

# ASHRAE® GLOBAL HEADQUARTERS

**AUTOMATED LOGIC'S TECHNOLOGY HELPS SHOWCASE AND MANAGE NET-ZERO-ENERGY BUILDING PERFORMANCE**



## THE PLAYERS

ASHRAE® is a leading global society for heating, ventilating, air conditioning, and refrigeration (HVAC/R) engineers, with over 50,000 members from more than 130 countries and a mission of advancing the arts and sciences of HVAC/R to create a more sustainable world.

Previously headquartered in a location that would become part of a major healthcare complex, the Society needed to find a flagship building that could accommodate its growing staff and visitor list while showcasing its vision of a healthy and sustainable built environment for all.

To demonstrate that existing building stock could become as energy-efficient and environmentally responsible as newly constructed architecture, ASHRAE began making plans to retrofit a four-decade-old structure in a suburb of Atlanta, Georgia with some of today's most advanced climate-control technologies to achieve net-zero-energy status.

This net-zero-energy status would be achieved using energy efficient equipment and systems, along with building automation, control, and energy reporting solutions that would allow them to accurately manage, monitor, and assess the real-time energy consumption of every element of the system and the building as a whole. The energy performance data would also be made visible to everyone in real time—and presented as intuitive dashboards that clearly communicated the energy performance of the building and its components. These dashboards would be accessible on monitors within the building, as well as remotely using any internet-enabled device.

## THE SOLUTION

ASHRAE turned to Automated Logic to create an automation solution to meet their needs.

Using the WebCTRL® building automation system, ASHRAE now has precise control and management of all of the systems in the building, helping them keep occupants comfortable, manage energy conservation measures, and identify key operational issues.

EnergyReports™ dashboards are also on display, showcasing the building's energy conservation and sustainability measures for all to see. The bold and clear graphic presentation of energy generation and consumption data has proven to be ideal for educating building visitors on their net-zero-energy goals while also highlighting ASHRAE's mission.

Both tools empowered the organization to not only manage and monitor the state-of-the-art systems in its new headquarters, but to clearly and memorably tell the story of the building's advanced technology and energy performance to staff and visitors, including ASHRAE members, government officials, the press, and the general public.

Facility staff also use the tools to identify performance issues early, speed troubleshooting and remediation, and help maximize building efficiency in real time—while gaining insights to help drive energy conservation measures, optimize system operation, and facilitate Environmental, Social, and Governance (ESG), goals.

## THE CHALLENGE

- Achieve net-zero-energy status
- Manage, monitor, and assess the real-time energy consumption of every element in the building as well as the building as a whole
- Provide centralized management of all building equipment and systems from a single user interface
- Display energy performance data on intuitive dashboards inside the building to educate visitors and staff on energy conservation and sustainability measures



Automated Logic's WebCTRL system is a powerful web-based platform that allows ASHRAE personnel to fully manage energy conservation measures and share the results.



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ATLANTA, GA

## THE RESULTS

From the beginning, ASHRAE® wanted its headquarters to be a demonstration of what’s possible when existing building stock is retrofitted with modern technology to meet sustainability goals, reduce dependence on fossil fuels, and mitigate human-driven climate change.

The new net-zero-energy ASHRAE headquarters would be equipped with some of world’s most cutting-edge climate control technologies and equipment. It was crucial that the organization have equally advanced technology to monitor, control, and provide clear insight into its real-time and long-term performance—not only for the management of its facility and systems, but to educate members, government officials, the press, and the general public.

That made Automated Logic the ideal partner when it came to developing and deploying the WebCTRL building automation system and energy dashboards that would be needed to accurately and clearly manage and monitor all building systems, including their state-of-the-art energy-saving equipment and an energy-generating photovoltaic system.

“The Automated Logic system allows us to tell our story more effectively,” said Jeff Littleton, ASHRAE Executive Vice President. “We partnered with them to create a comprehensive dashboard that includes a description of the building systems and shows how much energy each part is using and how much energy the photovoltaic system is generating. We’re using it internally as a tool to help us manage the building, of course. But we’re also using it to tell the story of our net-zero-energy headquarters to our members and to the world.”

NOTE: This case study is also available in video format. Watch it on YouTube [here](#).



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**Jeff Littleton**  
Executive Vice President,  
ASHRAE

PROJECT SUMMARY	
Location	180 Technology Parkway in Peachtree Corners, GA
Project Type	Renovation and retrofit
Building Size	67,000 square feet
Building Usage	Global headquarters with training, meeting, and office space for employees, members, volunteers, and visitors
Objectives	Manage all building systems through a single user interface; create intuitive energy dashboards to highlight system performance for staff and visitors
Design Considerations	Reliably monitor and manage a wide variety of energy-saving and energy-generating equipment from multiple vendors
Major Decision Drivers	All energy dashboards must dynamically adjust layout based on the device being used, and can be shared via email, PDF, CSV, image, or hyperlink
Branch Office	Automated Logic - Georgia



With Automated Logic’s WebCTRL building automation system, the new ASHRAE net-zero-energy global headquarters has full network control, monitoring, alarming, trending, and scheduling from one common interface.