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Case study:
Delivering next-generation
mobile connectivity at
Ruiz Picasso 11, Madrid

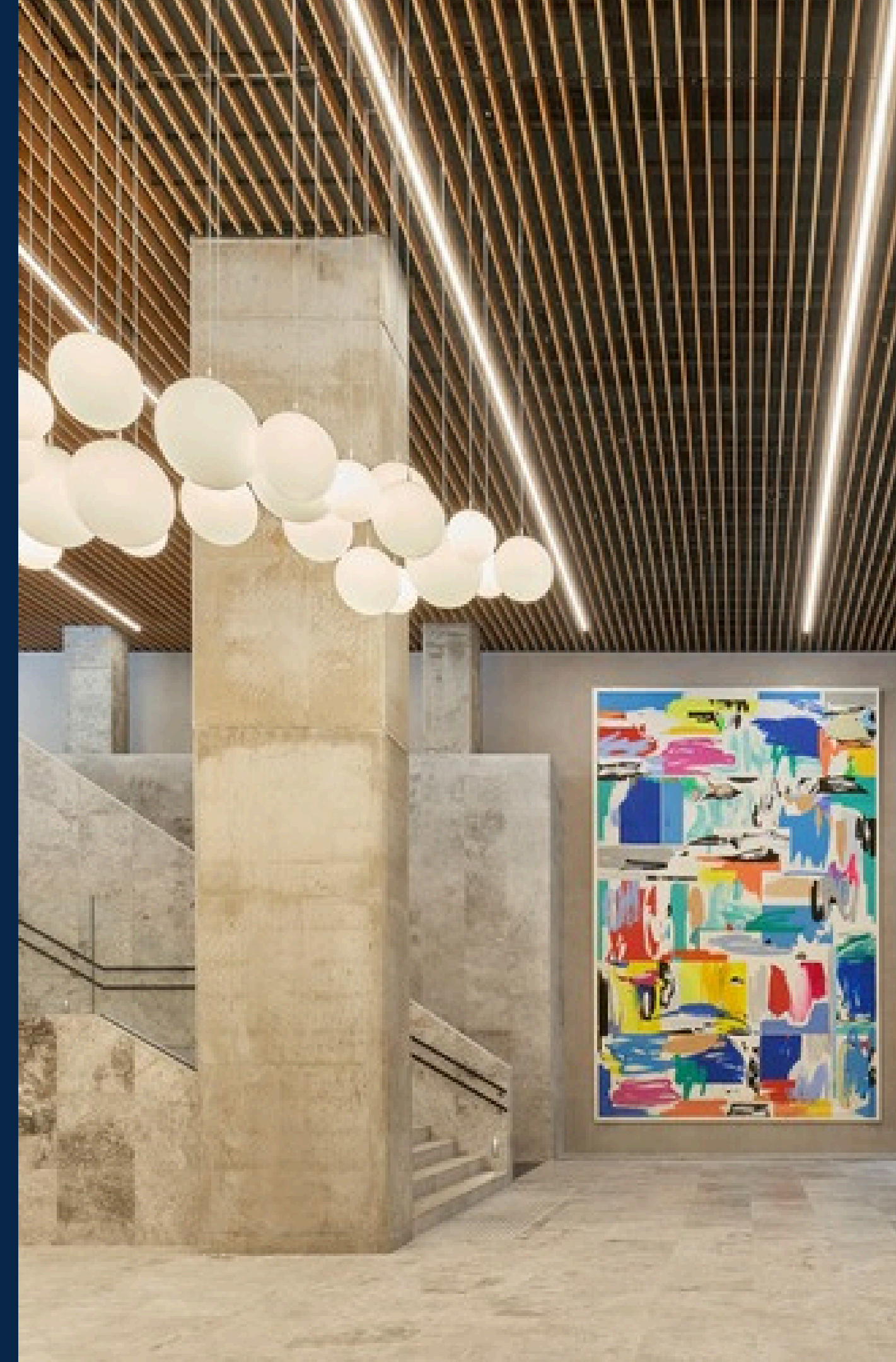
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We're leading the transformation of real estate through innovation, technology and a relentless focus on great user experience. Mobile connectivity is a fundamental part of that vision.



Alvaro Ontañón, Chief Technology Officer, MERLIN Properties





Located in the heart of Madrid's AZCA business district, Ruiz Picasso 11 is a flagship asset in MERLIN Properties' portfolio - home to global tenants including IBM, WTW and Globant. This impressive building has set new standards for sustainability, design and superior tenant experience.

To reflect the building's future-focused vision, MERLIN partnered with Shared Access to deliver a best-in-class in-building mobile connectivity solution.

The result is the first 5G-enabled neutral-host DAS system deployed in a Spanish office building - a landmark moment in the evolution of commercial real estate infrastructure.

The challenge

As part of its ongoing digital transformation, MERLIN recognised that reliable mobile coverage had become non-negotiable for tenants and visitors.

High-specification buildings like Ruiz Picasso 11 are designed with advanced materials and environmental performance in mind - but these factors can unintentionally block mobile signals and reduce indoor coverage. As more companies embrace hybrid working and data-heavy tools, this lack of coverage becomes more than an inconvenience - it becomes a barrier to productivity and tenant satisfaction.

MERLIN was clear: they needed a solution that would work now and scale into the future - supporting tenant satisfaction, operational excellence and their broader ESG strategy.

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At MERLIN Properties, we must ensure that our buildings function perfectly every day - and increasingly, connectivity plays a fundamental role for our tenants.



Víctor Galilea, Senior Asset Manager, Offices, MERLIN





In modern office buildings, the use of high-quality materials and new construction techniques can significantly reduce mobile signal indoors.



Víctor Galilea, Senior Asset Manager, Offices, MERLIN



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"This is exactly the kind of smart, scalable solution that aligns with how we see the future of office buildings."



Víctor Galilea, Senior Asset Manager, Offices, MERLIN



The solution - Shared Access

Shared Access designed and delivered a multi-operator distributed antenna system (DAS) that delivers seamless indoor mobile coverage for all major Spanish networks - Vodafone, MasOrange and Telefónica - across every floor of the building. The system is powered by the Shared Access BTS Hotel, a centralised off-site infrastructure hub that serves multiple buildings in the AZCA district. This approach significantly reduces cost, energy consumption and deployment times, while offering consistent high-quality signal across all tenants.

Shared Access worked closely with tenants and MERLIN's on-site teams to ensure seamless integration with building operations and ongoing optimisation of service as tenant needs evolve.

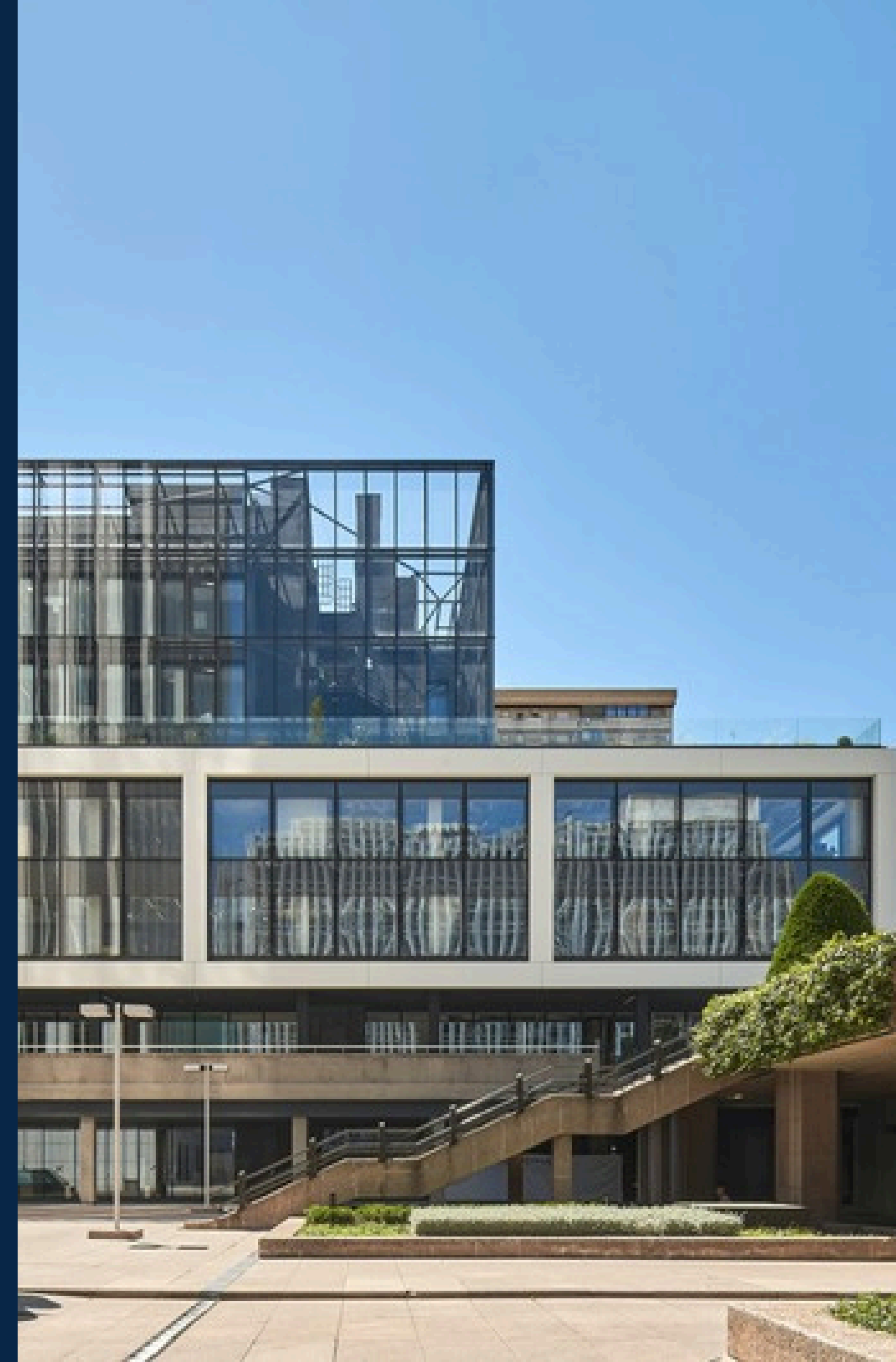
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The BTS Hotel model is a perfect fit for our strategy. Instead of building isolated systems for each building, we now have a shared, high-quality network that serves multiple offices efficiently - saving time, reducing costs and lowering energy use.



Alvaro Ontañón, Chief Technology Officer, MERLIN Properties



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Shared Access has helped us solve a problem that has grown with the rise of 4G and 5G - and will continue to grow with the increasing use of data. Now, every building user has strong, multi-operator coverage in every corner of the space. That makes a real difference to their productivity and satisfaction.



Víctor Galilea, Senior Asset Manager, Offices, MERLIN



A new model for smart, sustainable infrastructure

MERLIN's vision for Ruiz Picasso 11 went beyond solving a single building's problem. This project was about laying the foundation for a smart, connected, scalable office portfolio.

MERLIN is already scaling the model across its Madrid assets, with Ruiz Picasso 11 now acting as a strategic connectivity hub for the wider AZCA business district.



We chose this design mainly for two reasons: the sustainability of the solution, and the ability to provide a multi-operator 5G node in the AZCA area - ready for immediate use by third parties. It promotes the development of 5G-based use cases and encourages collaborative infrastructure.



Alvaro Ontañón, Chief Technology Officer, MERLIN



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It also helps us stay ahead in a very competitive market, where top-tier companies - like those that occupy this building - consider mobile coverage an indispensable part of their work environment.



Víctor Galilea, Senior Asset Manager, Offices, MERLIN



What they're saying

Working with Shared Access has been a fantastic experience. They bring deep technical expertise, deliver exactly what they promise - on time and to a very high standard - and most importantly, they're a trusted partner we know we can rely on as we expand this model to more properties in Madrid and beyond.

Alvaro Ontañón

Chief Technology Officer

MERLIN

Ruiz Picasso 11 sets a new benchmark for in-building mobile connectivity in Spain. It shows what's possible when landlords and infrastructure providers work together to deliver scalable, future-ready solutions that support both tenants and urban innovation.

Sam Jackman

Chief Development Officer

Shared Access

The collaboration with Shared Access is proving very positive, and we already have several buildings integrated into this Madrid Hub. We hope to continue counting on them to bring this success story to new strategic locations for the company.

Víctor Galilea

Senior Asset Manager

MERLIN

We're proud to partner with MERLIN Properties on this pioneering installation. Our BTS Hotel model is not only technically advanced but also aligned with sustainability goals - making it a smart solution for the modern workplace.

Elena Palomo

Territory Director

Shared Access



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Conclusion

Ruiz Picasso 11 demonstrates what's possible when technology, vision, innovation and collaboration converge. As MERLIN's trusted partner, Shared Access delivers and manages seamless in-building mobile connectivity - boosting tenant satisfaction, protecting asset value and redefining digital infrastructure standards.



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