



CB Richard Ellis
Wells Fargo Plaza
Houston, TX

Sophisticated interactive directories for the largest multi-tenant property in the Southwest.

A two-time winner of Houston BOMA's "Building of the Year," Wells Fargo Plaza is the center of Houston's contemporary skyline, standing 992 feet tall with 71 stories of tenant floors. It's the largest multi-tenant building in the southwestern United States with more than 1.7 million square feet of rentable area. Managed by CB Richard Ellis, the property attracts many of the most successful businesses in the nation as tenants, boasting countless amenities, impeccable architectural and interior design, and unmatched tenant service.

Features and Highlights

- Nine interactive directories
- Improved communication of services and amenities
- Web-based content management
- Leasing aid
- Partnered with architects and designers



Need for Updated Signage

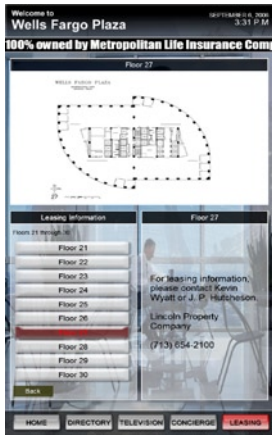
Wells Fargo Plaza wanted a directory solution that complimented the property's aesthetic grandeur and superior services. Having installed an extremely limited solution, Wells Fargo Plaza was ready to upgrade to a more sophisticated interactive experience for its tenants and visitors, with the goals of streamlining directory usage and further publicizing the property's many services and amenities. At the same time, it was important for the solution to be visually appealing to increase the lobbies' overall impact on current and prospective tenants.



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Showcase announcements, directory information and live TV



Leasing information easily shows available floor space

Nexus Solution

Early on, Nexus worked closely with project architects to make sure signage placement and presentation blended into the existing building layout and design. From designing and fabricating custom iron enclosures for the directories to accounting for important items such as rear access and ventilation, the team's planning effort ensured a smooth installation. Nexus went on to install nine interactive directories throughout the property's lobbies. The web-based content management solution allows property managers to update content on demand. In addition, the new capabilities allowed for enhanced showcasing of services and amenities, thus differentiating Wells Fargo Plaza as a premier location in Houston.

Taking further advantage of interactivity, property managers added a leasing feature that is used onsite as a sales tool to show prospective tenants floor plans throughout the building. Within minutes, prospects can see available floor space and layout along with pertinent leasing information to help enhance the sales process.

Result

By moving to a more robust and feature-rich solution, Wells Fargo Plaza has increased its communication efficiencies. It has maintained - even improved - its landmark reputation in terms of aesthetics and service that such a renowned property demands. The Nexus solution gives Wells Fargo Plaza a clear advantage among premier commercial properties in the U.S.