

---

AABC Commissioning Group

AIA Provider Number 50111116



# Back to School: Commissioning for Institutional Clients

AIA Course Number CXENERGY1522

*Robert Tandy, Commissioning Program Manager,  
University of Iowa*

April 29, 2015



# Today We're Going to Cover:

---

1. Housekeeping for AIA Continuing Education credits
2. What makes Institutional Clients unique, and why you should care.
3. How you can differentiate yourself from other providers.

Credit(s) earned on completion of this course will be reported to **AIA CES** for AIA members.

Certificates of Completion for both AIA members and non-AIA members are available upon request.

This course is registered with **AIA CES** for continuing professional education. As such, it does not include content that may be deemed or construed to be an approval or endorsement by the AIA of any material of construction or any method or manner of handling, using, distributing, or dealing in any material or product.

---

Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.



# Course Description

---

Have you ever wondered what was going through the mind of an Institutional Client when making Commissioning services selections? How do their business priorities color how they view your services? More importantly, how can you differentiate your firm, build a stronger relationship, and secure a long-term client? Gain insight into the current and future trends in higher education facilities commissioning.

# Learning Objectives

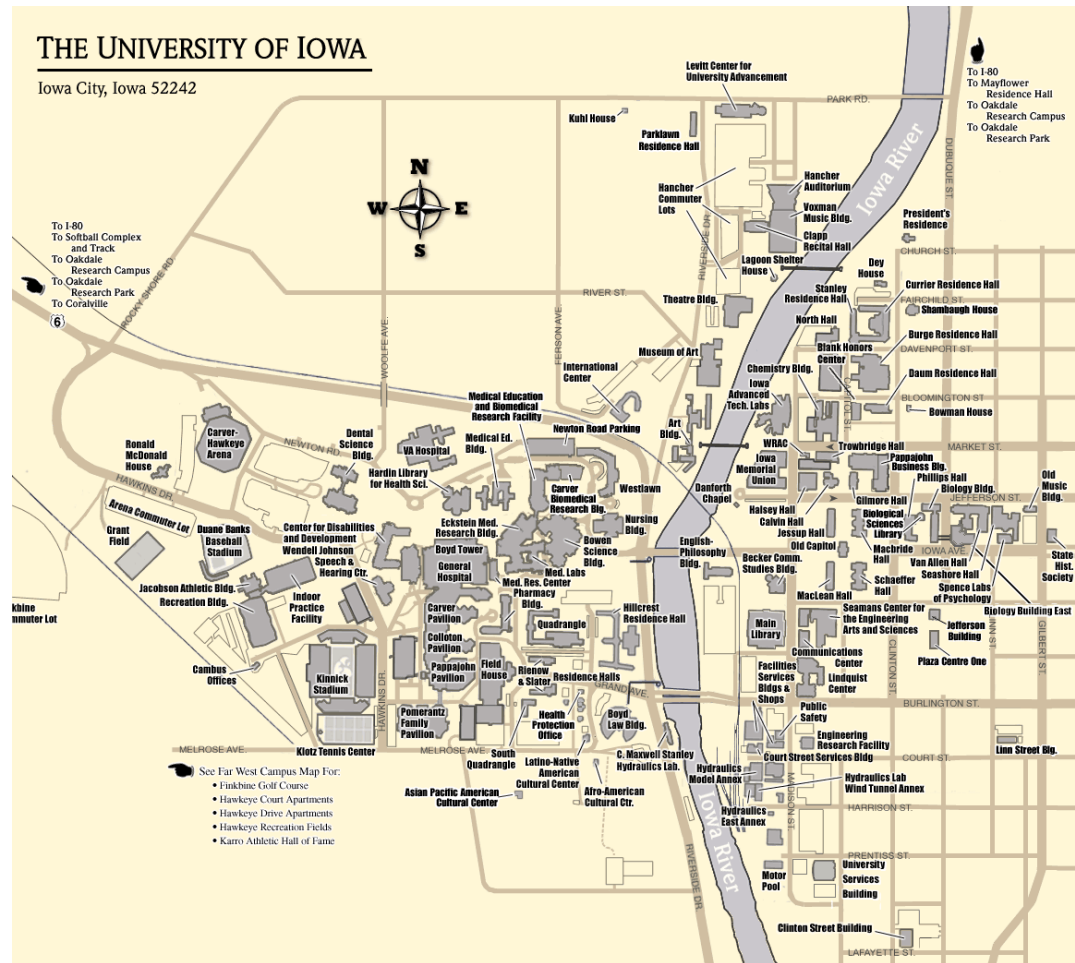
---

At the end of the this course, participants will be able to:

1. Recognize the unique business requirements of institutional clients, and how they affect commissioning services.
2. Help clients identify their unique commissioning program needs.
3. Identify the operational and political structures that distinguish institutional clients from commercial clients.
4. Adjust commissioning services delivery models to meet the needs of institutional clients.

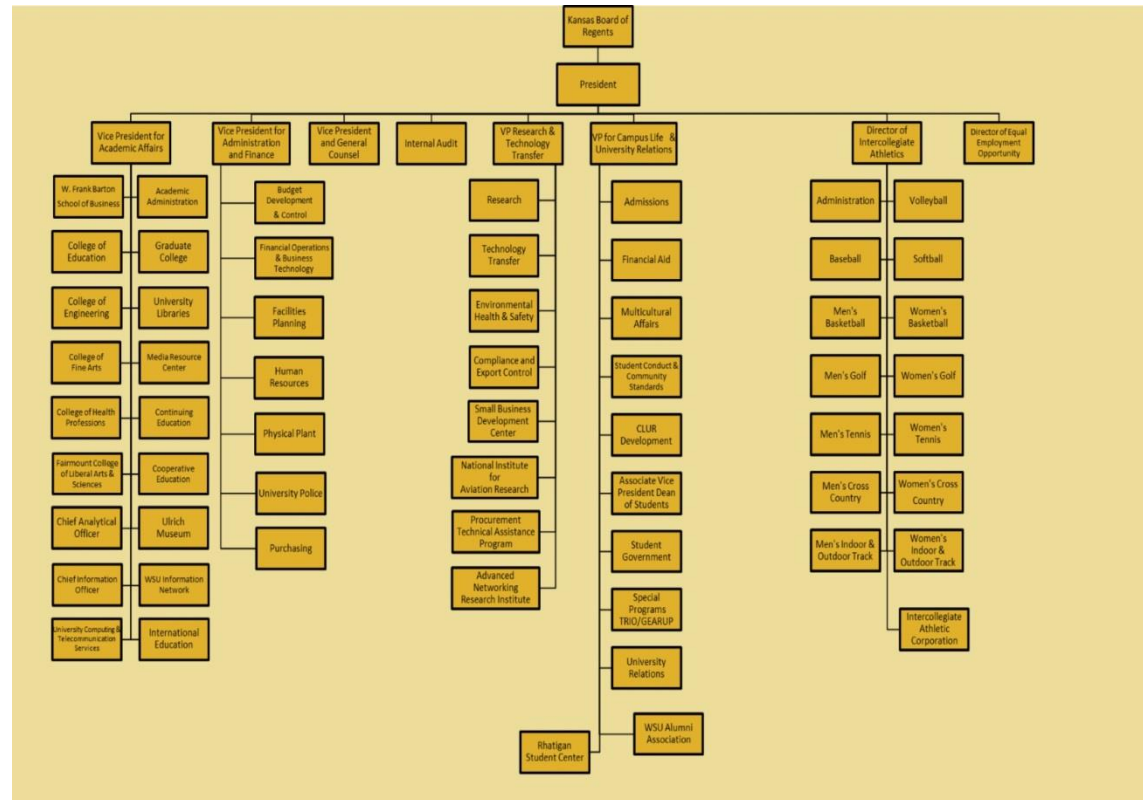
# What makes Institutional Clients Unique? Why should you care?

- We are small cities.
  - Systems do not end at the property line or building walls.



# What makes Institutional Clients Unique? Why should you care?

- We are small cities.
- We are corporate entities.
  - There are always competing interests and competition for budgets.



# What makes Institutional Clients Unique? Why should you care?

---

- We are small cities.
- We are corporate entities.
- We are political entities.
  - Politicians control our funding, our rules, and often our hiring.





# What makes Institutional Clients Unique? Why should you care?

---

- We are small cities.
- We are corporate entities.
- We are political entities.
- We have long time horizons.
  - Total Cost of Ownership is our mantra.



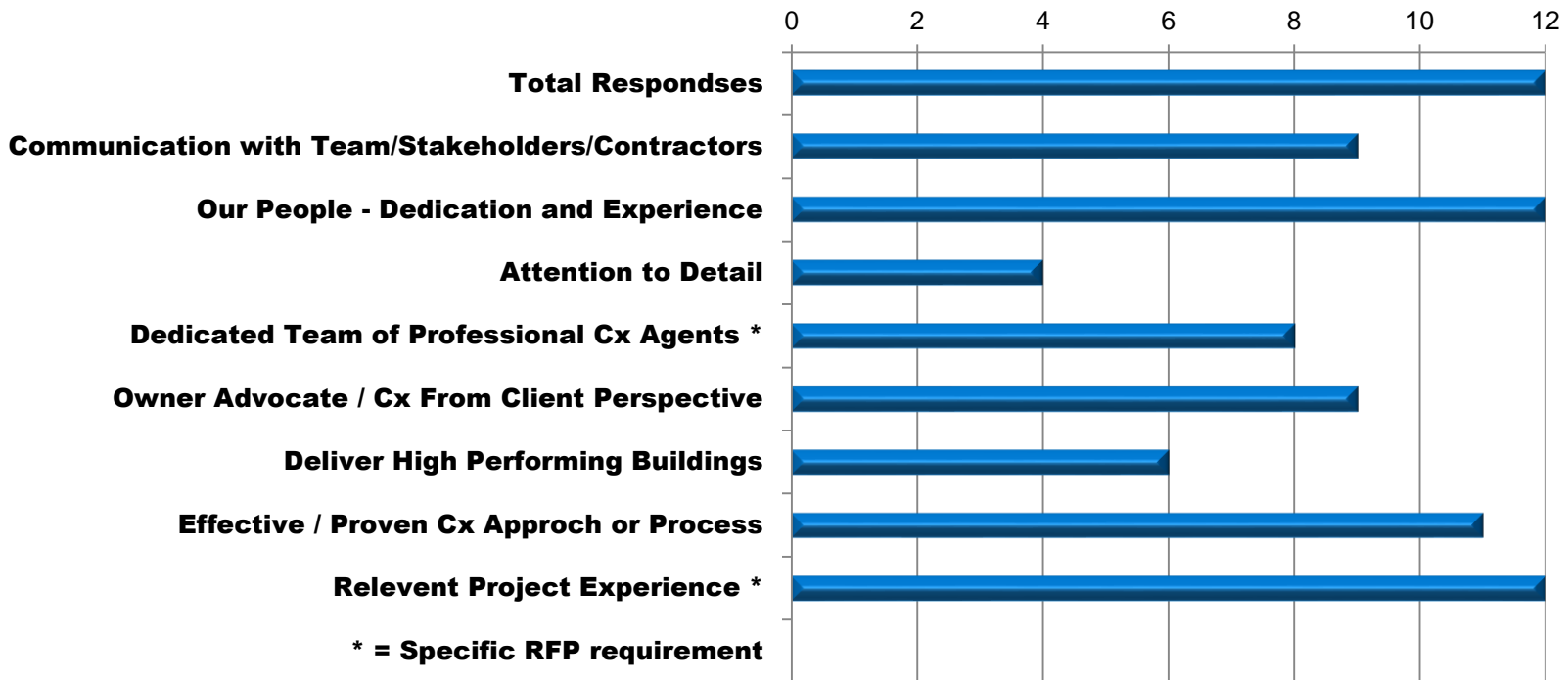
# What can you do to differentiate your firm?

## What do firms say are their differentiating factors?



# What can you do to differentiate your firm?

## What do firms say are their differentiating factors?



# What can you do to differentiate your firm?

---

- Seek to educate your clients – And be educated by them.
  - Market yourself as a consultant, not a commodity.
- Help them see Cx as more than just a construction activity.
  - See systems from the lens of total cost of ownership.
- Customize your deliverables to drop into their existing systems.
  - Can you format your Functional Performance data to drop into their CMMS? Building Records? O&M Manuals?



# Questions or Comments?

This concludes The American Institute of Architects Continuing Education  
Systems Course

---



Bob Tandy  
Commissioning Program Manager  
Planning Design & Construction  
University of Iowa  
220 USB Iowa City, IA 52242  
319.384.3598  
[robert-tandy@uiowa.edu](mailto:robert-tandy@uiowa.edu)

