



CHALLENGES WITH ENTERPRISE TECHNOLOGY IN CRE: Understanding the Data

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INTRODUCTION

Enterprise technology - the technology most people use for work - is a pain point for many organizations across almost every industry. According to recent reports, [Forbes](#) states that 25 percent of technology projects fail outright, 20-25 percent don't show any return on investment and as much as 50 percent need massive reworking by the time they are finished, causing immense frustrations to all parties involved from decision makers all the way down to the end users.

As an established leader in the commercial real estate (CRE) technology space, we frequently hear how these frustrations translate directly to CRE professionals, particularly in the form of low user adoption and compliance.

It is easy to assume the reasons behind the frustration: poor training, difficulty with collaboration, lack of data visibility, etc. But are these assumptions correct? For this research, we hypothesized that there are deeper reasons behind the user adoption and usage challenges prevalent in CRE tech.

What are the real reasons behind frustrations with enterprise technology?

By conducting the “Challenges with Enterprise Technology” survey, we set out to confirm whether CRE professionals feel they are maximizing the value of their enterprise technology – and if not, what is really driving the day-to-day pain they encounter?

In the study we discovered that much of the frustration of those who feel they are not maximizing the value from their enterprise technology can be traced back to a poor user experience. Our survey identified:

- » The biggest pain points using enterprise technology that impact the user experience
- » How CRE professionals in specific roles feel differently about the effectiveness of their enterprise technology
- » Certain elements that would reduce the pain of fully and productively utilizing enterprise technology
- » Examples of consumer applications/user interfaces that provide models for an improved user experience

With a better handle on the true challenges that users of current enterprise technology face every day, CRE professionals will be better armed to know what to look for from their enterprise technology from now on.

SUMMARY OF KEY FINDINGS

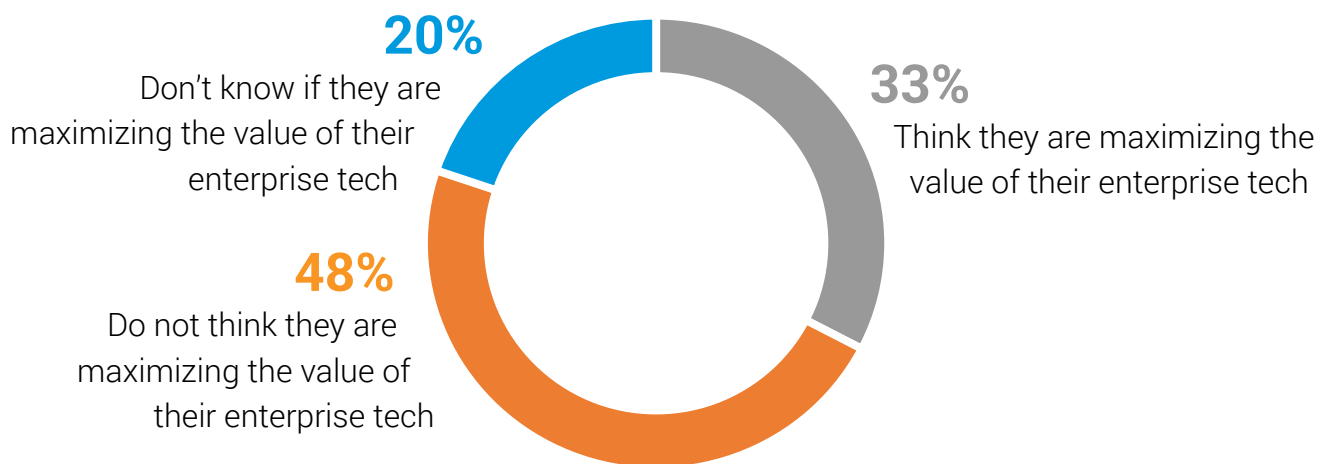
1. Only **one in three** CRE professionals is confident they are receiving maximum value from enterprise technology.
 - » Furthermore, among asset managers, this figure drops to only **one in six** CRE professionals.
 - » Engineers and tenant coordinators are relatively more optimistic, but still **less than half** of them (42 and 43 percent, respectively) are confident they are getting the most out of enterprise technology.
2. When getting started with a new enterprise technology solution, not knowing what to do first is the biggest frustration that property managers and engineers express. For asset managers and tenant coordinators, data and set up requirements are the biggest initial hurdle.
3. When it comes to the ongoing use of enterprise technology, the top-ranked challenges are that it is not intuitive to use, not integrated, and not reliable.
 - » Property managers and tenant coordinators state their biggest gripe with enterprise technology is that it is too complicated.
 - » Asset managers are most frustrated with integration challenges.
 - » Engineers cite reliability issues like bugs and crashes as their biggest frustrations.
4. CRE professionals in different roles have different ideas of what change would have the greatest positive impact on enterprise technology:
 - » Property managers are most interested in systems that remember their preferences and most frequent actions.
 - » Asset managers rank better integrations as a top priority.
 - » Engineers and tenant coordinators are the most likely to want the ability to easily share information across team members
 - ▶ Almost as many (24 percent) engineers say they want to see only the information they need to see when they log into enterprise technology.
5. CRE professionals wish they could interact with enterprise technology the way they do with easy-to-use consumer-oriented technology.

RESULTS & COMPLETE ANALYSIS

» Key Finding 1:

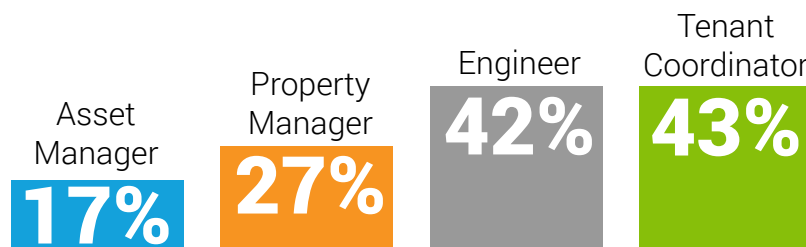
Only **one in three** CRE professionals is confident they are receiving maximum value from enterprise technology.

Confidence Level Of Receiving Maximum Value of Enterprise Tech



Even more jarring, only 17 percent (about one in six) of asset managers are confident their enterprise technology is effectively supporting their business.

Percentage by Role of CRE Professionals Who Think They Are Receiving Maximum Value of Enterprise Tech



Slightly more optimistic, just over 40 percent - but still less than half - of engineers and tenant coordinators say they are confident they are getting the most out of their enterprise technology.

» Key Finding 2:

When getting started with a new enterprise technology solution, not knowing what to do first is the biggest frustration that property managers and engineers express. For asset managers and tenant coordinators, data and set up requirements are the biggest initial hurdle.

Biggest Frustrations When Getting Started with Enterprise Technology

Asset Manager:

- 36%** Requires too much data or work to set up
- 29%** No clear understanding of where to start or what to do first
- 25%** No clear, easy process to get started doing one thing
- 11%** Requires too much training

Property Manager:

- 43%** No clear understanding of where to start or what to do first
- 26%** Requires too much data or work to set up
- 24%** No clear, easy process to get started doing one thing
- 7%** Requires too much training

Engineer:

- 42%** No clear understanding of where to start or what to do first
- 40%** No clear, easy process to get started doing one thing
- 15%** Requires too much data or work to set up
- 4%** Requires too much training

Tenant Coordinator:

- 33%** No clear, easy process to get started doing one thing
- 33%** Requires too much data or work to set up
- 28%** No clear understanding of where to start or what to do first
- 6%** Requires too much training

One of the biggest issues end users struggle with is simply getting started doing and completing the tasks they need to do. A big promise of technology is that it will solve a problem or relieve a pain point. But ironically, lacking a clear path to begin using enterprise technology causes delays in work and can even deter people from using the very technology that is supposed to help them. Choosing technology that is easy to get set up and start using is key to encouraging people to effectively use technology.

» Key Finding 3:

When it comes to ongoing enterprise technology use, the top-ranked challenges are that it is not intuitive to use, not integrated, and not reliable.

Property managers and tenant coordinators say that their biggest gripe with enterprise technology is that it is too complicated to use. This makes sense since professionals in these two roles would typically use the most features and functionalities in enterprise technology.

Biggest Frustrations with On Going Use of Technology

Asset Manager:

- 38%** Not integrated (does not play well with other solutions)
- 21%** Not intuitive to use (too complicated)
- 21%** Not collaborative (hard to use across your team)
- 10%** Not effective (not meeting needs)

Property Manager:

- 27%** Not intuitive to use (too complicated)
- 21%** Not integrated (does not play well with other solutions)
- 15%** Not reliable (bugs, crashes, etc.)
- 15%** Not informative (poor or overwhelming data output)

Engineer:

- 22%** Not reliable (bugs, crashes, etc.)
- 20%** Not intuitive to use (too complicated)
- 18%** Not collaborative (hard to use across your team)
- 16%** Not effective (not meeting needs)

Tenant Coordinator:

- 38%** Not intuitive to use (too complicated)
- 14%** Not collaborative (hard to use across your team)
- 14%** Not effective (not meeting needs)
- 14%** Not informative (poor or overwhelming data output)

Asset managers note their largest challenge is lack of integration of their enterprise technology. From an asset manager's point of view, it is critical for technology stacks to integrate and seamlessly pass information back and forth. This way data can be compiled and analyzed from multiple sources in order to make strategic business decisions.

» Key Finding 4:

CRE professionals in different roles have different ideas of what change would have the greatest positive impact on enterprise technology.

Asset managers rank better integration across technologies as a top priority given they need to make strategic decisions based upon goals and data from their enterprise technologies. This creates a need for multiple technologies to work together and cohesively analyze data.

Property managers are most interested in systems that remember their preferences and most frequent actions, as they typically act quickly and need easy access to data or interfaces they frequently use.

The greatest impact for engineers is the ability to share information more easily across team members and where they need to. This doesn't come as surprise, as engineers must share critical information during inspection rounds and when completing preventive maintenance tasks.

What Would Have the Greatest Positive Impact on Effectively Using Enterprise Technology

Asset Manager:

- 46%** Integrating seamlessly with other systems
- 21%** Remembering preferences and frequent actions automatically
- 21%** Sharing information easily across team members
- 7%** Presenting only the information I need when I need it

Property Manager:

- 33%** Remembering preferences and frequent actions automatically
- 25%** Integrating seamlessly with other systems
- 20%** Presenting only the information I need when I need it
- 15%** Sharing information easily across team members

Engineer:

- 25%** Presenting only the information I need when I need it
- 24%** Sharing information easily across team members
- 18%** Remembering preferences and frequent actions automatically
- 14%** Communicating with voice (like Siri, Alexa, etc.)

Tenant Coordinator:

- 24%** Sharing information easily across team members
- 19%** Integrating seamlessly with other systems
- 19%** Presenting only the information I need when I need it
- 14%** Interacting conversationally rather than form-based

» Key Finding 5:

CRE professionals wish they could interact with enterprise technology the way they do with easy-to-use consumer-oriented technology.

The top four consumer-oriented user interfaces that CRE professionals wish were emulated more by enterprise technology are:

- 1. Google**
- 2. Uber**
- 3. Starbucks**
- 4. Alexa**

Each one of these ecommerce user interfaces solves a challenge and enables users to easily navigate their app or software to ultimately address their challenge with a very short conversion path. They are particularly successful at making inconvenient tasks simple and convenient to complete.

For example, Google and Alexa have made searching for answers through immense amounts of data a simple task for their users given their simplistic page design of one search bar or one voice command. The Uber app solves challenges for consumers by providing easy access to transportation and makes it easier for the rider to input both their pick up and destination locations. And the Starbucks app allows customers to order their coffee ahead of time, skipping the most painful part of the process: waiting in line. As a result of a few easy menu selections the user dictates their location preference, pick up time, and beverage and food of choice.

This type of convenience is natural for user interfaces targeted toward consumers, however, users of enterprise technology want and expect the same thing from the tools they use at work.

CONCLUSION

Enterprise technology users face a number of challenges, and it is easy to fall into the trap of believing most of them are self-inflicted, due to inadequate training or faults of the end users. But our research suggests that the biggest frustrations are due to poor design of the user interfaces which lead to insufficient user experience.

In order to relieve the headaches that users feel toward enterprise technology, solution providers in the CRE technology space need to focus more on designing their tool with the end user in mind. Putting the user experience first is the best way to ensure that enterprise technology will deliver on its promise of efficiency within all roles.

METHODOLOGY

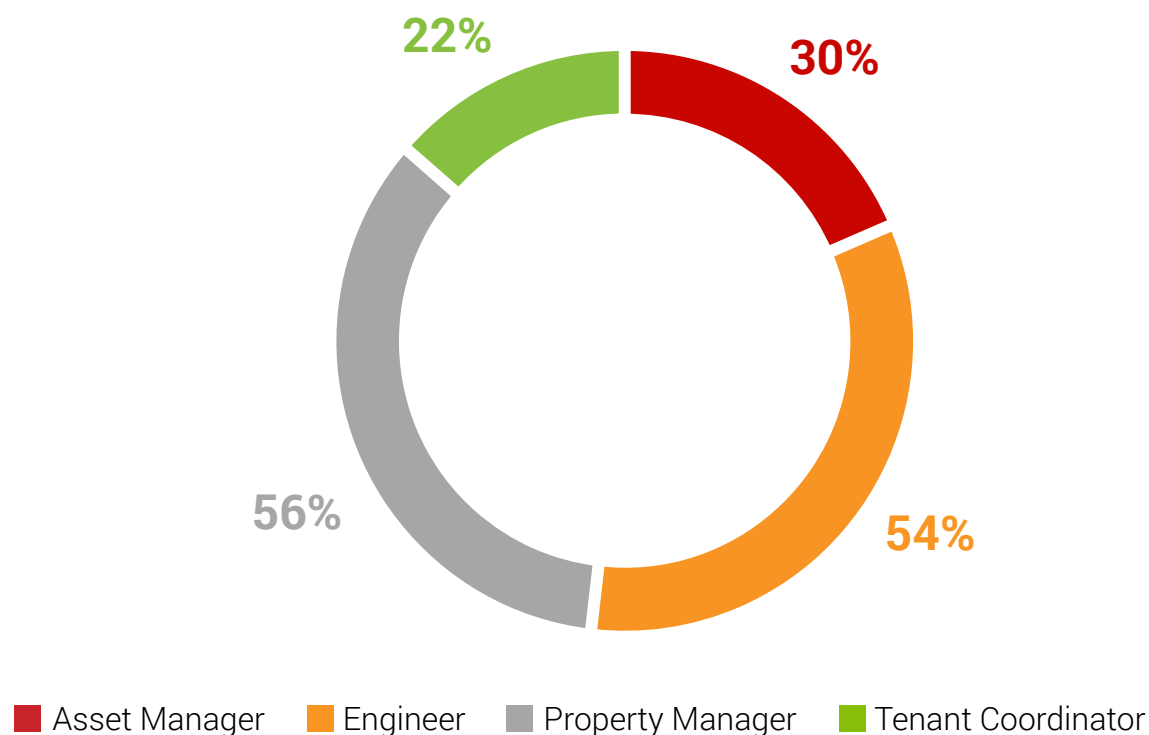
In December 2018 through January 2019, Building Engines conducted a survey of CRE professionals across the United States. The survey was promoted directly to CRE professionals through email and social channels in order to gather responses.

The goal of the “Challenges with Enterprise Technology” survey was to gain a better understanding of the struggles these end users encounter with the enterprise technology they use.

The respondents represented four different role types, all of which consider themselves users of enterprise technology. These roles include, asset manager, property manager, engineer, and tenant coordinator.

All participants were guaranteed that their individual responses would remain confidential.

Respondent Profile



ABOUT BUILDING ENGINES

As a leading technology provider in the world of commercial real estate (CRE), Building Engines has been at the forefront of the changing tenant experience. We understand how important tenant satisfaction is to CRE professionals and building management teams. We deliver the CRE industry's most innovative web and mobile portfolio management platform to enable building management teams to connect with tenants and understand what they truly want from building management.

The Building Engines platform provides building management teams with the data and insights they need to improve operational efficiency, mitigate risk, and measure and improve tenant satisfaction to make better, more informed decisions. Our clients include many of the leading public REITs, private owners/managers, and third-party management firms in the United States and Canada operating multi-tenant commercial office, medical office, retail, and industrial properties.

For more information about Building Engines please visit: www.buildingengines.com.

CHALLENGES WITH ENTERPRISE TECHNOLOGY IN CRE:

Understanding the Data