The Definitive Guide to
Mobile Property and Tenant Management

The Rise of Mobile in CRE

61% Increase in mobile usage in CRE (2012 YOY)[1]

69% Information workers using smartphones for business [2]

10% Website visits in 2012 made through mobile devices (CRE)[3]

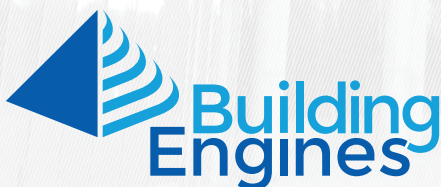**??%** By 2016, mobile phones & tablets will be most common devices for accessing websites in U.S.
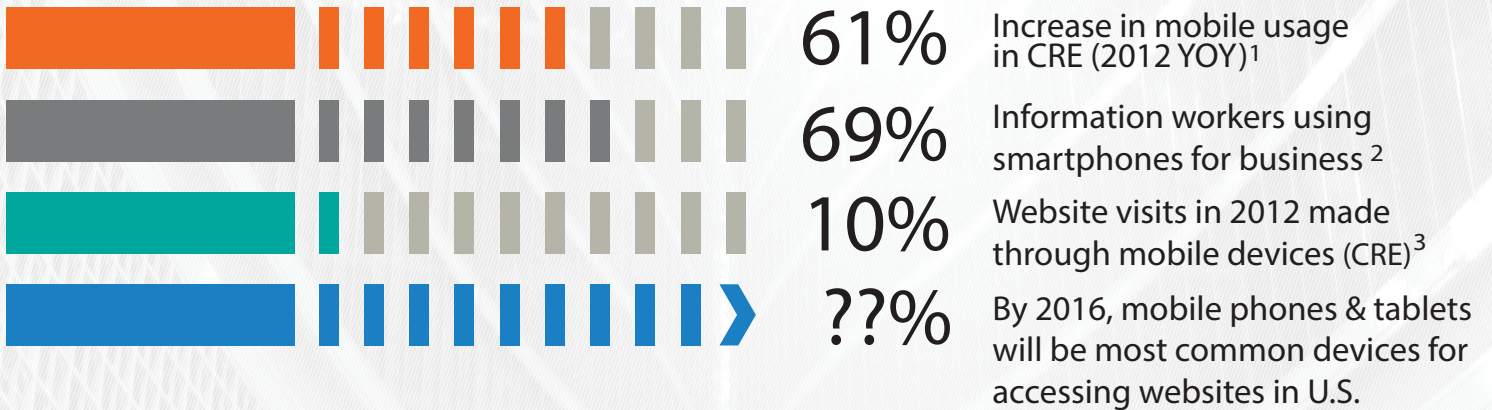
Mobile devices have rapidly gone from "nice to have" for early adopters to ubiquitous work tools. The concept of accessing the internet from **anywhere, at anytime** continues to have a growing impact on commercial real estate operators.

TOP 3 reasons commercial real estate organizations turn to mobile

1 Lack of real-time insight into service delivery

2 Need for a more efficient and agile workforce

3 Belief that mobile is a competitive differentiator

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1 AgBeat, Mobile usage in commercial real estate up 61%, http://agbeat.com/commercial/mobile-usage-in-commercial-real-estate-up-61/
2 IDG News Service, IDC: IT Hasn't Grasped Consumerization Trend, 1/11/11, http://www.pcworld.com/article/235465/article.html
3 InMotion Real Estate Media, Mobile Usage in Commercial Real Estate Drastically Increases , /28/13,
   http://www.inmotionrealestate.com/news/mobile-usage-in-commercial-real-estate-drastically-increases-61-in-2012/

Many Choices, One Rule.

So, you are thinking of implementing a mobile operations platform in your organization. But what operating system will you pick? Apple's iOS? Google Android? Microsoft Windows Phone? Will you let employees bring their own device? Or, will you specify and supply a device?

While every organization may have a different approach and policy, there is **one fail-safe rule:**

Select a real estate operations platform and mobile application that is supported on all devices and operating systems!

Top Smartphone Operating Systems by Market Share (Worldwide)[1]

2012	2016 (forecast)
Android 68.3%	Android 63.8%
Apple, iOS 18.8%	Apple, iOS 19.1%
Blackberry 4.7%	Blackberry 4.1%
Windows 2.6%	Windows 11.4%
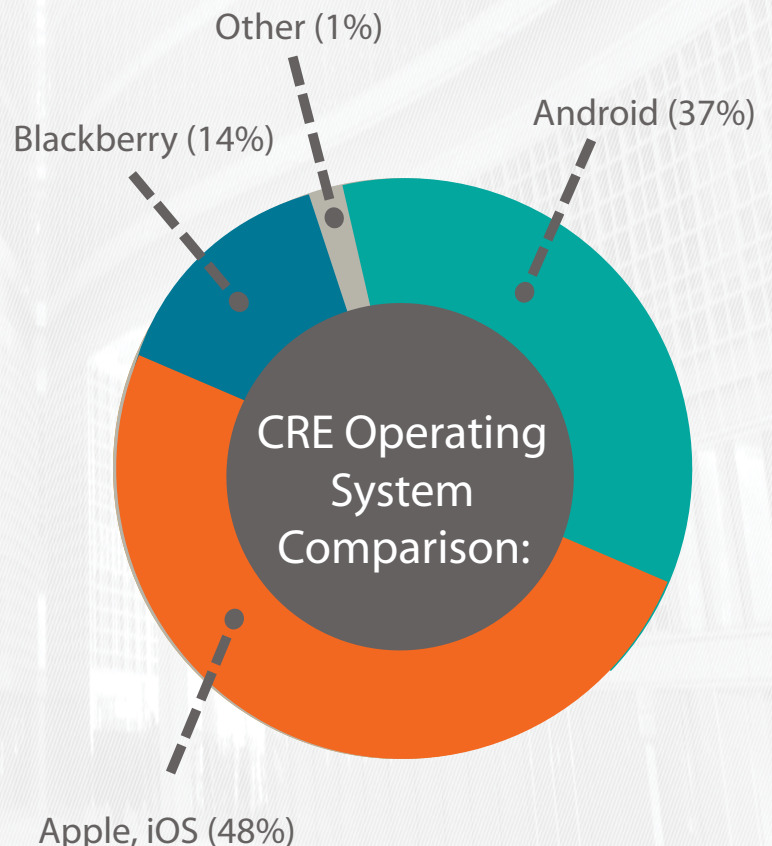
Other (1%)

Blackberry (14%)

Android (37%)

CRE Operating System Comparison:

Apple, iOS (48%)

Putting Mobile to Work

The best property management mobile applications provide access to all operational information, make it simple to create and complete work in the field, and provide tools for improving tenant service.

Top Ranked Property Management Mobile Application Capabilities as Ranked By Your Peers

1 **Assign and Complete Work Orders or Maintenance Tasks**

2   Create and Complete Inspections

3   Manage Building Incidents

4   Access/Manage Vendor Information

5   Access/Manage Tenant Information

6   Access/Manage Leasing Information

7   Access/Manage Team Information

8   Send Emergency or Broadcast Messages

9   Access/Manage COI Information

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What: 30-day analysis of customer usage of the Building Engines mobile application, BE-Mobile, to determine usage patterns

Who: Statistically relevant sample of 70 companies and 29,500 mobile transactions

CRE Mobile Usage Study

- Nearly 75% of sample users experienced intermittent lapses in connectivity

- Average period offline: 2 hours

- 10% of all transactions were completed while offline

- 44% of organizations, and 80% of the top 10 heaviest users, operate a mixed platform of mobile devices

Can You Hear Me Now?

!

The results clearly underscore the need for mobile property management apps that work seamlessly while offline or in areas of low connectivity and offer compatibility with all major platforms and devices (including Android, iOS and Blackberry).

Did You Know?

BE-Mobile allows users to access all relevant data and complete all tasks even without connectivity. "True Sync" technology seamlessly syncs data with the web-based platform, retaining 100% accurate time stamping on the record. According to the study above, **1 in 10 mobile actions would be blocked with online-only solutions**, and in extreme cases, 4 in 10 actions would be affected, crippling mobile service delivery.

The BYOD Debate

Bring Your Own Device (BYOD):

The policy of permitting employees to bring personally owned mobile devices (laptops, tablets, and smart phones) to their workplace, and use those devices to access company information and applications.

44%

CRE organizations that operate a mixed platform of devices

PROS	CONS
New mobile workforce opportunities and productivity	Security risks-critical organizational data stored in employee devices
Reduced expenditures on devices and support	Employee privacy issues
Higher employee satisfaction	Potential for distraction from personal apps and social notifications

49%
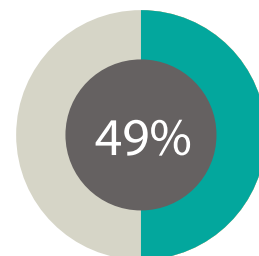
CRE employees who use a personal device for work

50%

Companies projected to demand employees BYOD by 2017[1]
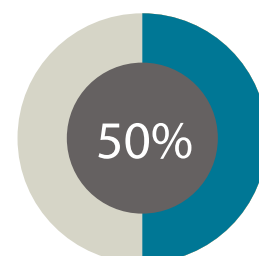
Security Issues

The reality is, whether your organization has a BYOD policy or not, employees are using their smartphone for work- posing a huge security risk. Almost half of employees use personal devices that are not password-protected and access unsecured wi-fi networks. If a security risk were to arise, most organizations are not set up to remotely wipe device data.

90% of U.S. employees used personal smartphones for work within the past year[2]

1 Gartner, Gartner Predicts by 2017, Half of Employers will Require Employees to Supply Their Own Device for Work, 5/1/13, http://www.gartner.com/newsroom/id/2466615

2 Cisco, BYOD Insights 2013: A Cisco Partner Network Study. March 2013

Mobile Tenant Service

Like your own health, tenant health and happiness need to be constantly monitored so that you can catch problems early and address them quickly and effectively. New mobile technologies make it easy to access tenant information and service history on the go and provide real-time insight into your team's service delivery.

How frequently do you meet with tenants in person?

Why mobile? Access to tenant information that is as flexible as your meeting schedule!

Daily (26%)

Weekly (30%)

Monthly (25%)

Quarterly (19%)
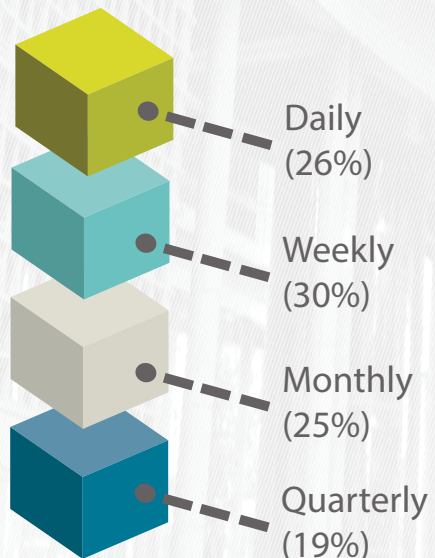
Top three types of tenant information that property management professionals want to access through a mobile app:

1 Contact information and notes

2 Recurring or "hot" issues

3 Lease details and key dates

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Mobile Tenant Service

**Most Important Uses for Tenant
Information "in your pocket."**

Schedule Tenant Meetings

General Insight & Relationship Management

Meetings with Your Team

Meeting with Ownership or Management

Don't Forget About the Follow-Up!

It's important that your mobile strategy takes
advantage of mobile functionality that empowers
your team to take immediate action following
tenant meetings and service delivery.

Your Mobile App Should Allow You To:

Indicate that work is complete (in real-time)

Notify you if service delivery targets are missed

Send a tenant a follow-up email

Create a work order

Assign a task

Create a reminder

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Mobile Tenant Service

Mobile and mobile Property Management Applications allow you to track the progress of work in real-time, always know the exact status of service requests, and provide clear answers to tenant questions whenever they arise.

New — **Open** — **Completed** — **Closed** (Billed)

Assigned
Acknowledge
Arrive

Did You Know?
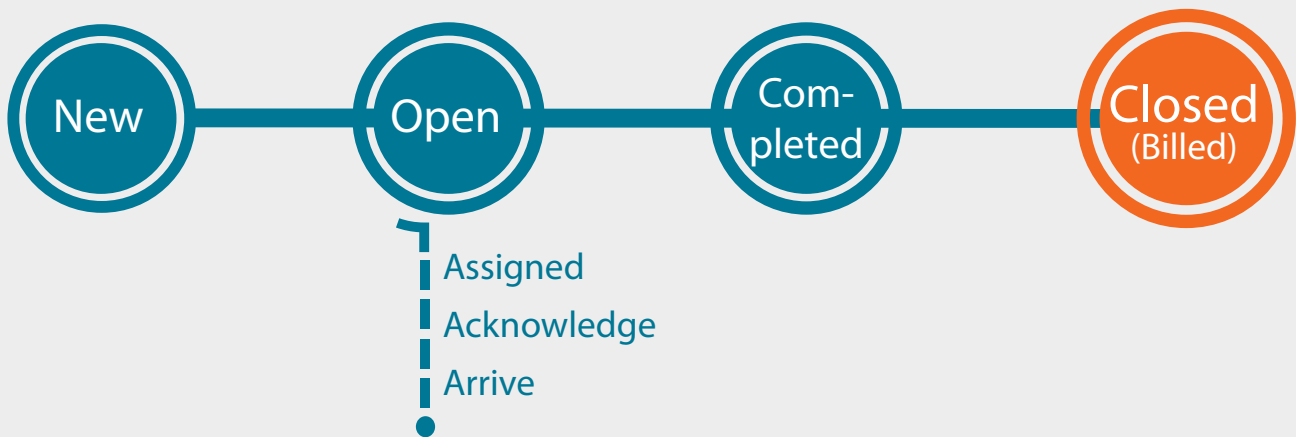
The Building Engines Tenant Portal (which syncs with its mobile app, BE-Mobile) allows tenants to track the progress of requests in real-time and "rate" the service at any point along the way.

999 Peachtree Street
Northland Group
Alec Berg Lawfirm

Welcome Michael Barth   Sign Out

Northland Group
Commercial Real Estate

| Home | Work Orders | Tenant Handbook | Property Documents | Resource Scheduling |

Edit Work Order

NEW! Rate your service >>

Print

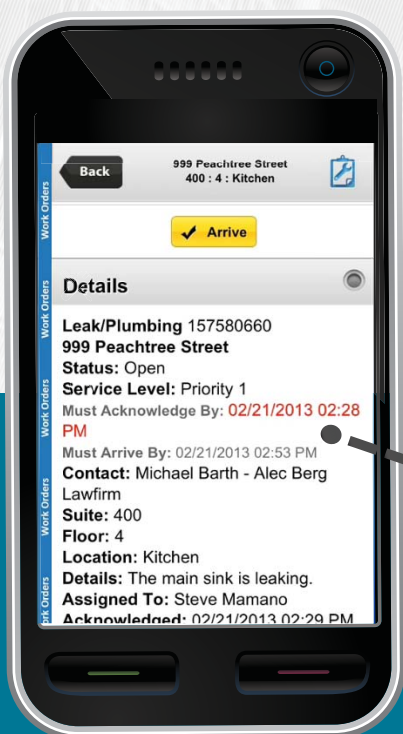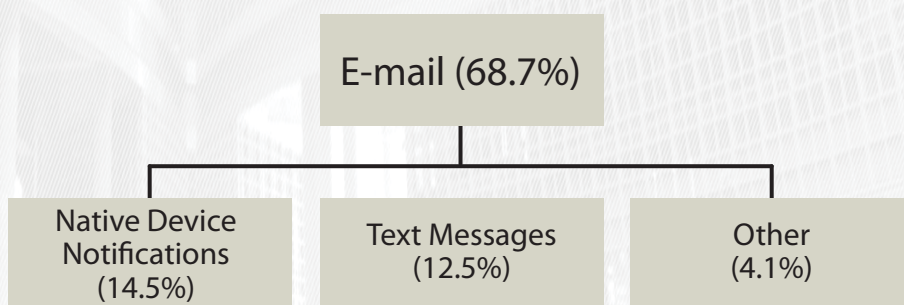| New	Assigned	Opened	Acknowledged	**Arrived**	Completed	Closed
2/21 2:40 PM	2/21 2:40 PM	2/21 2:42 PM	2/21 2:43 PM	2/21 3:10 PM		

Notifications and Escalations

The most well-laid mobile strategies establish notifications and escalations that allow you to manage by exception and take immediate action when issues arise.

Comparison of Most and Least Useful Mobile Notifications

	Most Important	Neutral	Least Important
Building Incident	70%	6%	4%
Creation/Assignment of a Work Order	37%	13%	11%
Upcoming Lease Renewal	27%	29%	9%
Expired COI	24%	24%	20%
Missed Service Target	23%	27%	9%

How do you prefer to be "notified" on your device?

E-mail (68.7%)

Native Device Notifications (14.5%)

Text Messages (12.5%)

Other (4.1%)

Back 999 Peachtree Street
400 : 4 : Kitchen

✓ **Arrive**

Details

Leak/Plumbing 157580660
999 Peachtree Street
Status: Open
Service Level: Priority 1
Must Acknowledge By: 02/21/2013 02:28 PM
Must Arrive By: 02/21/2013 02:53 PM
Contact: Michael Barth - Alec Berg Lawfirm
Suite: 400
Floor: 4
Location: Kitchen
Details: The main sink is leaking.
Assigned To: Steve Mamano
Acknowledged: 02/21/2013 02:29 PM

Did You Know?

The Building Engines Platform allows you to prioritze service request issue types, set benchmarks and targets for service delivery and then clearly communicate expectations to your team in the field.

Building Documents In the Palm of Your Hand

62%

Property management professionals that rate the ability to access building documents from a mobile device as **highly valuable.**

Top Rated Mobile Documents (as rated by your peers)

Floor plans, leases, available space

Building Profiles

Equipment Records

Maintenance Guides / Instructions

Property Policies and Procedures

Certificates of Insurance

Emergency Preparedness

Work Order / Maintenance /Inspection Schedules

Four Steps to a Proactive Mobile Strategy

*Adapted from: http://sapinsider.wispubs.com/Article/
Unwire-Your-Enterprise-and-Unleash-Business-Growth/6075*

A report from Citrix, *Workplace of the Future*, shows that organizations that have embraced Work Shifting (giving workers flexibility in when and where they work) and BYOD (Bring Your Own Device) policies, have seen tangible cost benefits in response.

Consider your own organization's policies:

- Does your organization capitalize on workforce mobility?
- Are your employees asking to use their own mobile devices for work related activities?
- Are you capturing useful data that would give you insight into their productivity?
- Could you be sharing your mobile leaders' best practices to the benefit of the entire company?
- Do you know how to mitigate the risks associated with mobile device usage?

By following the four steps to a proactive mobile strategy outlined below, your organization can safely take advantage of the opportunities that mobile devices represent and use them to improve your bottom line.

Step 1: Form a Core Team

Identify a group of 5 to 10 people who will evaluate your company's core competencies, internal skill sets, and existing infrastructures. The team will also decide on the staff and budget that will be required to implement a mobile strategy. Team members should have expertise in:

- Security and device management
- Software development kits and middleware
- Server optimization
- Functional business processes and applications

Step 2: Define Security Measures

Companies must protect themselves from security breaches that could hamper their production and undermine their customer relations. Mobile devices can be vulnerable to:

- Unauthorized access when lost or stolen
- Unauthorized data access by an authorized user
- Risks arising from combining personal and work use on the same device
- Protection of company data

Security polices requiring strong passwords, rigorous data encryption, and mobile device management technologies need to be adopted and implemented.
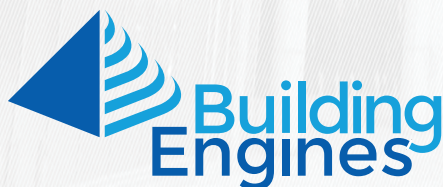
Step 3: Select the Right Mobile Platform

Choose a mobile enterprise platform that will meet all of your company's essential business needs and is scalable to future needs. Some critical functions include:

- Ability to support a variety of mobile devices that will connect to the company's data stores, applications, business processes, and mobile services.

- Support for creation of new applications regardless of architecture or application paradigm.

- Provisions for middleware services that connect applications to environments that consist of databases, web services, and software applications, with the ability to control and protect corporate data through device and server management and security.

Step 4: Decide Which Mobile Applications to Implement First

Decisions about what applications to develop first should be based on:

1. Who is the target audience for the application?

Many facilities management personnel spend the majority of their time in the field. Think about what apps they could use that would reduce trips to the office. For example, Building Engines' mobility service enables technicians to update work order status at the issue site. Mobile apps that reduce paper shuffling and increase time spent on higher return activities improve productivity and the bottom line.

2. What would give the biggest return?

Find out where your biggest service or productivity gaps are. A tool like Building Engines' tenant service and satisfaction dashboard can help your team understand where you have problems in service delivery. Tracking data and reporting it in an actionable manner gives management immediate insight into how to help technicians close the gap.

Did You Know?

"The majority of organizations (83 percent) will use bring-your-own-device (BYOD) initiatives to manage the growing number of devices that people use to access the corporate network. Employees will generally choose and purchase their own computing devices, with 76 percent of organizations reimbursing the employee in-part or fully."

Source:
http://www.dailyfinance.com/2012/09/25/future-workplace- formula-1-person-x-6-devices-two-/

What other aspects of your business have service or productivity gaps that you can solve by tracking actions or speeding reaction times in the field?

### 3. What can we do with current in-house resources?

Take advantage of the skills you have in-house. Ensure that you are getting the most out of the systems you already have. For example, Building Engines customers meet regularly with their dedicated customer relations agent to discuss how they can better optimize work order priorities and targets to improve productivity as well as tenant satisfaction.

Building Engines Mobile Platform

Building Operations in Your Pocket.

With BE-Mobile, property and facility teams can access critical building information at all times and manage and respond to tasks remotely.
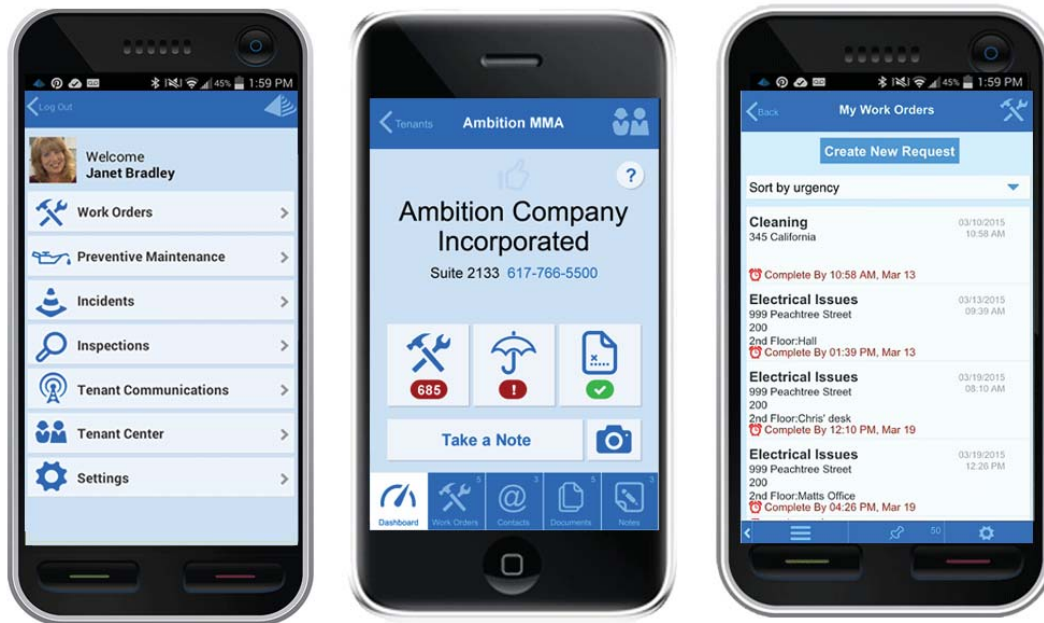
Connected. Anytime. Anywhere.

Harnessing the latest technology, the BE-Mobile App is easy to set up and use on your iPhone®, iPad® or Android™. A pocket-sized extension of the key features of the Building Engines Platform (Work Order, PM, Incidents, Inspections), BE-Mobile uses mobile functionality to make your job easier.

Did You Know?

Request a conversation. Learn more about getting your team mobile ready! 866.301.5300

ANDROID APP ON Google play

Available on the App Store

BlackBerry App World.

With BE-Mobile your team will:

▶ Access and update critical data anywhere, whether on or offline.

▶ Drive occupant satisfaction and retention with increased service.

▶ Respond to and resolve incidents faster.

▶ Improve technician productivity.

buildingengines.com | 866.301.5300 | info@buildingengines.com

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Building Engines Mobile Platform

Key Benefits

▶ **Photo Capture**
- Add detail to service requests with photos in the field.
- Enhance Incident Reports, using photos to add critical details on the spot.
- Capture Inspection issues; track changes over time.
- Photos of a building space or event can be shared to your property's BuildingConnect site in seconds - without ever leaving the app.

▶ **Work Online and Offline (It's an App!)**
- Work with a modern onboard App and database.
- Work offline (access equipment manuals, maintenance history and instructional videos from areas of unreliable service).
- Track arrival and work completion times, and escalate issues in the moment.
- Receive new work orders throughout the day with updated priority and required response times.

▶ **Mobile Photo, File and Video Access**
- View equipment manuals, floor plans, schematics and instructional video.
- Attach current certificates and equipment servicing information to work orders and inspections.

▶ **Broadcast & Emergency Messaging**
- Message a pre-defined group or your complete tenant list from your phone or tablet immediately, by phone, email or text.
- Announce events, emergencies, or anything in between, all from your smartphone directly to your Tenant Services homepage.

▶ **Tenant Relationship Management**
- Access tenant contact information (with profile photos), key operational metrics, important documents, meeting notes and complete service history - improving building visits and ad-hoc meetings with tenants.

For a Demonstration of BE-Mobile, Call and Ask for Sales at 866.301.5300

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