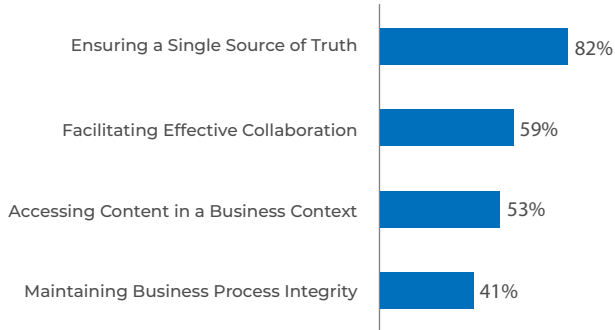




Enterprise
Information
Management *in*
Commercial Real Estate

INFORMATION CHALLENGES

Over 80% of Commercial Real Estate (CRE) professionals said that **ensuring they always have access to the most current version, in the right place, at the right time** (single source of truth) is the greatest challenge. Other significant challenges include the following:



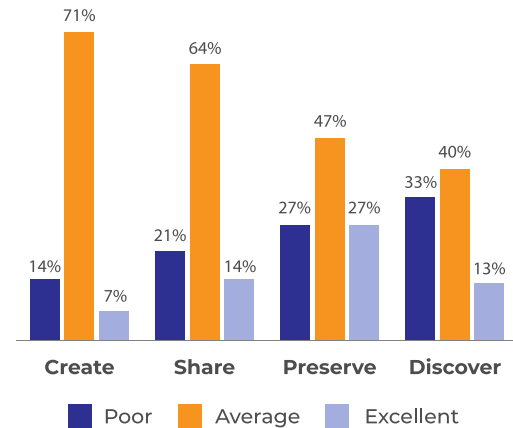
Survey results indicate that different areas of CRE have unique information needs, but that **information challenges apply consistently across critical CRE functions** such as:

- ✓ Acquisition
- ✓ Disposition
- ✓ Development
- ✓ Leasing

SELF-ASSESSMENT

Most CRE professionals rate their company's information management performance as **Average or Poor** across the areas of content creation, sharing, preservation, and discovery.

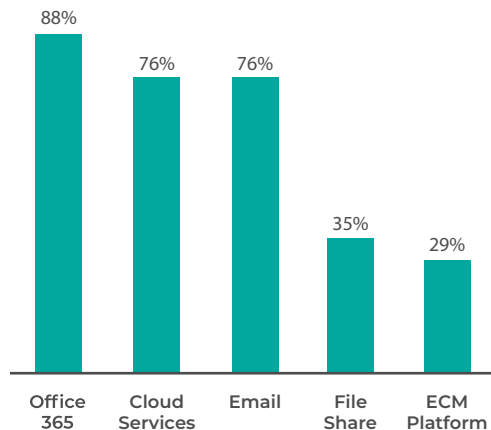
Content **preservation and discovery were most likely to receive a Poor rating**, despite being closely tied to compliance and legal requirements. Though annual survey data from 2017-2019 show a trend toward improved practices, **there is still much room for improvement.**



COMMON TOOLS

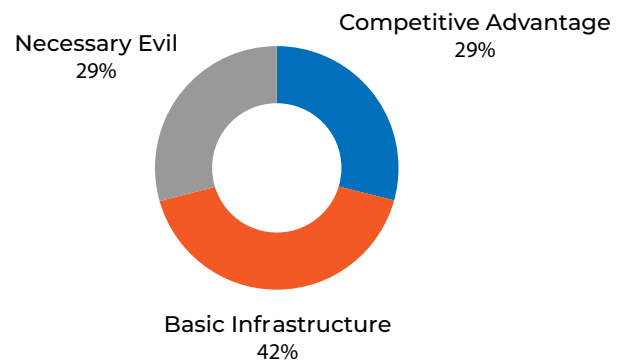
Only 29% of CRE firms use an **enterprise-wide content management system** to manage documents.

Email and file shares continue to be used as information repositories, as do light-weight content management solutions. Given the overwhelming number of documents and other digital content in CRE organizations and the perceived importance of information management to the CRE industry, we **expected to find more usage of leading information management platforms.**



BUSINESS VALUE

Nearly one-third of CRE professionals recognize that enterprise information management offers a **competitive advantage.**



Annual survey data from 2017-2019 show a **trend toward greater recognition** of information management benefits and adoption across the industry. However, **most CRE professionals are simply unaware** of the benefits that modern solutions provide.

Gain Competitive Advantage through Digital Transformation



Accelerate Your Decision-Making Cycle

Simply investing in information technology no longer creates a competitive advantage. Successful Commercial Real Estate (CRE) firms use their company information as a key driver of economic performance. To truly compete, organizations need to accelerate and improve their decision-making cycle through a digital transformation.

Develop an Information Strategy

The first, critical step toward digital transformation is aligning your Enterprise Information Management (EIM) strategy with your corporate goals. Whether your company is building an EIM program from scratch, in the process of scaling what you already have, or refining an existing mature program, the key to success is creating a strategy before making decisions on technology investments.

How Can EIM Help CRE Companies?

CRE companies are in the property and tenant business, not the information management business. When done effectively, EIM makes your business more efficient, secure, and compliant. EIM allows you to create, manage, and share business information in a way that's secure, easily accessible, meaningful, and accurate. It enables you to guarantee data quality, ensure that all data sources are trustworthy, data is not siloed or hidden, and you can create end-to-end digital workflows. When successfully implemented, EIM enables CRE firms to address challenges with property leasing and management as well as purchase and sale transaction processes in the following ways:

- » Support faster property search by providing fast and efficient solutions for searching, browsing, and viewing information.
- » Expedite pre-lease/deal evaluation by driving efficiency and accuracy in the due diligence process.
- » Ease leasing and subsequent property and cash flow management, by streamlining and automating contract management processes.
- » Facilitate smarter decision-making by providing the connective tissue between varied technology systems in support of real-time analysis.
- » Enable more efficient processing of financing and payments, by creating systems that are faster, less expensive, safer, and simplified.

EIM allows you to create, manage, and share business information in a way that's secure, easily accessible, meaningful, and accurate.

To learn more about how Alitek can help your organization achieve its EIM goals, contact our team:



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