



# Success Story

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**Industry: Building Controls**



**Customer: Merrill Lynch, NJ**

Merrill Lynch is one of the world's leading financial management and advisory companies, with offices in 37 countries and total client assets of approximately \$1.4 trillion. As an investment bank, Merrill Lynch is a leading global underwriter of debt and equity securities and strategic advisor to corporations, governments, institutions and individuals worldwide.

## ICONICS Software Deployed

GENESIS32™ - GraphWorX™, AlarmWorX™, and TrendWorX™ (OEM)

## Project Summary

An OEM version of GENESIS32 provides the Building Controls for the Merrill Lynch complex in Hopewell, NJ. There are twelve buildings under the watchful eye of state-of-the-art graphics and alarming.



**Merrill Lynch Buildings:  
Hopewell, NJ**

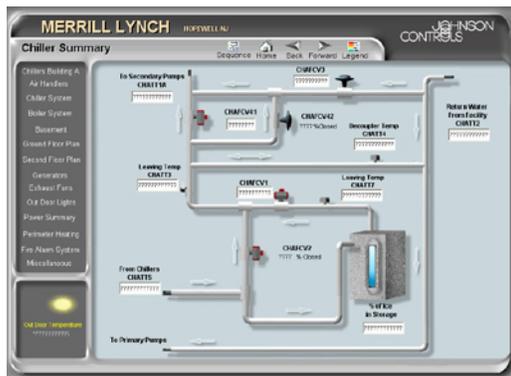
## Key Features

Here are some statistics on the facilities being monitored and controlled by this project:

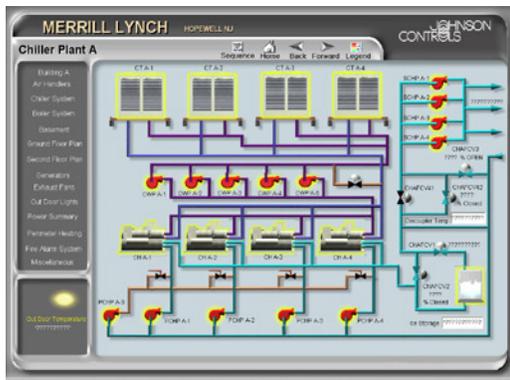
- Eight (8) office buildings totaling 1,598,400 Square Feet.
- Four (4) assembly buildings featuring four cafeterias totaling 246,000 Square Feet.
- Four (4) parking garages with a total of 2,594 parking spaces.

All of this is part of the new Merrill Lynch office building campus in Hopewell, New Jersey.

In addition to the buildings occupied by the employees, this office complex has four of its own boiler plants, four chiller plants, and most interesting: four ice plants.



**Ice Mixing Circuit**



**Chiller Plant**

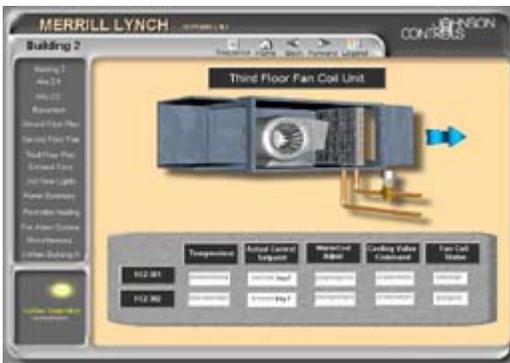
## Project Details

These ice plants are used as a cost-efficient method for building energy management. They are designed to freeze water at night when electricity is available at a low price. Then, when rates go up during the day, the ice is melted to cool down the buildings, rather than using other methods requiring “instant” energy demand. This “time shifting” of energy usage really helps trim the energy bill.

There are two example screens to the right showing the graphics used for the Chiller Plant and the Ice Mixing Circuit.

Operators easily navigate among the various systems used to manage every aspect of the building complex (HVAC, Lighting, Energy, Security, Fire, and other building controls) via the graphics created for the project. There are over 1,000 screens deployed on the project, all of which are accessible with just a few clicks from the menus and control panels designed into the building management system.

Top-notch 3D images representing the equipment used by the project were completed for this application. The project not only offers stunning visual displays, but also follows a Web-motif, making it easy for users to navigate through the system.



**Fan Coil Unit**

## End User Feedback

Feedback from the users of the system has been very positive. They enjoy the “realism” of the systems’ representation in the graphics. Clicking on floor plans and viewing live status information provides the easy-to-understand operations they were hoping for. The graphics also make use of the ICONICS “animators” showing dampers opening/closing, fan blades turning, airflow direction, and more.

## Conclusion

GraphWorX32 is playing a critical roll in providing a comfortable and safe environment for the people at the Merrill Lynch office complex.

And that’s no bull.



**Floor Plan**