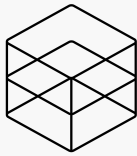




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Article

# The Essential Do's and Don'ts of Working with Real Estate Technology and Data



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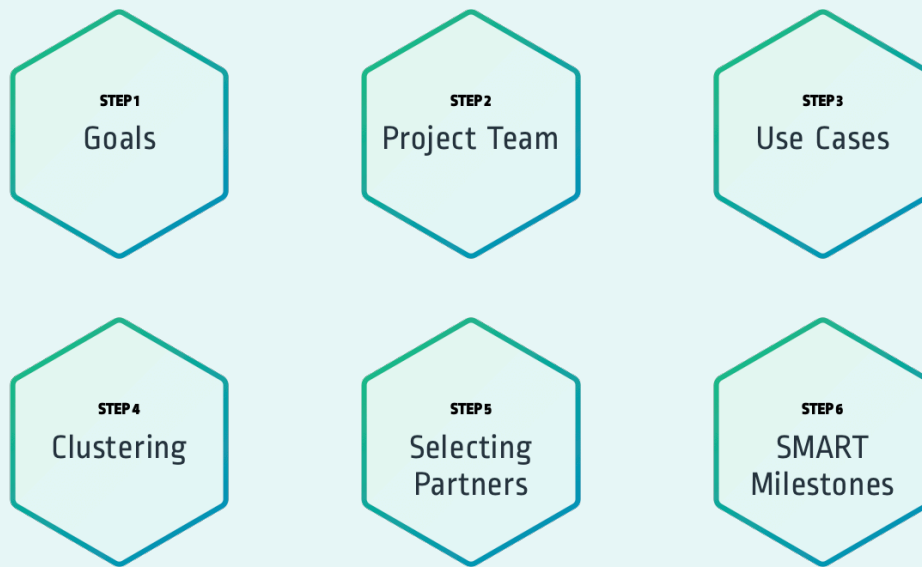


## How you can avoid being lost in the smart building space

Whilst there are many factors that could drive real estate technology adoption, the urgency to adopt Real Estate Technology is obviously intensified by Covid19. Technology is - more than ever - crucial to adapt and succeed in our new reality. It allows us to make informed decisions, analyze, experiment fast, push information and guide people. This information will be essential when we start moving back to the office.

Smart Building and real estate tech initiatives are mostly occupant oriented, focused on the employee experience and the use of space. But with covid19 there is obviously an urgent reason to focus on safety and health of employees when going back to the office, and a smart building or tech initiative should contribute to such changes. Moreover, this is exactly what a smart building is about: it is organic. A true smart building adapts to the situation and changing company goals caused by external and internal factors. At the same time, the smart building landscape is diverse and complex to oversee. Many different vendors, with different solutions and approaches. This short article, a brief summary of the Memoori & Lone Rooftop webinar, provides you with the tools you need to create a smart building that is adaptable to changing circumstances.





## 1 Goals

It is important to understand what the company senior leadership is trying to achieve. When you understand these goals, the next step is to translate them to each level of the organization.



## 2 Project team

Proactively involve stakeholders such as data privacy officer, IT or security officer. They need to be involved at some stage - understand what's important for them and involve them at the right time. Who will be responsible for each element? Which stakeholders are - or need to be - involved and in what stage? Are Project Managers defined? Who will be the users of the data analytics and applications?

This is very important to look at, at an early stage, because not understanding who to involve at what time might jeopardize your entire smart building initiative.

## 3 Use cases

To directly get business value from your space utilization program, defining your key objectives first is a must. The utilization objectives that deliver most value, are the ones that are closely aligned with company goals. Therefore, it is important to understand what the C-suite is trying to achieve, and what the company's growth plan is.

When aligning your program to company goals, focus on the objectives that can be achieved short-term. It can be tempting to stray from the path and introduce all kinds of innovative initiatives that have some kind of connection to Smart Buildings. But directing your energy to those objectives, where the biggest difference can be made with direct impact, ensures smart building program success.

## 4 Cluster related use cases

When you know what you want to achieve, group the listed use cases per archetype and appoint who will be responsible for each set of use cases. Grouping use cases makes it easier to identify what you need - and where to look in the market.





## Selecting partners

With clustered use cases, selecting the right partners will become a lot easier. It is important to realize that you're looking for a partnership, not just a solution. This is important because your smart building needs will evolve with the company. Therefore, your partners need to be informed and willing to learn together. These are two key factors to consider when selecting the right partner, related to fit and mindset.

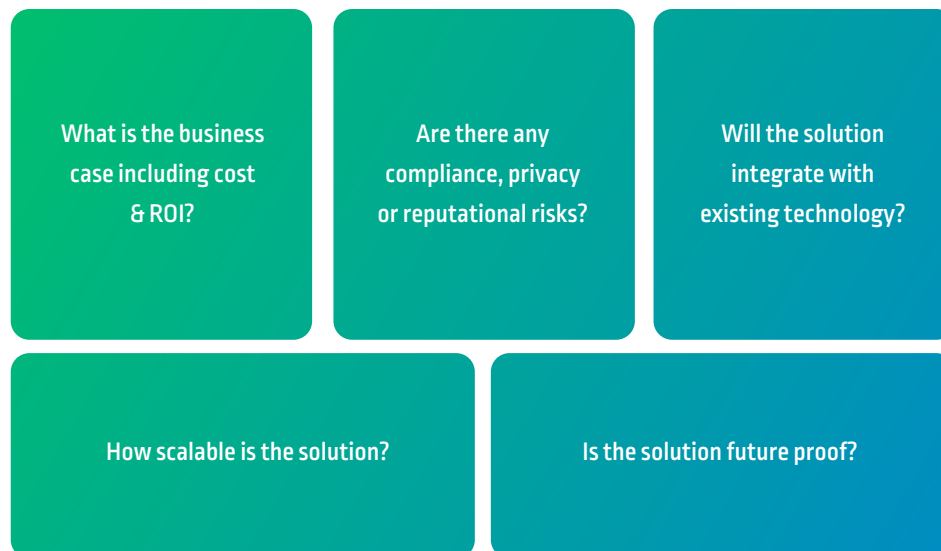


## SMART Milestones

Milestones - aim for short term wins first. Create the valuable momentum that will help your initiative to get adopted within the organization.



## Important questions to keep in mind



*Smart building solutions can provide everything you need and more, but organizing your approach to find the right partners defines the success of your program.*



Marcel Lamers

**Contact [marcel@lonerooftop.com](mailto:marcel@lonerooftop.com) to learn  
how your smart building initiative can  
contribute to a safe re-entry of the office.**



[marcel@lonerooftop.com](mailto:marcel@lonerooftop.com)



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