

Cenareo enters into a new strategic partnership with the tertiary division of SPIE Industrie & Tertiaire

Paris, 17 July, **The tertiary division of SPIE Industrie & Tertiaire, a subsidiary of SPIE group, an independent European leader in multi-technical services in the fields of energy and communications, has announced the launch of its “Energy Management Pack”. A bespoke solution that offers its tertiary sector customers full control over their energy consumption. To accompany this innovation, the firm commissioned two specialists: Cenareo, a digital signage leader, and Ubigreen, a digital solution for managing site operating performance.**

Digital signage to raise user awareness

“we are very proud to have been chosen by the tertiary division of SPIE Industrie & Tertiaire to develop this technological innovation together. Cenareo has designed the digital signage system to make the energy consumption data visible and understandable. The aim is to raise everyone’s awareness about adopting an approach to improve energy performance by communicating the consumption and key indicators of the building via displays in real time.” David Keribin, Co-founder of Cenareo, explained.

“UbiGreen and Cenareo allow us to translate data into indicators that are easy to understand by users”, Frédéric Laporte-Fauret, South West Development Director at the tertiary division of SPIE Industrie & Tertiaire stated. *“Simply becoming aware of their energy consumption can result in users reducing their energy consumption by 15% in just a few months.”*

A bespoke offering

Fully configurable, this “Energy Management” pack is installed with no disruption to the existing technology. Completely adaptable and customisable to each environment, it connects to technical building management systems.

A major challenge for the tertiary sector

This new pack fully meets the requirements of the “Tertiary” decree, which lays down that managers of buildings of over 1,000 m² must set up computer platforms to collect and monitor their energy consumption.

Target set: contribute to a gradual reduction in energy consumption of 60% by 2050.

About Cenareo

Created in 2012, Cenareo is the specialist in disseminating screen-based content. With its intuitive technology, the digital signage solution is the simplest in the world and makes it possible to create an infinite variety of content scenarios with high-impact messages perfectly tailored to their dissemination context.

Its aim? Make emotion central to the dialogue between the brand and its customers, be the partner of their communication consistency.

Experiencing hypergrowth since it was created, Cenareo has seen 3-figure growth, now with 40 employees, and in 2018 it opened its first office outside France in Munich. Currently, more than 15,000 displays are managed through its platform in 32 countries, for companies such as AXA, Boulanger, ETAM, La Maison de la Presse, Phenix Group, SmartMedia, Shell, Triumph, etc.

About SPIE Industrie & Tertiaire – Tertiary division

The tertiary division of SPIE Industrie & Tertiaire, a subsidiary of SPIE France, provides its customers with high level expertise dedicated to building intelligence and performance.

As a key player in its sector, the tertiary division strives every day to promote new uses. By helping to make buildings intelligent, human and interconnected, its 3,400 employees improve the comfort and well-being of occupants while reducing the carbon impact of their environment.

Thanks to its network of 110 local sites, its national structure allows it to capitalise on the wealth of its know-how to always better meet its customers' needs.

About SPIE France

SPIE France, a subsidiary of SPIE group, is a key player in the energy and digital transition. SPIE France is organised into five subsidiaries and six national divisions, SPIE ICS (digital and technological services), SPIE CityNetworks (energy and digital networks, transport and services in the city), SPIE Facilities (maintenance and facility management), SPIE Nucléaire (specialised services for the nuclear industry), and finally, the industry division of SPIE Industrie & Tertiaire (industry reference partner for smart and agile solutions) and the tertiary division of SPIE Industrie & Tertiaire (actor of the renovation of smart and efficient buildings).

SPIE France has 19,000 employees who work out of 400 sites country-wide.

With nearly 47,200 employees and a strong local base, in 2019, SPIE recorded consolidated turnover of 6.9 billion euros and consolidated EBITA of 416 million euros.



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