMMUNITY-WIDE SMART TECHNOLOGY?

The Internet of Things connects devices we use every day in all kinds of new and exciting ways. Smart technology in residential units and in community spaces can take many forms, including smart lights, smart locks, smart thermostats, leak detection, CCTV security, and voice assistance. This technology can be a major selling point for MDUs but does add complexity to technology infrastructure that should be factored in from the outset.





Television

✓ WHICH TV OPTION WORKS BEST FOR YOUR COMMUNITY?

Properties have a variety of options when retro-fitting buildings or in new construction. An alternative to traditional TV, the introduction of Internet-Protocol (IP) TV allows TV service to be delivered over ethernet or fiber cabling.

✓ SHOULD YOU PROVIDE COMMUNITY DIGITAL SIGNAGE?

Digital signage can be tailored to your brand and help promote community amenities and events. As a result, residents feel more connected to the community and to one another. Displays may be located in elevator lobbies, elevator cabs, and other community areas.



✓ Regardless of which TV option you choose to provide, consider including a community information channel in your TV service similar to the experience at high-end hotels.

Telecom



✓ WILL YOU HAVE A PBX FOR YOUR LEASING OFFICE AND ON-SITE OPERATIONS?

Bringing telephone services in-house can minimize service disruptions and moving it to the cloud can lower maintenance costs. A hosted private branch exchange (PBX) eliminates the need for onsite hardware and decreases management and repair challenges. If an on-site PBX is preferred, you can modernize it with advanced services that expand your future IP devices and application options.

✓ SHOULD YOU EXTEND TELEPHONE SERVICE TO RESIDENTIAL UNITS?

Plain old telephone system (POTS) lines, except for fax machines, are largely unnecessary in the mobile era. Residents expect to use their mobile devices everywhere. Wi-Fi calling-enabled mobile devices on a property-wide Wi-Fi network can replace the need for costly in-building cellular systems. Without a properly designed Wi-Fi network, you will need a distributed antenna system to accommodate the majority of your residents.

Community Management



✓ ARE YOU ATTRACTING AND RETAINING TECH-SAVVY PROFESSIONALS?

Competition is fierce for quality residents. While price and location are still the most important considerations, 84% of residents who don't have smart-home technology said they would like it in their community, according to a National Apartment Association survey. Even before the huge increase in remote work, 92% of renters told the National Multifamily Housing Council that high-speed Internet was an important consideration in their decision to rent.

✓ HAVE YOU OPTIMIZED YOUR TECHNOLOGY FOR REMOTE WORKERS?

Since spring 2020, the remote workforce has skyrocketed. Remote workers rely on dependable, secure Wi-Fi to accomplish tasks and connect with colleagues and customers. With remote work expected to continue, people have greater flexibility on where they live. When these residents move, the reliability of your communications solution may incentivize them to stick with your brand.



Premium service for residents. New revenue streams for you.

Cloud5 Communications offers Internet solutions, voice systems, IoT and television solutions, managed IT services, and contact center services. We design, install and support fast, reliable networks. Our AI-driven monitoring and analytics tools evaluate network performance using seven key measures. Our Network Health Report can alert you when your residential service isn't meeting expectations. With managed service from Cloud5, you can grow your offering as your community grows by adding new services, features and technologies.

GIVE YOUR CUSTOMERS THE DIGITAL EXPERIENCE THEY DESERVE.
REQUEST A NETWORK CONSULTATION TODAY.

Benefits of partnering with Cloud5 on your communications solutions include:

- ✓ **National reach** to support your entire property portfolio
- ✓ **A reputation for excellence** - more than 5,000 properties in the United States trust Cloud5 with their communications needs
- ✓ **Technology that adapts with you** as your resident communications solutions needs evolve
- ✓ **Network monitoring and analytics** to understand where to invest and when
- ✓ **24/7/365 support and concierge-level service** that is difficult to get from a large managed services organization