



How to Run Commercial Real Estate like a NASA Control Center (for Out-of-This-World Results)



We have liftoff...

When a space shuttle takes off for an intergalactic flight, its crew in the air relies on a control center on the ground to monitor and command its every move.

Remember the famous transmission, "Houston, we have a problem?" This famous line was sent from Apollo 13's pilot to the NASA Mission Control Center in Houston, TX when one of the spacecraft's oxygen tanks exploded in 1970.

It's from here, inside the Mission Control Center, where flight controllers monitor and plan every operation needed to keep a space excursion on-track and safe.

Operators talk with astronauts, measure equipment functionality, and monitor astronaut health vitals in real-time.

They command, and communicate with missions continuously, taking steps to fix problems and mitigate risk with precision and total control. Their colleagues on the ground give those up in the air confidence. After all, these missions are notoriously dangerous:

"Anyone who sits on top of the largest hydrogen-oxygen fueled system in the world, knowing they're going to light the bottom, and doesn't get a little worried, does not fully understand the situation."

- John Young, after being asked if he was nervous about making the first Space Shuttle flight in 1981.

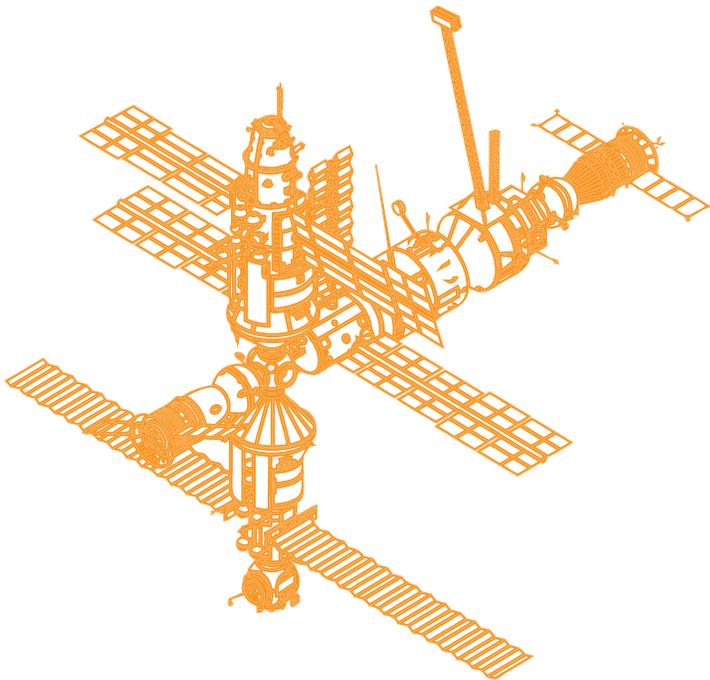
Managing Commercial Real Estate like NASA

Although your day as a CRE property manager involves a few less rockets, and a few more desks and office chairs, the most successful properties are managed as though they're being run from Mission Control Center.

As CRE technology evolves, it's possible for every owner and property manager to collect data as tasks are completed daily in their buildings. This technology has evolved beyond simply automating property management jobs such as work orders.

Today, it's about total control and access to building-wide insights that help make smarter, data-driven decisions.

Think of modern property management software like the Mission Control Center of a NASA space flight. CRE owners and property managers need property data at their fingertips - from real-time snapshots of broad operational areas, to detailed performance trend reports and annual summaries. You need actionable intelligence that you can use to improve tenant satisfaction, grow revenue, and reduce risk throughout your properties.



Here are **four ways** leading CRE organizations manage their properties with a control center like NASA:



1. Monitoring health and vitals

Like a spaceflight control center knows the vitals of every astronaut aboard its space crafts, the health of your buildings and the service you provide should be monitored on a continuous basis to ensure you're meeting the needs of tenants.

With a centralized "command center" for property management collecting information from around your portfolio, you can answer questions at-a-glance like:

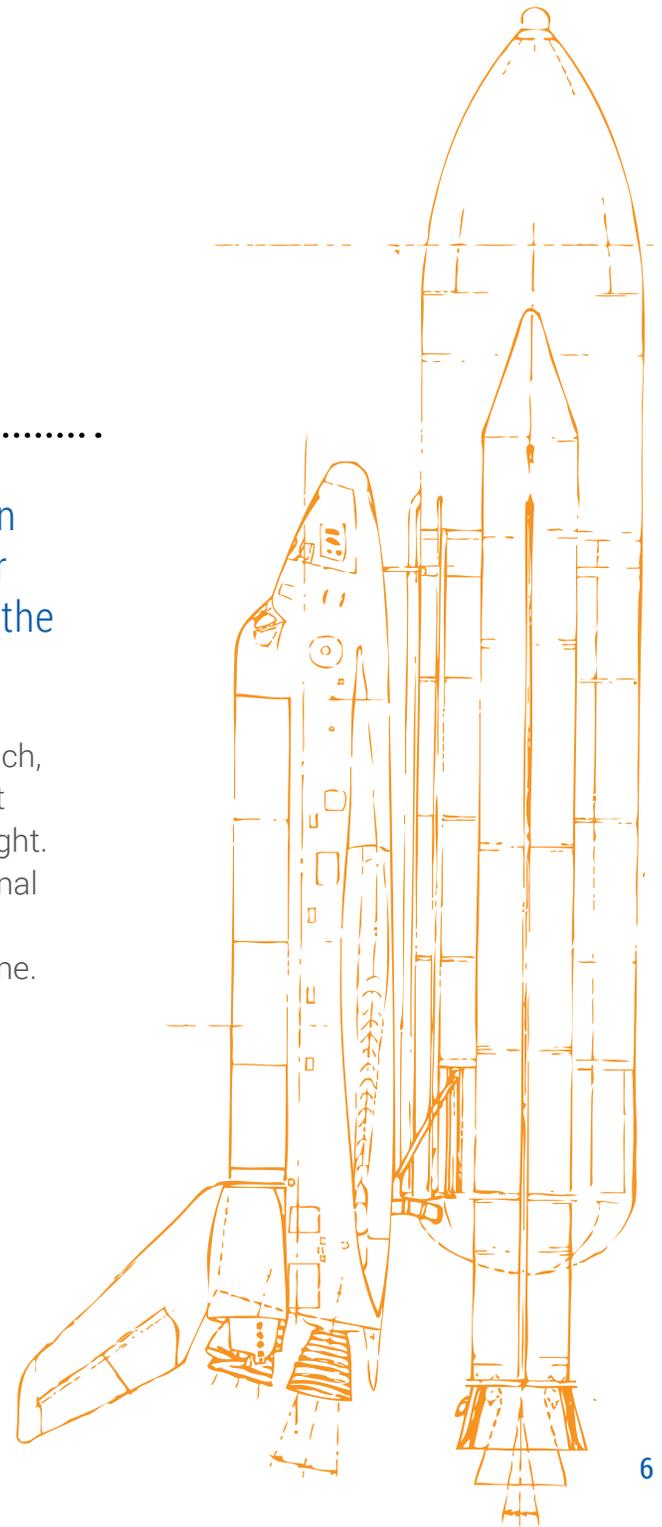
- ▶ **Do we have a clear understanding of what our service delivery targets are or should be?**
- ▶ **How do we really know if the service we delivered to our tenants last week met their (and our) expectations?**
- ▶ **How do we know if we missed a key deadline?**
- ▶ **What real-time visibility do we have into our service delivery performance across the portfolio?**
- ▶ **What real and current data could we provide to a prospective tenant that demonstrates our commitment to service excellence?**



Understanding the satisfaction of your tenants is an important part of the overall health of your organization. After all, they're the key to renewals, and maintaining their loyalty is a top priority for property managers. Leading organizations have access to real-time visibility that allows them to react in-the-moment and prevent minor issues from escalating into larger ones.

Do you have the systems in place to understand if your customers are happy with the service you've provided?

With a command center approach, you can confidently answer that question with real data and insight. Real-time visibility and operational data are important to your organization - and the bottom line.



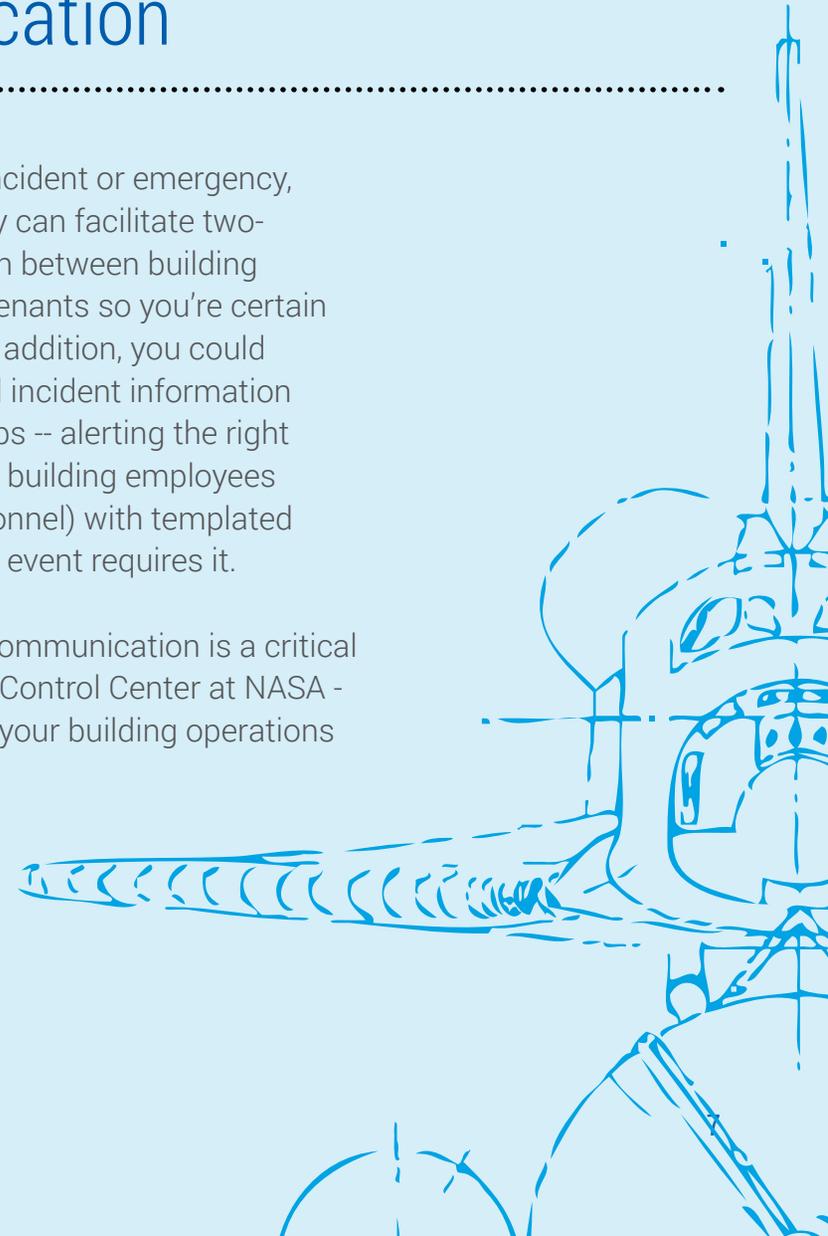
2. Instant, real-time communication

“Houston, we have a problem” could have never happened if Apollo 13 didn't have real-time, two-way communication between astronauts and controllers on the ground.

With a command center for their properties, owners and property managers are equipped to broadcast communications in real-time to their tenants, many of whom prefer email and SMS over the chance of seeing a memo hung in the building elevator. Tenants are using more than one communication channel. They want information via web, as well as on their mobile device. They want an easy way to access information and submit requests to building staff - and the peace of mind of knowing the status of their requests, like what's possible with an online tenant portal.

In the event of an incident or emergency, the right technology can facilitate two-way communication between building management and tenants so you're certain tenants are safe. In addition, you could quickly send critical incident information to pre-defined groups -- alerting the right people (whether it's building employees or emergency personnel) with templated messages when an event requires it.

Real-time, instant communication is a critical part of the Mission Control Center at NASA - it should be part of your building operations as well.



3. Getting ahead of problems

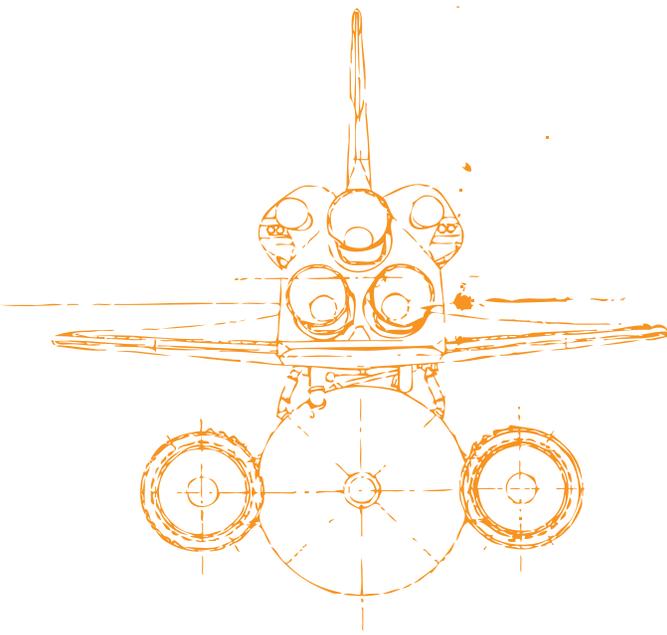
Ground control teams are looking at more than just the vessel itself. They're constantly monitoring additional threats, such as a meteor about to intercept the flight path, or warning signs of equipment trouble on board. These precautions are meant to identify and mitigate risk before incidents occur.

Certificates of Insurance

For example, if you're collecting COI documents manually, you could be exposing yourself and your insurer to potential liability. With a command center collecting COIs into a single, online database, you can automate the process of collecting and updating these assets. Tenants, for example, could automatically upload new certificates of insurance, rather than send to you for manual updating.

You'll be notified proactively about expiration notices, and understand instantly the COI status of every tenant and vendor on property. This will help you ensure everyone has the right coverage and the right amount. You can then reduce incurred loss, and insurance premiums, by moving this task to a centralized platform.





Preventive maintenance

Preventive maintenance is essential to increasing the longevity of equipment and property. In fact, a recent study by Jones Lang LaSalle found that **organizations that implement a structured preventive maintenance program see a 545% return on that investment over time.**

Don't find out that equipment needs maintenance the hard way - when it breaks, fails, or wears down. Take control by managing and assigning tasks within a centralized system, scheduled for exactly when maintenance needs to happen. Give your engineers step-by-step instructions as to how to perform the maintenance they need to avoid mistakes. What's more, in a centralized tool, engineers can track the job start to finish, giving managers visibility (in real-time) into the status of these critical jobs.

4. Ensuring quality with checklists

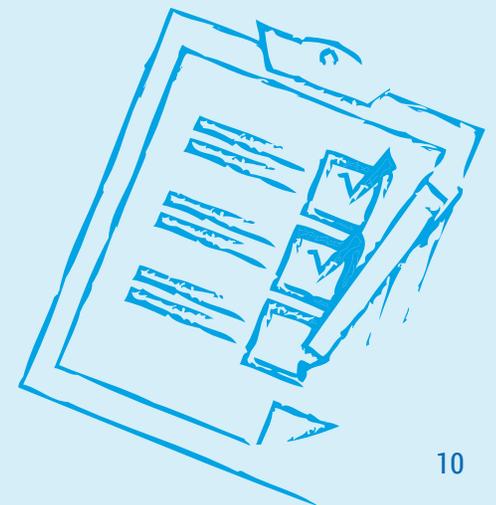
Mission Control Center follows a pre-launch checklist to ensure critical steps are taken before every takeoff. Each individual on the team (in-air or on the ground) knows exactly what to do to prepare the flight for takeoff.

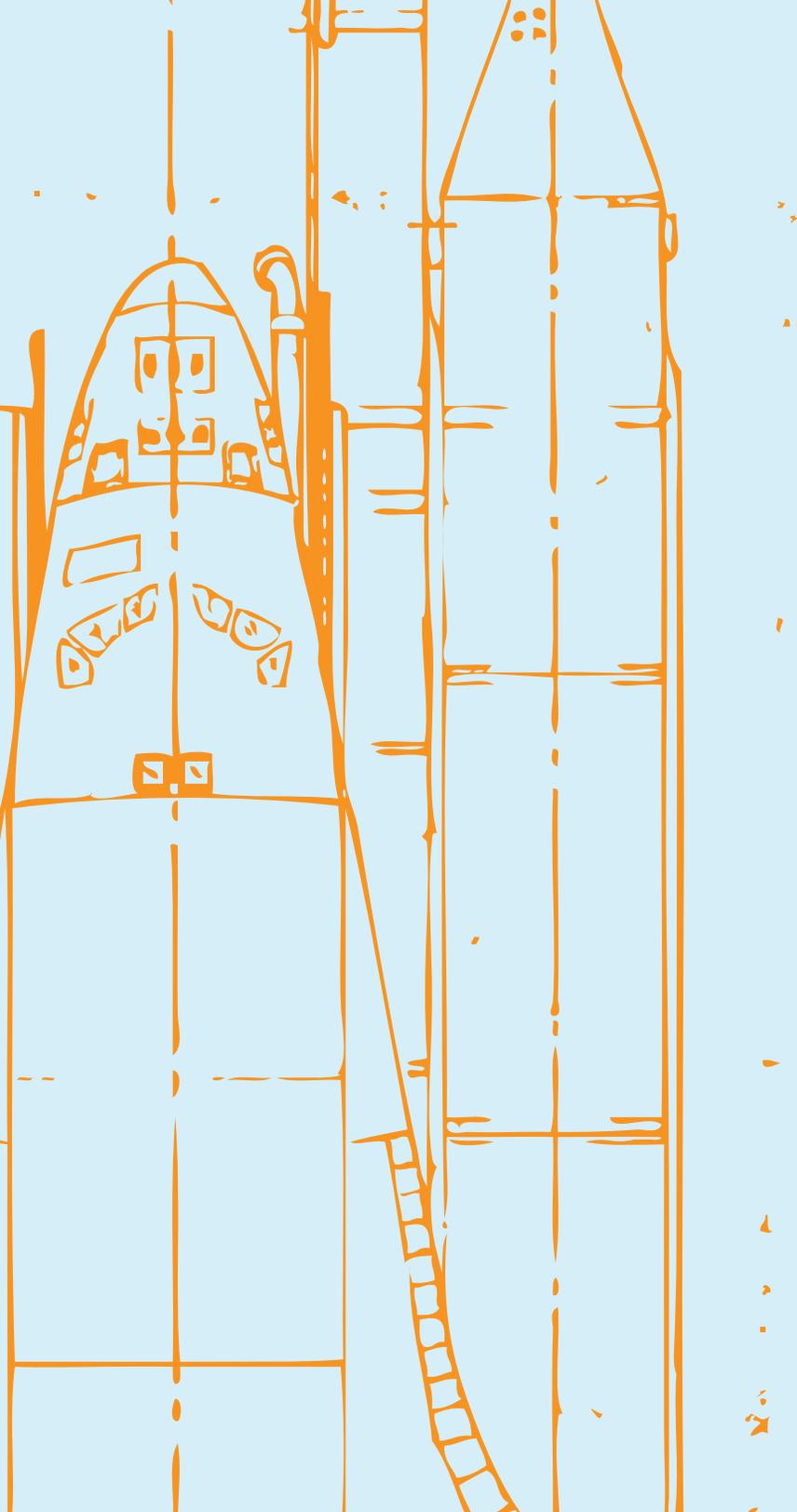
If your engineers are using a clipboard and paper-based inspection forms, you're missing out on critical information, insight, and actionable data. Today, much like our friends at NASA, there's a technology-driven way to manage inspections. Collect data and complete inspections from the field with a mobile-first approach,

putting your inspection checklists in the hands of each engineer, on the mobile device already in their pocket.

Give them the freedom of working from anywhere, utilizing smartphone features such as attaching photos to inspections. From your control center, easily spot problems and trends with all inspection data compiled in one place.

What can you do with all this data collected?





It's about Operations Performance Management

With command center type of insight into building-wide operations, property managers and owners can make smarter decisions. This is the new standard for high-performing, efficient properties. In many industries, this effective management principal is known as Operations Performance Management (OPM).

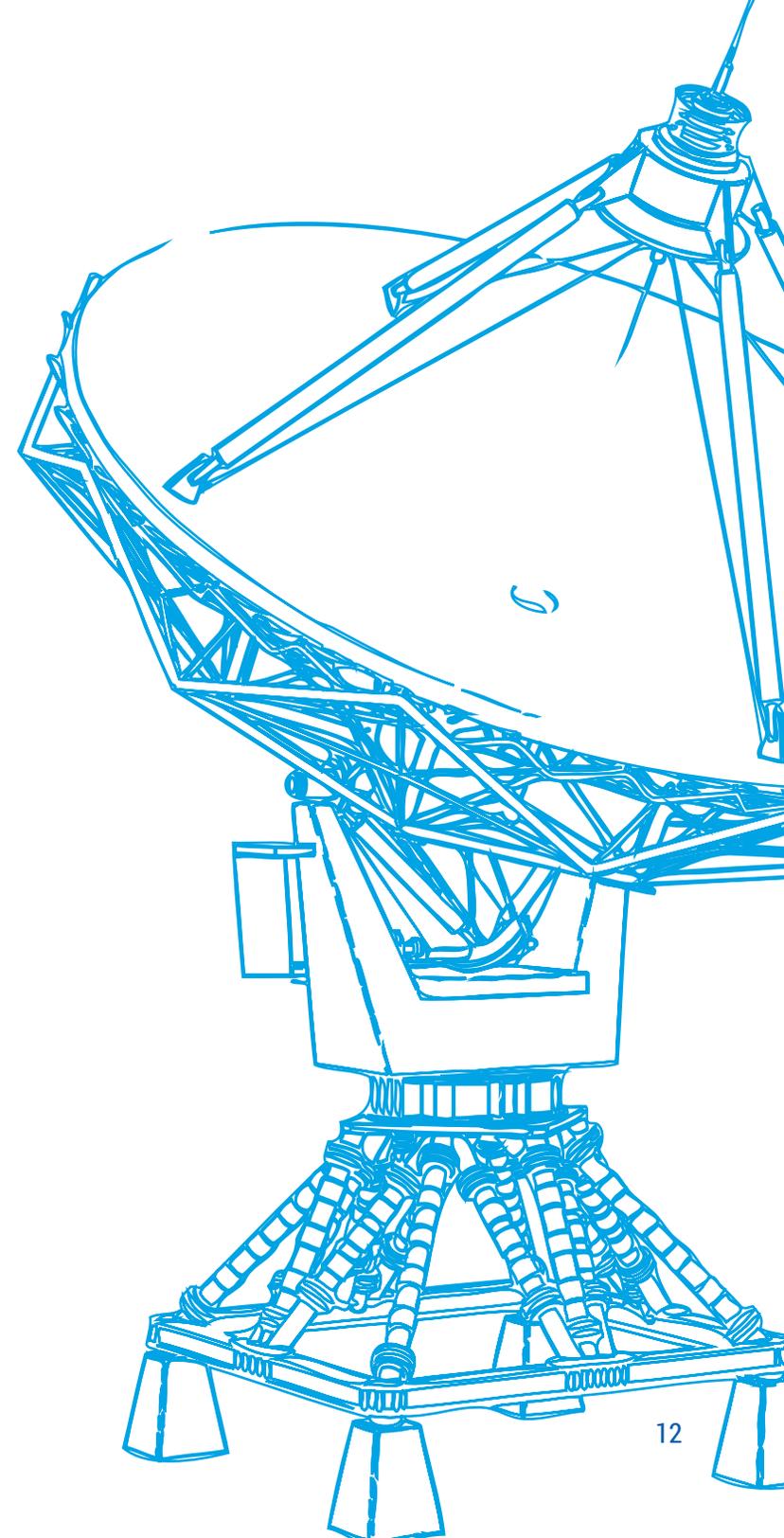
Operations Performance Management is a strategy for assuring service delivery, asset maintenance and risk management through a platform of real estate technology tools that document and report against set benchmarks and targets.

All business units need to be aligned to achieve goals, and software used to complete operational tasks should aggregate the raw data of daily operations, presenting it back to users as actionable information.

OPM delivers “in the moment” performance visibility and measurable results in four steps:

- 1. Set priorities and targets**
- 2. Capture data**
- 3. Measure**
- 4. Act**

When you engage with your business in this way, you’re set up to proactively track and monitor tenant satisfaction and ensure you meet service delivery expectations every step of the way. You can perform root-cause analysis of problems and non-compliance. You can identify peak performers, and enforce best practices throughout your portfolio.



Companies who manage to use **insights** to run their business, rather than wait for problems to arise, spark a culture change in their organization from reactive to **proactive**, inefficient to highly **optimized**.



CASE STUDY: How a Building Engines customer monitors tenant service with centralized data

One of the nation's leading owners and managers of healthcare real estate is passionately committed to customer service as exemplified by their company standard of delivering value to tenants and investors.

Their mission: The EVP of Property Management and Leasing was tasked with centralizing the management and measurement of service delivery across the organization's portfolio.

Behind this task was the goal to do more than **say** they delivered great service, they wanted real data to **prove** service excellence to owners, investors, tenants, and prospective tenants. This team wanted the ability to manage all aspects of their service delivery in real time (much like the NASA Mission Control Center.)

Solution: This organization partnered with Building Engines to standardize workflows, set key performance indicators, and collect data across their 21 million square feet portfolio. Process improvements included:

- ▶ **Measuring maintenance arrival time to resolution time.**
- ▶ **Establishing service priority levels connected to work order request issue type.**
- ▶ **Setting multi-level escalation notifications based on service priority levels.**

The team also leveraged mobile devices carried by property management and maintenance teams to send real-time status updates from anywhere. By collecting data in Building Engines' centralized platform, this organization could now answer questions such as:

- ▶ **Are we hitting our service delivery targets?**
- ▶ **How do our people know how to prioritize tasks and what to do first each day?**

- ▶ **Who are our peak performers and where do we need some remediation?**
- ▶ **Which tenants are being underserviced or overserviced?**
- ▶ **Which buildings are performing better than others? And why?**

Armed with this insight, this Building Engines client could identify gaps where documented performance did not match desired service levels. They took specific actions to remedy these areas, and improved key tenant service metrics within only two weeks.

The system they have in place will monitor all activities, and provide real-time alerts when service level thresholds are violated, giving managers the freedom to turn their attention to more critical issues.

In addition, the organization is equipped with interactive dashboards to give management teams and the leasing department performance results on-demand.

Results: Without hiring additional staff, Building Engines' client achieved a **73%** improvement in document service delivery.

Benefits for property teams

- ▶ Maintenance personnel know immediately which service requests should be prioritized, and the target response and completion times for each.
- ▶ Personnel can now manage daily activities by exception based on automated escalation.
- ▶ Rich discovery dashboards allow for root cause analysis and action.

Benefits for senior management

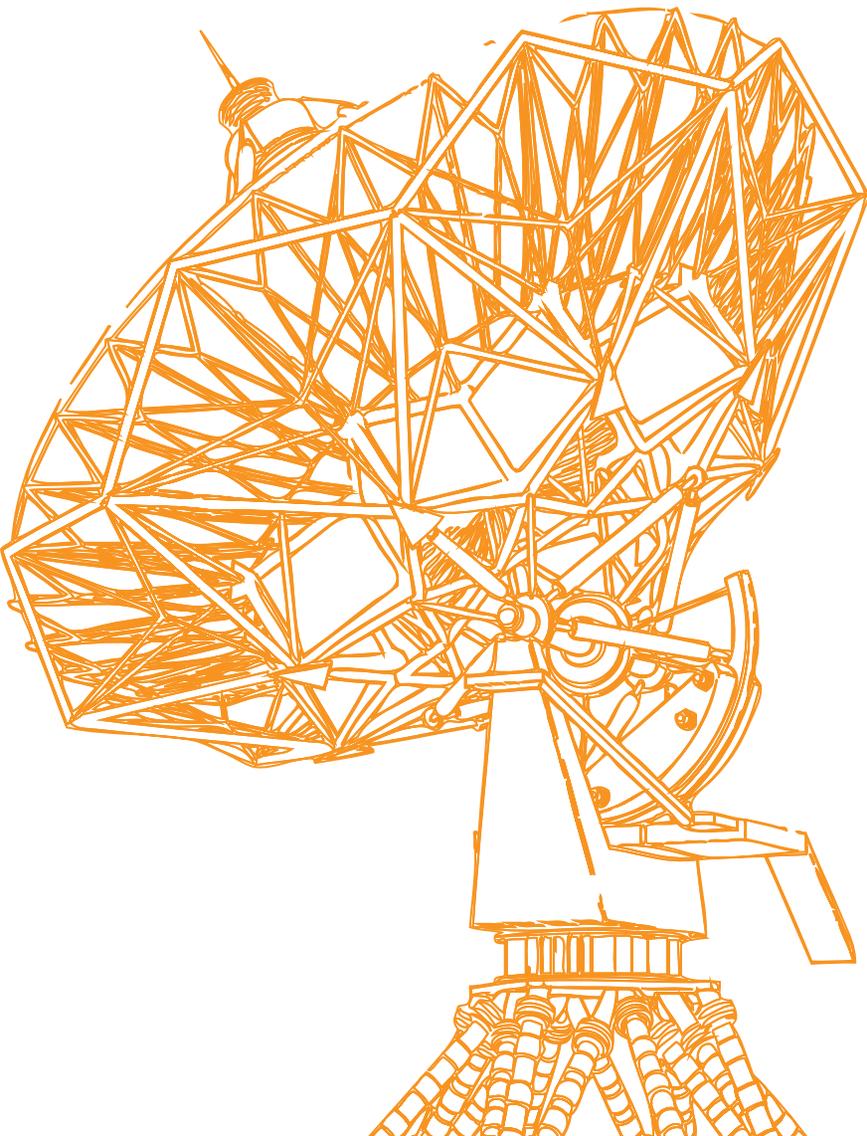
- ▶ Able to define and manage standards in all properties with clear visibility into performance.
- ▶ Minimize risk by clearly and proactively identifying peak performers and areas in need of improvement.
- ▶ Save time generating real time performance metrics to owners and investors.
- ▶ Optimize team bandwidth by directing personnel toward other high value activities as program automation requires little oversight once configured.

Benefits for the leasing office

- ▶ Increase new tenant acquisition and tenant renewal rates now armed with quantifiable data to illustrate service delivery and performance.

Be more efficient.

The right software acts as a central command center, making it easy to manage janitorial and engineering work, preventing work orders from falling through the cracks or going unresolved. It can connect property management teams with all moving pieces in one unified place – from tenant services, to risk and safety procedures, to maintenance issues, to communications. It's constantly monitoring building operations and alerting a property manager when an operational or service delivery target is missed, or other issue needs to be escalated.



In space travel, as in the Commercial Real Estate business, **knowledge is power.**

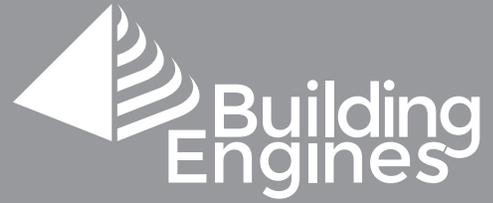
When it comes to rockets, NASA's Mission Control Center is the world's best for managing and planning space travel. But in property management, **Building Engines** is the **industry standard.** Our platform empowers property owners and managers to capture, communicate, measure, report and act on every aspect of property and tenant management.

Choose the right command center.

When choosing technology for your commercial properties, you've got to select a solution that is: easy to adopt, easy to get started with, and addresses your challenges as a business. It should address the specific operational and service goals that you are responsible for delivering. You should be able to get up and running within a few days, and see results quickly. Look for a technology that is powerful, intuitive, configurable, and well loved by other property managers like you.

In addition to the technology, consider the right partner. Seek a company with deep industry experience, reputable clients, and remarkable customer service.

[See what other property managers are saying about Building Engines on G2Crowd](#), and book a meeting with the Building Engines team of experts today to learn how our property management technology can bring your building operations to new heights, and out-of-this-world results.



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