

Guide

CRE Technology

Market: All
Role: All
Purpose: Education

Survey Benchmark Report

Technology Adoption in Commercial Real Estate



Building Engines' Unified Property Management Software

Easy. Powerful. Complete.

Building Engines supports innovative commercial real estate owners & managers with web & mobile property management software that creates the visibility & control needed for more profitable operations, happier tenants and an identifiable brand.

Tenant Service



Work Order



Tenant Portal



Tenant Handbook



Resource Scheduling

Maintenance



Preventive Maintenance



Inspections



Fire & Life Safety

Risk & Life Safety



Certificates of Insurance



Incident Tracking



Visitor Access



Fire & Life Safety

Communications



Broadcast Messaging



Property Websites



Mobility

[Request a Demo](#)

[Video Overview](#)

OVERVIEW

The Impact of the CRE Tech Tidal Wave

The commercial real estate industry may have started slow out of the technology gate, but there is no question that it has now reached a roaring speed. In fact, recent CRE studies **show a direct link between technology investment and profitability.**

This benchmark report will provide comparative analytics to help you answer and understand:

1

Noteworthy CRE Technology trends

2

The technology features, systems and software driving adoption

3

Best practices for integrating and transitioning systems

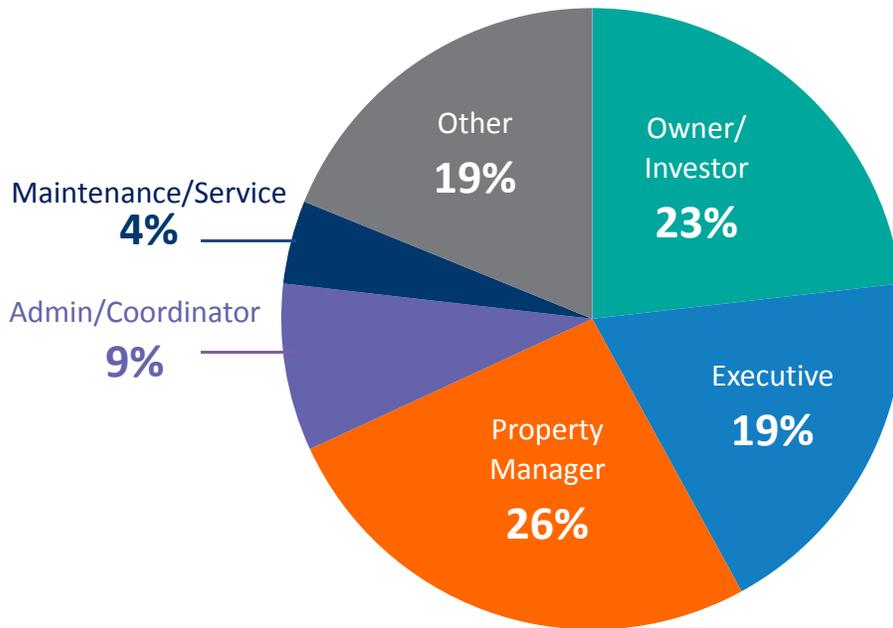
4

Taking advantage of new mobile capabilities and Apps

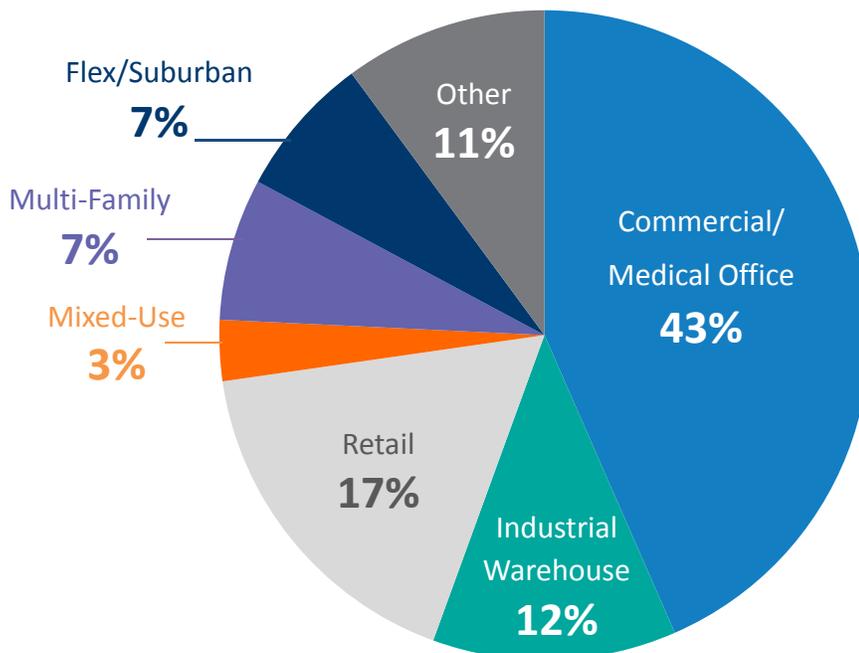
Survey Demographics

The Building Engines CRE Technology Trends and Transitions Report compares technology adoption strategies with best practices of top property owners and managers. The results are compiled from responses CRE professionals, who represent a full range of industries, company sizes and functional areas.

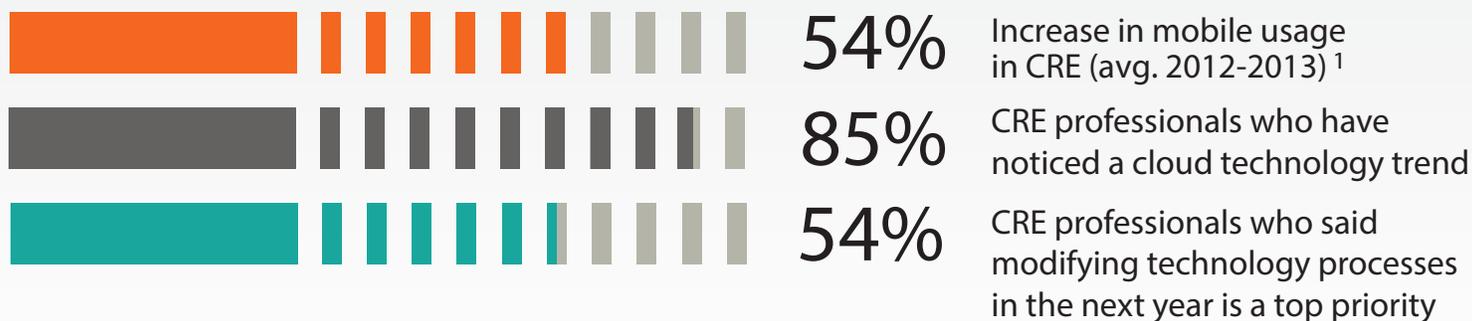
Job Title



Industry



The Rise of Tech in CRE



The Big, Scary Elephant in the Room

According to a recent study by Virtual Premise, a CoStar Company, the biggest concern facing real estate professionals is...



¹ AgBeat, Mobile usage in commercial real estate up 61%, <http://agbeat.com/commercial/mobile-usage-in-commercial-real-estate-up-61/> (Site accessed 6/19/13) / NewsFunnel, Mobile Usage in Commercial Real Estate 2013: Inside Look with inMotion, <http://www.thenewsfunnel.com/blog/mobile-usage-commercial-real-estate-2013-inside-look-inmotion#sthash.3001gohE.dpbs>

In the
past five
years...

Top Technology Trends in CRE



Most Observed

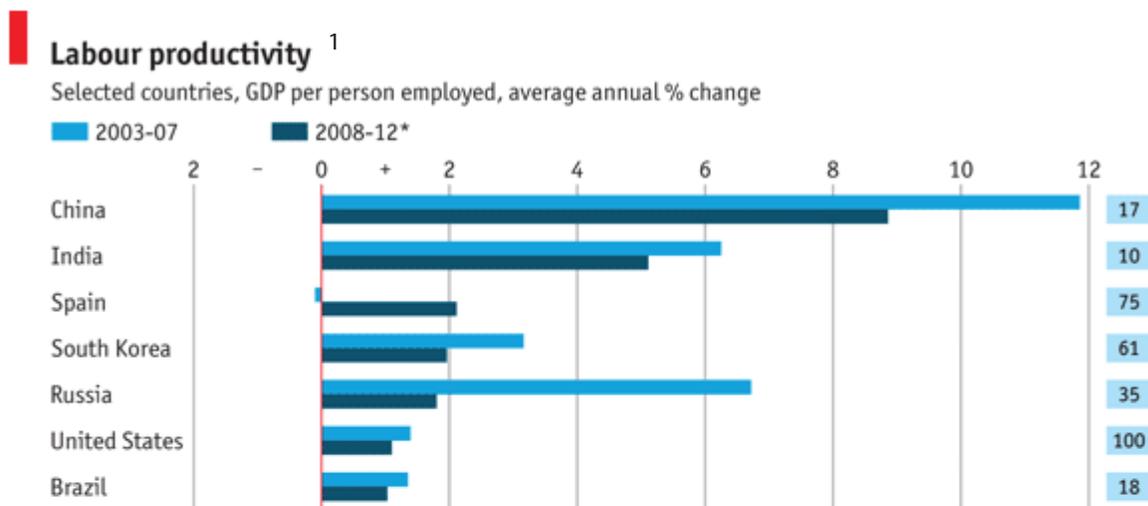
- 1 MOBILE TECHNOLOGY
- 2 AUTOMATION / PAPERLESS
- 3 CLOUD TECHNOLOGY
- 4 SUSTAINABILITY
- 5 ONLINE TENANT SERVICES
- 6 SOCIAL MEDIA USE

Most Influential

1. MOBILE TECHNOLOGY
2. AUTOMATION / PAPERLESS
3. ONLINE TENANT SERVICES
4. REPORTING AND ANALYTICS

Mo' Data, Mo' Problems.

Businesses in all industries are increasingly automating their operating procedures and adding advanced systems...yet losing productivity.

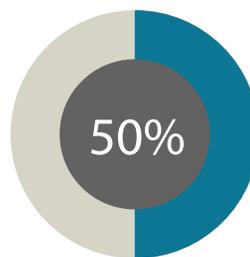


Did You Know?²

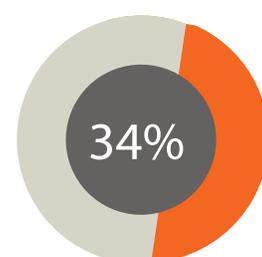
The average organization reports a **32% year-over-year increase in the volume of incoming data**

Top performers achieved a **10% year-over-year increase in operational efficiency by changing how they worked with data (followers, a mere 1%)**

What Would You Most Like to Change About Your Current CRE System?



Easier integrations and data sharing



Better Reporting and Analytics

¹ "Labor Productivity," The Economist, Feb. 19 2013, <http://www.economist.com/blogs/graphicdetail/2013/02/focus-3>

² White, David. "Agile Analytics: Staying Afloat on the Rising Tide of Information Needs," Aberdeen Group. June 2013

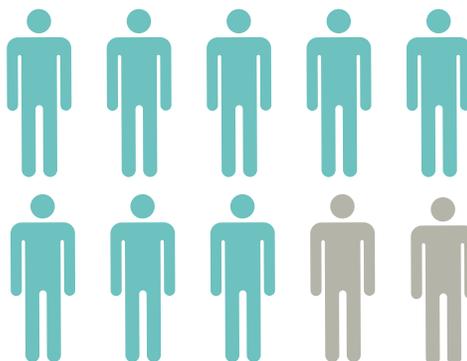
In the Past Three Years...

81%

Top System Transitions (ranked by volume)

- 1 Work Order System
- 2 Accounting System
- 3 Building Automation
- 4 Company/Property Website
- 5 Tenant Handbook
- 6 Asset Management System
- 7 Lease Management System

...CRE organizations that
have added or changed
to a new system



Avoid “Multiple System Chaos”

The surge in new technology systems, also means a surge in data. Avoid data overload (a.k.a. “multiple system chaos”) by planning ahead for:

- Integrations** | Will the new system integrate (send data back and forth) with your other commercial real estate systems?
- All-in-One Systems** | Avoid piece-mail. Is there a system that can manage most of your important operational tasks and integrate easily with the rest?

“Another notable shift is the demand for integration between solutions.”

- Beth Mattson-Teig, NREI*

Change is in the Air

The Commercial Real Estate industry has historically known to be laggard when it comes to embracing new technology. Yet, the past few years have seen a major uptick in technology adoption. So, what is driving the change?

We needed to make a change because...



Show Me the Features

The top three features that drove us to change...

- 1 More Modern/Easier to Use Interface
- 2 Mobile Capabilities and Apps
- 3 Reporting and Analytics

The Integration Paradox

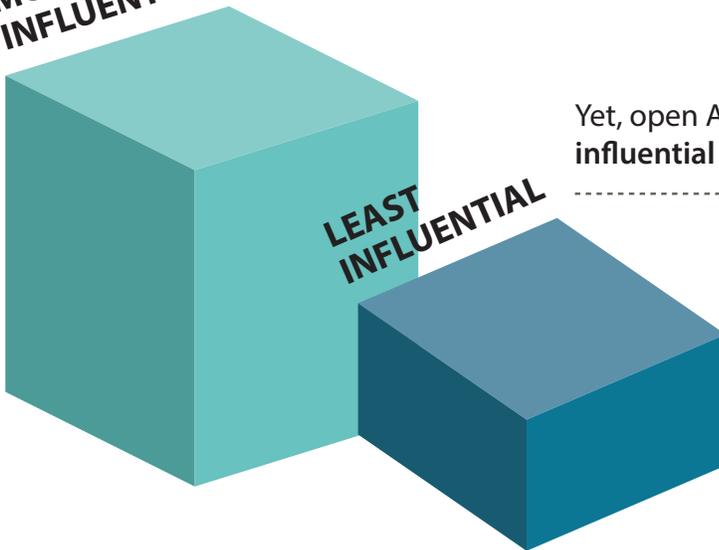
Uh, Oh...

Many CRE professionals are quick to express frustration with their current system's inability to share data with other systems. Yet, when it comes to choosing a new system, they rank integration lowest on the list of influential features.

Break the cycle of siloed, unusable data by making integration capabilities a TOP priority when adding or changing technology systems.

The #1 **change** CRE professionals want to see with their current system is easier integration/data sharing with other systems

MOST INFLUENTIAL



Yet, open APIs and integration capabilities were the **least influential** factors affecting the decision to change systems

Integration Example

Did you know that 20% of all billable service revenue is never accounted for or collected due to poor accounting system integrations? With Building Engines' Revenue Capture Tools, you can boost your bottom line with an online and mobile platform that shares data directly with your accounting system... saving you time and money!

Add Labor

Name	Tom Cavanaugh	Markup	Standard Markup -- 10%
Labor Rate	Standard Labor Rate	Calculated Markup (Per-Unit)	\$7.50 Edit
Rate	\$75.00 Edit	Markup Tax	0.00%
Hours	1.0	Base Tax	8.875%
Total	\$89.16		
	<input checked="" type="checkbox"/> Billable		
	<input type="button" value="Add Labor"/> or <input type="button" value="Cancel"/>		



Transitioning Systems

Transitioning to a new system can be daunting.

- How long will the process take?
- Will your team be able to pick it up quickly?
- How will your tenants react to the new system?
- How will you transition over all your legacy data?

There are a lot of moving parts. Make sure you choose a provider that not only has a proven history of transitioning companies of your industry and size, but can also provide documentation to support the deployment process and training.



Overheard. "I wish we had..."

...more assistance getting our data and information entered into the new system."

... better data migration from existing systems."

...a more holistic effort to prioritize, educate, train and implement."

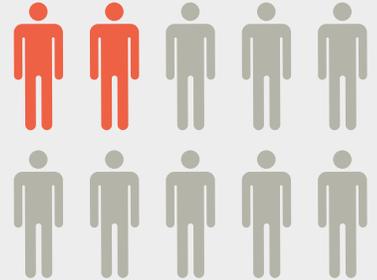
... a provider that did a better job of setting expectations and meeting them."

...a faster transition."



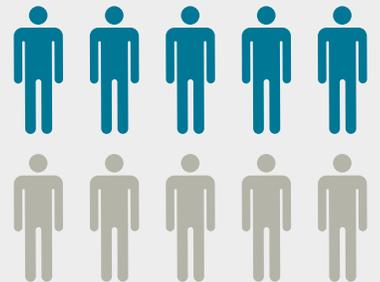
20%

Believed the transition process was too slow



45%

Said the transition took more than two months





Commerce Real Estate

Rapid Conversion & Deployment

Commerce Real Estate Solutions, headquartered in Salt Lake City, with offices in more than ten locations throughout the Intermountain West, has been a leading provider of real estate brokerage services for over 30 years. An Alliance Member of Cushman & Wakefield—the largest privately held real estate service firm in the world—Commerce Real Estate Solutions offers consulting, brokerage, tenant representation, property and facilities management, and valuation services to corporations, institutions and investors. Commerce’s portfolio consists of 4 million square feet of commercial, retail, and industrial properties, comprising 44 buildings.

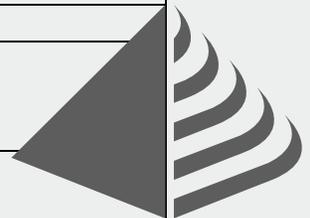
The Challenge

Dissatisfied with their current real estate operations management software provider’s service and limited capacity platform, Commerce needed to make a change that would help them upgrade functionality, system reliability and service. Commerce selected Building Engines for its robust, user-friendly solution which included the industry’s leading mobile platform and customer support team.

30-Day Transition Plan

Building Engines created a 7-Phase Plan to roll out work order management, COI, the mobile platform and tenant access throughout Commerce’s 4 million square foot portfolio- all within the **30-day transition** deadline.

Phase:	Description:	Completion Date:
Kickoff Call	Introductions, deployment outline, establish priorities and timelines.	Week 1
Data Collection	Collect and migrate all legacy data into the Building Engines System.	Week 2
Site Build-Out	Configure all modules being used, set up ID’s, branding, building pictures, etc.	Week 3
Corporate Review	Discuss workflow, review site configuration, run through core functionality, and finalize training schedule.	Week 3
Employee Training	Train Commerce staff.	Week 4
Q&A Session	Follow-up session after staff trial period to ensure management staff is confident about going “live” with tenants.	Week 4
Tenant “Go-Live”	Deploy Building Engines- all staff and tenants up and running on the system.	Week 4



Survey Says... It's All About Mobile

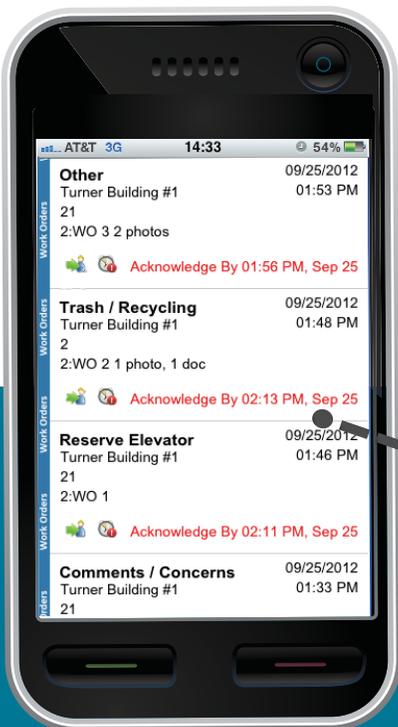
Mobile Property Management Applications allow you to track the progress of work in real-time, always know the exact status of service requests, and provide clear answers to tenant questions whenever they arise.

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

90% of employees use personal smartphones for work

MOBILE Technology
was ranked as the **MOST INFLUENTIAL** capability for CRE professionals

1 "New or Improved Mobile Apps" was voted the #1 most desired change to current systems



Your Mobile App Should Allow You To:

- Indicate that work is complete (in real-time)
- Notify you if service delivery targets are missed
- Create work orders / Assign Tasks

Did You Know?

The Building Engines Mobile App, *BE-Mobile*, allows you to clearly communicate maintenance and service targets to your team in the field.



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

- 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.



Learn More About Building Engines' Property Management Software

Talk with Sales: (866) 301-5300

Visit the Website: www.buildingengines.com