



Advisory Topic:

CRE Analytics

Vol. 13 No. 30
07.25.2013



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The Architecture of CRE Big Data

Author: Richard Jordan, Principal, EBUSINESS STRATEGIES

Every day, millions of people enter their workplace oblivious to the Herculean behind-the-scenes effort that has gone into ensuring that the workplace is able to support them. Their only interaction with the myriad of people, systems, and processes that make it all happen is the occasional service request, relocation, or renovation. Most workers don't give a second thought to all that went into their workplace as they routinely go about their work.

They would be shocked to see the full scope of information



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on Management Systems that Corporate Real Estate and Facilities deploys in order to provide a warm workplace in winter, a cool workplace in summer, a clean workplace every morning, and a workplace that supports the work they do day in and day out. They would be surprised to see the integration required of their organization to accomplish this feat. In a like manner, given the scope and complexity of the systems and processes, it is likely that few within Corporate Real Estate and Facilities (CRE&F) see the big picture and understand the complexity of what they are accomplishing on a daily basis. To help improve this understanding, Realcomm developed a diagram; it made its debut November 12th at CoreTech in Chicago.

To graphically see the scope and scale of CRE&F functions and the processes, activities, systems and assets involved is a bit humbling. In many companies, CRE&F was transformed long ago from "the guys that make cold rooms warm" to a sophisticated organization managing the largest asset of the enterprise.

Does the diagram embody every organization's model? Given the broad range of tools, talent, complexity, size, scale, and maturity of CRE&F organizations, the answer is "not exactly." That said, here is what Howard Berger, Managing Partner of Realcomm and the leader of the team of industry experts who developed the model, has to say about it: "The diagram represents early thinking and is essentially a rough roadmap of potential opportunities for data and application interoperability in CRE enterprises. The possibilities are endless and I think IT will play an important role. The more that IT understands the business, especially the data relationships, the more fruitful the insights derived from the information mashups. Meanwhile, I think CRE needs to drive it and needs a vision, good data, solid processes, and the analytical tools to get the ball rolling."

However, according to Brad Sill, Walmart International Real Estate's Director System & Strategy, "This diagram actually does well represent many large corporate organizations like ours, as real estate is not our core business but is a major component in our information supply chain. In many cases, we have found that real estate has the foundation