BERKELEY SERVICES: THE STRATEGIC PARTNER BEHIND SMARTER, STRONGER ASSETS

As the UAE facilities management landscape evolves, **Berkeley Services** is at the forefront — delivering long-term asset value through digital innovation, ESG integration, and lifecycle-focused operations

In a built environment evolving faster than ever, the role of facilities management has shifted from behind-the-scenes support to a front-and-centre driver of value, performance, and sustainability. At the heart of this transformation is **Berkeley Services** — a legacy name in the UAE's Integrated Facilities Management (IFM) sector that has spent four decades not just maintaining buildings, but actively enhancing their long-term worth.

For Berkeley, the move from cost-based operations to value-focused asset stewardship isn't a trend—it's a philosophy. The company views every building as a long-term investment, deserving of strategic care, foresight, and intelligent management.

"In our role as a strategic real estate partner, we take ownership of our clients' investments. Beyond discussions around opex and capex lifecycle costs, we are committed to creating sustainable value from an asset management perspective. This is not just a support function; it's a fundamental part of the value stream. In many ways, it marks a critical shift—from being perceived merely as a cost centre to being recognised as a true profit centre," says **Karl-Heinz Otto Mair, CEO, Berkeley Services UAE**.

This philosophy is embedded in the way Berkeley structures its day-to-day operations. Facilities management is no longer viewed as a reactive task, but as a proactive partnership built around lifecycle planning, predictive technology, and performance optimisation. At the heart of this model is Berkeley's **SmartOps Hub**, a 24/7 control centre located at their Dubai headquarters. From energy consumption and asset health to manpower and safety compliance, every operational touchpoint is monitored in real time. This dynamic visibility enables the team to anticipate issues before they occur, reduce unnecessary costs, and extend the lifespan of critical infrastructure—delivering tangible returns to clients.

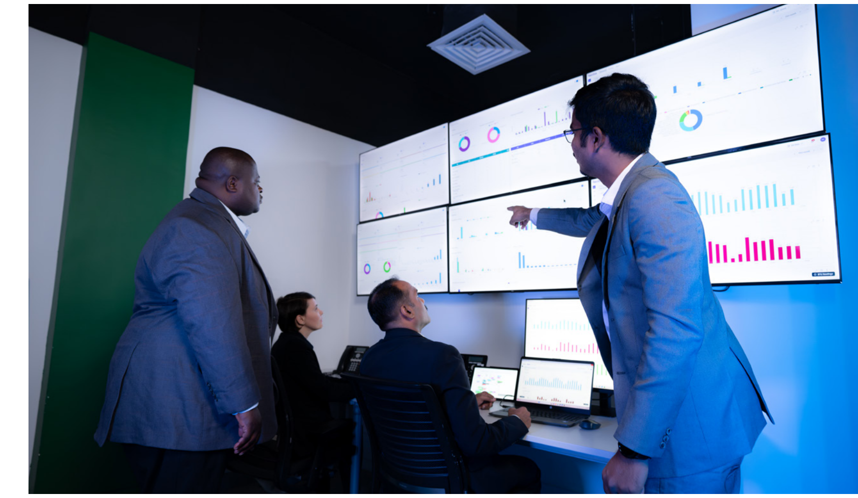
Berkeley's approach to managing the full lifecycle of a building is deliberate and data-driven. From operational expenditure (opex) to long-term capital planning (capex), the company supports clients at every stage of an asset's journey. Leveraging advanced analytics, Berkeley can forecast maintenance needs and provide timely recommendations—ensuring compliance, minimising disruptions, and protecting investment outcomes.

Strong Digital Backbone

Supporting this ecosystem is a robust digital foundation. As part of Klüh Multiservices—a multinational facilities services provider headquartered in Germany, with operations across Poland, the Netherlands, Turkey, India, the UAE, and China—Berkeley Services benefits from the strength of over 59,000 employees and global revenues exceeding €1 billion. This backing provides access to the **Centre of Digital Excellence (CoDE),** an innovation hub that seamlessly integrates automation, AI, and smart building technologies into everyday facilities management operations. Together with SmartOps, this digital backbone allows Berkeley to deliver services with speed, precision, and consistency. Whether it's triggering performance alerts, managing SLAs, or optimising resource use, data intelligence lies at the core of their ability to scale effectively.

But Berkeley's excellence extends beyond operational efficiency. In today's world, delivering value also means embracing responsibility. Sustainability is woven into the company's practices—from energy audits and green retrofits to the use of eco-conscious cleaning agents and nationwide ESG initiatives. Their active collaborations with Emirates Environmental Group, partnerships in recycling and biofuels, and consecutive EcoVadis Bronze Medals for the year 2024 & 2025 for sustainability performance stand as proof of their unwavering commitment.

> *"While rapid technological evolution and rising expectations present challenges, Berkeley is ready—backed by a strong digital infrastructure, a skilled and adaptable workforce, and a deep-rooted commitment to innovation."*



Rather than treating ESG as a compliance exercise, Berkeley helps clients integrate these principles into the very core of their operations—supporting the UAE's wider Net Zero ambitions in the process.

To drive this transformation, Berkeley invests heavily in its people. Workforce development is a cornerstone of the company's strategy, with continuous upskilling programs focused on digital platforms, IoT workflows, predictive maintenance, and ESG best practices. This blend of technical excellence and ethical awareness ensures that teams are equipped not just for today's needs, but for the challenges and innovations ahead.

The results speak for themselves. One standout example is Berkeley's work with a major university campus, where predictive maintenance models led to **zero system downtime, an 18% reduction in energy consumption**, and a noticeable improvement in overall asset lifespan—all while supporting the client's internal sustainability objectives. This project is not a one-off, but a reflection of Berkeley's wider approach: measurable impact, sustainable growth, and lasting value.

Looking ahead, Berkeley sees opportunity amidst change. As buildings grow smarter and urban environments become more connected, IFM will shift further toward predictive ecosystems. Clients are seeking alignment with their ESG goals, faster response times, and greater transparency. While rapid technological evolution and rising expectations present challenges, Berkeley is ready—backed by a strong digital infrastructure, a skilled and adaptable workforce, and a deep-rooted commitment to innovation.

At its core, Berkeley Services stands for more than four decades of operational excellence. It represents a future-focused mindset—one that treats buildings not as liabilities to be maintained, but as assets to be nurtured. And in doing so, it continues to redefine what's possible in the world of strategic facilities management.