Market Intelligence-Fueled Decision Making

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>
> - Mike Hart, Director, Research - VP, Data Management & Operations, JLL Inc.

Real estate from another perspective

To capitalize on an evolving real estate market and create a strong competitive advantage, global commercial real estate service provider, JLL, needed to transform from reactive data delivery to proactive, data-driven, customer service; empowering sellers and customers with up-to-the-minute real estate information about its portfolio of 3.4B managed square feet.

Accomplishing such a metamorphosis required a new approach to meeting customers' needs – one that emphasized faster delivery of and easier access to – robust, insightful property data. Real estate customers today are accustomed to relying on common public sources such as Zillow or Redfin.

"Real estate is all about having the right information available at the right time," says Mike Hart, Director, Research - VP, Data Management & Operations at JLL. "Whether it's research for a client planning a new purchase or the latest data from 'smart' automation systems for our facilities managers, we want a data-driven environment that delivers information and insights where and when they're needed."

Competing to win requires great data

In the past, JLL's data had been locked in silos and managed manually in a variety of standalone systems, making it difficult to respond to the demands of an evolving marketplace.

"From our perspective, everything—average commute times to an office, local labor trends, or how much energy a particular office uses—can be valuable to business decisions," says Sridhar Potineni, CTO Application and Data at JLL. "We wanted to find new and inventive ways to harvest data from the farthest reaches of our business, transform it into unique insights, and make it readily available to a variety of people who need it to make decisions or take action."

Overview:
Global commercial real estate leader relies on Informatica Intelligent Data Platform to unify data, deliver market insights to clients, and create a competitive advantage.

Business Needs:
- Create market differentiation and a competitive advantage with innovative applications of data analytics.
- Help consumers optimize building operations and space utilization leveraging predictive data analytics and artificial intelligence.
- Enhance seller agility and decrease time to find the right properties and locations to meet business and investment goals.
- Enable faster, deeper data analytics, visualizations, and reporting to provide better services to clients and support faster, more responsive service from sales staff.

Data Challenges:
- Enable interactive, data visualization tools to add context to market intelligence data.
- Rapidly make information available regarding its portfolio of 3.4B managed square feet.
- Future proof architecture to support the adoption of cloud based technologies.
- Consolidate previously siloed data from disparate systems.
- Establish a master data management hub for content storage to automate delivery of data.
- Publish data definitions and workflows for greater transparency, consistency, and accuracy to support data governance.

JLL turned to Informatica's Intelligent Data Platform comprised of PowerCenter, Master Data Management (MDM), Data-as-a-Service, Cloud Integration, Data Integration Hub and Data Quality solutions. The Informatica platform is a suite of powerful data management technologies that enables data driven transformation by unifying disparate sources of data and ensuring that information is clean, safe and connected.

Leveraging data analytics to make buildings smart

The Informatica Intelligent Data Platform serves as the foundation for JLL's IntelliCommand smart building system. The IntelliCommand system applies artificial intelligence and proprietary algorithms to automate building operations such as closing dampers, turning up chillers, or lighting individual floors or units. As more data is collected, algorithms dynamically adapt and learn to control operations
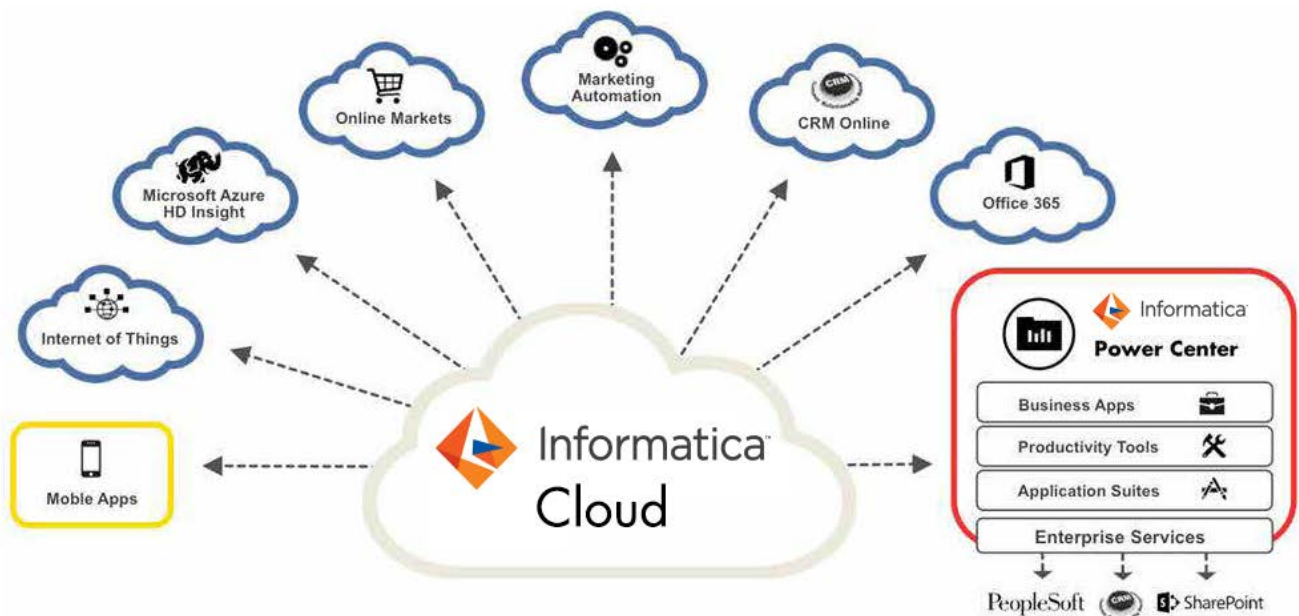
for maximum efficiency, going far beyond any other 'smart building' solution on the market. According to Bob Best, JLL's Executive Vice President of Energy & Sustainability, JLL's IntelliCommand smart building system has helped cut energy consumption across JLL's facilities by approximately 15 percent because of the higher quality, more detailed data available.

Not only are JLL's buildings smarter, but so is the manner in which the firm helps clients identify leasing and purchase options that best fit their needs. Hart says that with Informatica's Intelligent Data Platform as a foundation, JLL has launched "Marketsphere" which can be thought of as "digital skyline" application. It's an innovative technology that allows JLL team members to receive push notifications alerting them of client related calls to action. Armed with this information, they can proactively conduct portfolio planning, complete market forecasting, get a jump on lease event management, identify needs before clients express them, and beat competitors to market by meeting client

expectations for rapid access to the freshest real estate information.

Potineni says that everyone from large law firms to innovative startups is taking advantage of JLL's digital skyline solution. JLL consultants and their clients can compile location intelligence—local demographics, traffic and drive time analyses from geospatial resources, proximity to universities, and other informative data—to get the information they want quickly and build longer-term, mutually beneficial business relationships.

"Empowering clients, building managers, and revenue-producing partners to paint a picture or tell a story with information has been the biggest and most important change we've made," Hart says. "In the past everything was done with hard copy pieces of paper, visual aids, and standard presentation techniques. With Informatica, we're able to rapidly incorporate interactive maps, videos from unmanned drones, and aerial images to bring real meaning and value to facts and figures."

The fuel to power competitive differentiation

Adopting the Informatica Intelligent Data platform has been a transformative force across JLL's business. Easy access to consistent, rich data has helped power smarter, greener buildings; delivered deeper and more insightful market intelligence for real estate investing; and enhanced JLL's ability to meet the individual demands of a diverse customer base.

"We worked with a major retailer to identify the best location for their new distribution center," Hart says. "Our platform analyzed GIS (geographic) data about relative distances between existing centers and stores to identify the most convenient locations, with the most efficient and cost-effective distribution routes. We used this information to find our client a pre-market lease, which led to the opportunity to secure their property management business as well."

While tangible metrics like improved operating efficiency are always a goal, JLL's larger focus is completing its transformation to a data-driven innovator and market leader, led by the expansion and implementation of advanced architecture. Andy Crow, JLL's Technology Development and Delivery Director, says that moving forward, he foresees Informatica Cloud powering JLL's innovation strategies, as it will further connect on-premises and cloud-based systems for deeper dive analytics and faster delivery of new packages and services.

"Data is the fuel of our organization and our differentiator in the marketplace," he says. "Informatica is the glue that binds our data-centric operations and empowers everyone in our company to use a wide variety of rich information to create a compelling story for our customers, brokers, and partners in ways no one else in the industry does and support it with intelligence like no one else can."

Armed with this market intelligence, JLL is exceeding client expectations in over 80 countries with innovative real estate solutions ranging from eco-friendly automated corporate buildings to industry leading research.

Solution and Results:

- Established a foundation for predictive analytics to drive continuous improvement in facility automation and management; IntelliCommand smart building system has helped cut energy consumption across JLL's facilities by approximately 15 percent.
- Through the Marketsphere "digital skyline," provided self-service tools for employees and customers for competitive differentiation and greater customer service satisfaction.
- Eliminated siloed systems with connected, realtime access to a single data store enabling more accurate trend analytics, faster time to value of business intelligence.
- Standardized data management principles, access, and other data governance processes for increased consistency and accuracy of data across the enterprise.

Products and Services:

- Informatica MDM (Property)
- Informatica PowerCenter
- Informatica Data Quality
- Informatica Cloud with Microsoft Azure
- Informatica Address Verification
- Informatica Data Integration Hub
- Informatica Professional Services
- Informatica Email Verification
- Informatica Phone Validation
- AmberLeaf

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