CASE STUDY

NeuroCore at the Moxy Times Square

From Fragmented Systems to Smart Savings

SMARTCON

Transform Your Property with a Smarter Building Management Solution

Hospitality leaders understand that exceptional guest experiences and operational efficiency are key to sustained success. But outdated, disconnected systems often inflate costs and create service gaps.

Smartcon deployed NeuroCore at Moxy Times Square as a unified, intelligent control layer enabling real-time access, predictive maintenance, and scalable energy optimization.

The Costly Problem of Fragmented Building Management

Before deploying NeuroCore, Moxy Times Square faced significant challenges due to disconnected management systems:

- Limited Visibility and Responsiveness: Fragmented platforms reduced operational clarity, slowing real-time response and impacting service levels.
- Lost Energy Incentive Opportunities: Automation gaps made it impossible to participate in utility demand-response programs.
- Compliance Vulnerabilities: Critical systems like refrigeration and exhaust fans lacked oversight, increasing operational and regulatory risk.
- Inefficient Operations: Inflexible systems raised maintenance costs and negatively impacted guest comfort.

Unified Building Intelligence

As a vendor-agnostic platform, NeuroCore unified all major building systems, including HVAC, guestroom controls, lighting, refrigeration, exhaust, and leak detection into one remote-accessible cloud based interface.

Immediate, Measurable Benefits at Moxy Times Square:

Energy Cost Reduction:
- Through automated demand response, smart pre-cooling, and occupancy-based temperature control NeuroCore unlocked participation in utility incentive programs, creating potential monthly savings in the tens of thousands.

Total Remote and Mobile Control:
- The engineering team transitioned from limited, onsite-only access to complete remote management. This shift greatly enhanced the team's responsiveness, operational agility, and overall productivity.

Proactive Maintenance and Risk Reduction:
- Neuro integrated previously unmanaged critical systems, offering real-time monitoring that prevented costly downtime, minimized operational disruptions, and ensured compliance with health, safety, and building codes. New sensing capabilities were added by way of easy-to-install wireless devices.

Optimized Guest Comfort and Satisfaction:
- Neuro's AI-driven system consistently ensured optimal room and facility conditions, significantly reducing guest complaints and enhancing the overall guest experience.

Intelligent Predictive Maintenance and Optimization

Neuro leverages advanced machine learning and artificial intelligence to proactively predict and address potential operational issues. It analyzes historical and real-time data on occupancy patterns, environmental conditions, and equipment performance, optimizing energy usage and preventing maintenance issues before they become disruptive.

Built to Scale Across the Portfolio

NeuroCore is designed for hospitality portfolios seeking standardization, efficiency, and decarbonization:
- Consolidates property systems into a single control layer
- Supports ESG goals through measurable energy and carbon reductions
- Enables consistent brand standards across diverse properties
- Simplifies vendor complexity and improves oversight

Following success at Moxy Times Square, additional Moxy properties are now moving forward with NeuroCore deployments under Smartcon's guidance.

Future-Proof Your Hospitality Operations

In addition to immediate operational improvements, Neuro future-proofs properties by continuously adapting and learning, ensuring long-term efficiencies and cost savings. The system evolves alongside property needs, staying ahead of regulatory changes, industry trends, and guest expectations.

Your Hotel's Competitive Edge Starts with NeuroCore

Leverage the power of NeuroCore to achieve:
- Significant reductions in operational expenses
- Maximized energy savings through automated efficiency
- Enhanced guest experiences driving greater satisfaction and loyalty
- Streamlined, proactive operational workflows
- Simplified, scalable control across property portfolios
- Support for ESG goals through measurable reductions in carbon emissions and a clear path toward decarbonization

Take the first step toward unmatched efficiency and superior guest experiences.

Contact Smartcon today to schedule your complimentary Neuro demonstration and discover exactly how Neuro can revolutionize operations at your property.

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