



the ict active advantage

The ict active Advantage

Managing, selling or leasing commercial office space is a tough market to be in. You need to make the most of every possible advantage that your premises can offer to potential tenants. Your Information and Communications Technology (ICT) offering can give your property the edge over the competition.

Stand out from the Crowd

ict active is the national standard for the provision of Information and Communications Technology (ICT) infrastructure and services in office premises.

An **ict active** building immediately stands out from the crowd on the property landscape, making the property more attractive to businesses looking for office space.

By evaluating the property against a clear set of criteria, the standard helps prospective tenants to make informed decisions and gives them confidence that the premises will meet both their current and future needs.

It also helps property developers, marketers and managers to check that their ICT offering measures up.

Clear and Concise Information

Properties that successfully achieve the **ict active** standard receive a comprehensive report, allowing you to give your clients a detailed description of the property's ICT capabilities. The report includes a straight-forward check list that helps tenants understand what is on offer and helps you answer their questions.

www.ictactive.net



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You can also use this information to market ICT services to your existing tenants, creating opportunities to generate additional revenues and improve customer service.

ict active is based on the BSI Publicly Available Specification PAS700 which was published in Spring 2009. This ensures that ict active is backed up by a nationally-approved process.

Marketability

Becoming ict active opens up new channels to market for properties, which can help generate increased interest from potential tenants.

Once a property achieves the standard, it is added to the www.ictactive.net database where prospective tenants can search for their ideal workspace. The listing includes a photo of the building, a description of the space available, your contact details and a link to your website.

You also receive an ict active plaque to display in your building and can use the logo on your promotional materials and website.

ict active also conducts regular publicity campaigns and produces a quarterly newsletter, all of which help raise the profile of ict active buildings.

For more information about the ict active assessment process and how to apply, please contact:

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www.ictactive.net

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