Data Visualization Platform for decision makers in Commercial Real Estate industry

HOW CAN YOU BOOST PERFORMANCE IMMEDIATELY?
Simplicity is the ultimate sophistication

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FOREWORDS

This document aims at giving tips on how to address through the Data Visualization some data-related business issues in Commercial Real Estate industry and communicate on practice trends in other European countries, such as France and Italy. This document covers the following topics:

- How Dataviz platform helps Managers to work efficiently
- How to improve knowledge of its own assets and support the decision making process
- How Data Visualization Platform improves the communication process, by giving the same business view to all stakeholders, and by creating a unique place for work collaboration
- How Dataviz platform avoids informational silos and improves business view, while unifying operating and financial data

To achieve business objectives, data needs to be actionable. To be actionable, the data has to be fully accessible, understandable and maneuverable. This is the job of Data Viz Platform!

1. ADDRESSING THE COMMERCIAL REAL ESTATE INDUSTRY

1.1. Highly changing activity

The Commercial Real Estate (hereafter ‘CRE’) industry is evolving rapidly. As the commercial expansion is the starting point of retailer growth, new shops are proliferating. This occurs sometimes with a high churn-rate as the retailer has not the financial solidity to incur occupancy costs over time. The most sustainable way to operate is when there is a communion of interest between parts. This communion of interest can be reached with a good knowledge of counterpart and fair communication.
1.2. Characteristics of Commercial Real Estate industry

**Self-service culture.**
People like to have needed information at their fingertips to help make decisions. CRE needs to get on this bandwagon and enable faster access to data that allows for easy and quick decision-making.

**Commercial real estate is behind in the innovation process.**
Commercial real estate is traditionally a paper and pen-based business with an emphasis on personal relationships. Some of professionals in this industry is siloed still relying on spreadsheets for asset and portfolio management. The industry has lagged behind. The introduction of simple, complete solutions that consolidate data will help go forward.

**Importance of user experience.**
In a relationship-driven industry like CRE, it is critical that any tech solution improves and complements the existing experience. The technology must be intuitive and delivers a positive and simplified experience for every user — landlord, tenant, broker, etc. The world has become accustomed to apps and the ability to simply drill down on smartphone screen to see the own metrics.

This means CRE needs to access to up-to-date data, a user experience like popular app and compatibility across multiple devices.
1.3. Biggest pains in the CRE industry

The biggest pain point that actors need help addressing? **Time.** They spend a lot of time finding information, answering common questions, negotiating prices. They need a tool that make easy the daily management and help them to communicate.

Second and closely related is **efficiency.** Some of the CRE processes need to be streamlined, as explained before. The profitability objectives lead Managers to take decisions often and quicker. The Real Estate Manager is asked to know perfectly his/her assets in terms of operational or financial KPIs, market price, estimated rental value and how to absorb the reversionary potential.

CRE professionals need a holistic solution that addresses these two issues – time and efficiency – head on.

Third. Real Estate actors are facing some **data-related issues** that could prevent to achieve their goals, like:

- Heterogeneous data coming from various data sources such as Wi-Fi data, shops, management systems and accounting systems
- Un-exploitable data due to a high level of granularity. Specific data visualization needs to be applied for the data to be actionable
- Incomparable views between managed assets. Data are hard to be consolidated for a full optimized use
The CRE industry wants effective solutions that will enable CRE actors to save time, make money and operate differently while facing data-related issues. They need to address a key concern: having the right information at the right moment in the right view: Just accessibility of data and simplicity of restitution.

2. ACTIONABILITY OF DATA THROUGH DATA VIZ

2.1. Data Visualization Platform: rationale

Data Visualization Platform is the new must-have for Real Estate actors, and especially for commercial real estate companies. It becomes an essential working tool of Leasing Managers, Shopping centers Directors or Mall Managers. Why?

**Technology.** The Data Visualization platform uses a cutting-edge technology, while securing data. It unifies business intelligence, multisource data aggregation, and analytics capabilities. All corporate data are accessible in one place, and readable (and understandable) through a right visualization. Data Visualization is a science, and provides meaningful insights to communicate data properly. The platform uses technology and data viz science to return information.

**Pedagogy** is essential to convey message to end users. Pedagogy is required across organization to optimize the adoption of the tool and the information learnability. It includes glossary of the company, recommendations, comparison features, etc. Pedagogy is intimately linked with the user experience.
User experience & Design: With an emphasis on the technology and functionality of the tool, the qualities of usability, efficiency and satisfaction – the user experience – often get overlooked. High-quality user experiences are more than a ‘nice-to-have’: they directly impact customer satisfaction, employee efficiency and retention, and software development and support costs.

With the high quality of user experience, there is essentially no learning curve anymore, but value creation curve instead: But the more you use, the more you create value for the company as the platform concentrate all data the agent needs to know to operate at best.

_The success of an application across the organization, and its return on investment, depends on how well it works (technology), it is learned (pedagogy) and adopted (user experience)_

Charles Miglietti, co-Founder of Toucan Toco

Managers are choosing Data Visualization platform to respond to their primary needs: driving business in a clear way, leveraging on technology, pedagogy and user experience.

2.2. The magic circle of the platform in the CRE Industry

**KNOW.** Data Viz platforms help CxOs and Managers in their evolving role as strategic leaders, as well as with their responsibility to develop holistic company views and to connect data together coming from different sources of information. It supports for example to get a full and interactive picture of the assets or contracts with Real Estate KPIs, and get lessons learnt from actual situation so as to adopt best practices in future.

**SHARE.** Make information available to all stakeholders (tenants, Real Estate team, landlords, broker...). Feed the commercial discussion. Add intelligence to commercial meeting by giving metrics that matter the client for its decisions.
**DECIDE.** Data Viz platforms also address a key concern for today's CxOs in their daily activities: drive performance of assets. It helps for example, renegotiating lease terms of the actual contracts based on the market price, end date, etc. and help setting best price for a space or location.

**DEVELOP.** Identify best development opportunities for the group by visualizing market information such as Real Estate intermediates offers, Competitors data, catchment areas... Take the best decisions for your business and avoid useless travel related to the on-site evaluation.

Just **INNOVATE** in the operational process...For example, since tenants will have more information at their fingertips, they will lean on brokers to provide added expertise and perspective. This will help industry to grow, and perform at best.

### 3. ADOPTING A ‘DESIGN FIRST’ APPROACH

Have you ever heard: ‘The company is not prepared... Data are junk, we need to prepare the data to work on visualization’ ?... Come on! All companies are in the same situation! But they adopt a ‘Design First’ Approach to accelerate changes.

In layman’s term, the ‘Design First Approach’ includes:

- **Define** company’s exact need
- Realize the **final output** the company want to see at the end
- Go backwards and list what Data the company need to **collect**

This approach leads to be more pragmatic and concretize ideas. It allows the company to:

- Sort information, and select the **right information** the company needs to work on
- Encourage people to provide with information: they want to see **improvement in their activities**, and the final use of the information they provide
4. IMMEDIATE PERFORMANCE BOOSTER

Data Visualization platform is in the Real Estate actor’s arsenal to perform at best. The return on investment is really straightforward and immediate.

Stop missing turnover

No information, obsolete or un-actionable information while taking decision could lead to missing turnover.

For example, as part as a renewal of a lease contract, the leasing manager needs to know several information and cross them together to drive the decision (reversionary potential, branch segmentation alignment with merchandising plan, estimated rental Value, rental value in other malls, OCR,...). Another example: timely and complete information helps Managers to better settle price in a negotiation.

Reduce cost and dependency

The managers is now autonomous to access to data: the manager’s assistant is not asked to prepare report anymore! You immediately save staff costs related to report production, which is highly time-consuming.

Improve operational excellence: Time & Efficiency

Increasing visibility on business. The Data Viz platform puts at fingertips the KPIs the RE agents needs to track

Timely actions. Being better informed -through the accessibility, the understandability and the rapidity of the data- leads to timely actions.

More standardization of tasks. The platform leads to operate differently in a more efficient manner, towards more standardization.

Better communication. The information can be shared between stakeholders through app in a simple way
5. ABOUT TOUCAN TOCO

**Data Visualization Guru** Toucan Toco is the number 1 Data Visualization platform in Europe. Founded in 2014, Toucan Toco is a French innovative company that has helped more than one hundred listed companies to reconcile business with business intelligence. Thanks to its platform, Toucan Toco deploys app to return in a sexy way business metrics coming from **multi-sources data**. It aims at democratizing the access to the information thanks to the ‘ubiquitous’ capabilities: all your data at fingertips **whatever is the terminal** (Smartphone, Tablet and PC). Data complexity and data un-accessibility are no-brainer anymore.

The Toucan platform allows companies to have a clear view of business across the entire organization in a simple and easy way with a **best-in class user experience**. Thanks to its coding-free studio, the business users can make in **1-day time** its own app with the business metrics he/she wants to track. Who did not dream to have an app in your favorite device with all your business KPIs ? Data gets actionable now!

**Real Estate, a sector of expertise** Toucan Toco works for the operational excellence for large companies working in Real Estate Sector like Marques Avenue, SCC (Shopping Center Company), SNCF Gares & Connexion, Unibail Rodamco and Icade among others.
But not only! Cross functions and sectors. Toucan Toco deployed decision-making app for all corporate functions and cross sectors, especially for large companies such as Carrefour, Leroy Merlin, Simply, Renault, Total, Axa, EDF, JCDecaux, Téréos, LVMH, Euler Hermes, Vinci, BIC, SEB, Moët Hennessy, La Banque Postale...

Contact us. Toucan Toco is based in Paris (France) and has several offices in Europe (Milan, Barcelona, Amsterdam), as well as reseller network and partners. Please consult our website for further insights:

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