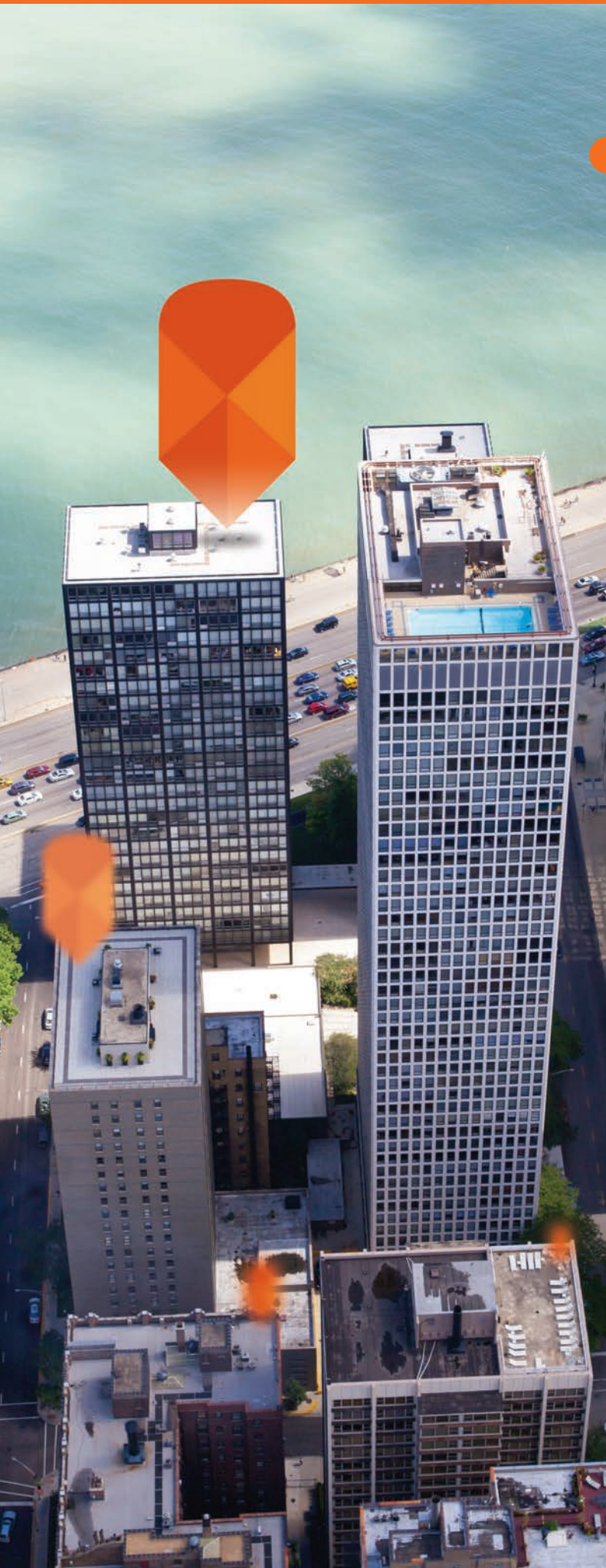


Location Analytics for Real Estate

A Knowledge Brief



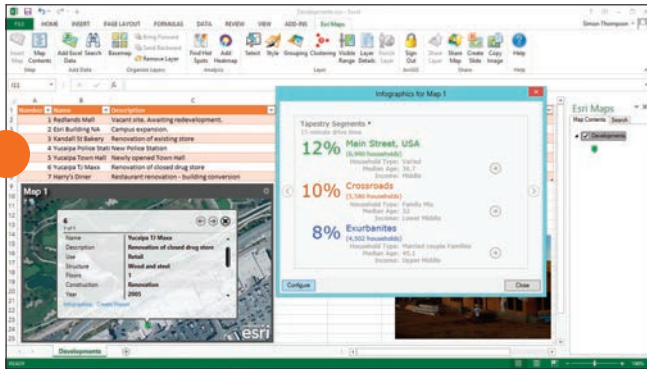


Going beyond Location, Location, Location

Organizations use Esri® solutions to not only gain a foothold in the competitive commercial property market but also run profitable businesses. Successful companies like EDENS, The Shopping Center Group, and MacKenzie know that understanding local markets and being able to convey information about them to clients are what make the difference between a commercial space being a boon or a bust.

In this use case, the regional division of a global commercial real estate company successfully develops more than 100 projects each year. Its success means that its market analysis and site selection services are increasingly in demand. The company knows it needs to support

- Improved interaction, collaboration, and communication.
- In-field analysis that delivers faster and more effective decision making while reducing execution risk.
- A streamlined and improved site selection process for use by the entire real estate team.
- Better marketing tools to promote the best locations with the most appropriate clients.



Putting it All Together for Better Collaboration

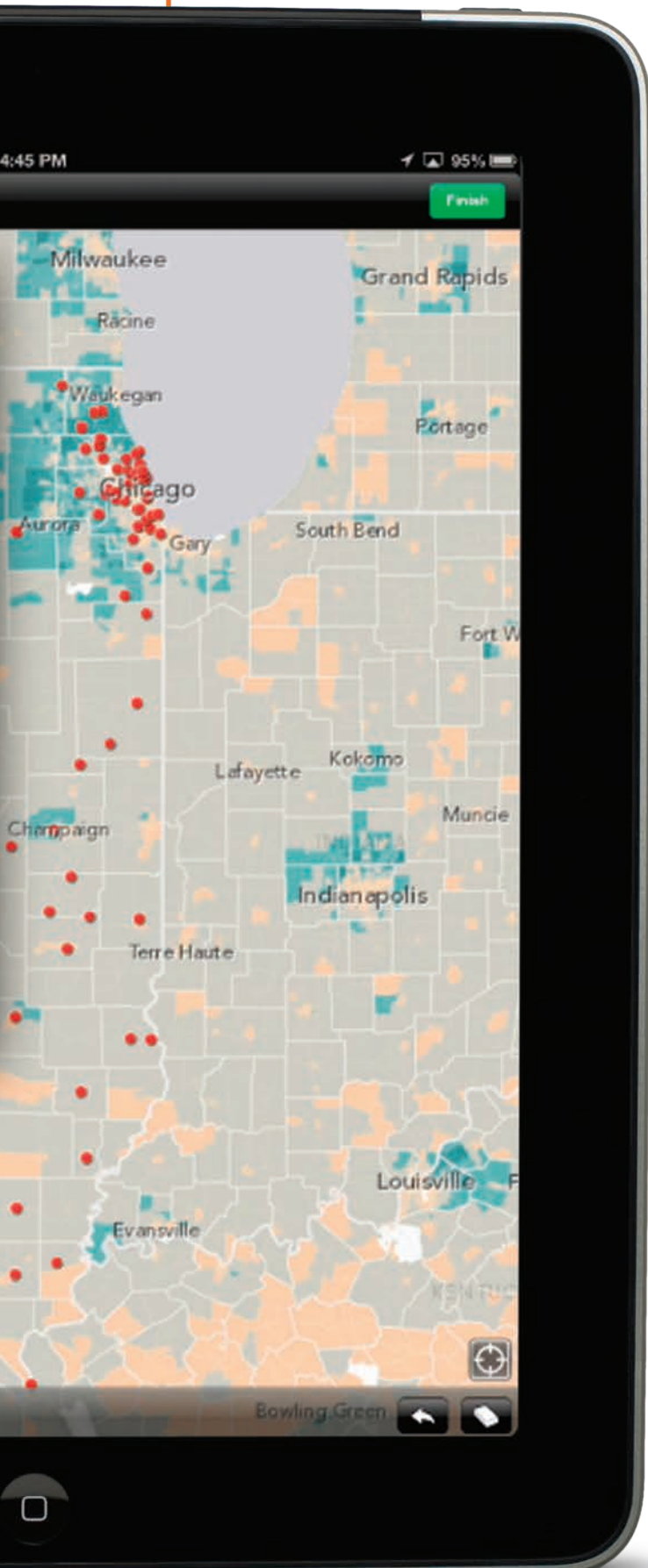
The company's employees have a wealth of property-specific information. They also have demographic and market data together with customer-specific information on success criteria, real estate financial models, and tenant mix. Prior investments in smartphones and tablets allow the company to quickly capture information in the field. Staff can identify, analyze, and visualize the key factors influencing the future viability of sites and developments.

Photos taken on those devices can be easily mixed with key site attributes. And any in-house support staff can configure the required attributes using Microsoft Office, drag the spreadsheet onto a map to publish the data collection service, then share the app via e-mail or a web link. In-field staff members simply open their browser to start collecting important data and performing analysis without the need for training or expensive additional software.

Improving collaboration between the central real estate analysis team, brokers, developers, and in-field staff allowed the company to

- Quickly create understanding of individual sites and share that with key stakeholders.
- Analyze the portfolio based on differences in demographics, urbanicity, consumer segments, and competitive locations.
- Quantify future revenues, profitability, and performance against market potential.
- Test investment and development options based on best and highest use.

Enriching Business Insight to Drive Success



Like most real estate organizations, the company has invested in a corporate content management system to support many of its core activities from project planning to marketing and portfolio management. With Esri Maps for Office, the company provides business intelligence analysis in familiar software. Its ubiquitous use, by every team member and department, allows the company to create new workflows that quickly convert property lists—including sites in development and investment opportunities—into powerful map stories, rich infographics, and market insight. Better still, static screen captures and paper reports are converted into interactive PowerPoint presentations that mash up internal and client data with authoritative web maps and Esri data services.

This transformed the way market insight was created and shared between stakeholders. Factors driving success could be easily identified. When new data was required, it could be quickly gathered and analyzed within a collaborative framework that leveraged the experience, insight, and knowledge of different personnel. Time spent on making decisions was dramatically reduced, the time saved was invested in more detailed review and examination of alternative scenarios that could potentially generate greater returns with lower cost and risk. The same data that improved decision making is also repurposed into more appealing marketing packages that do full justice to the company's culture and values.

Reviewing the improvements in its business performance, the company found that it was able to exceed industry analysts' statistics, which typically predict a 6 percent gain in profitability and 5 percent improvement in productivity.

"Location, Location, Location" Is Now Location, Demographics, and Timing

Based on insights gained through this new work practice and collaboration, the company developed a range of new client services that maximized existing staff skills, experience, and knowledge. The company created unique information products that enhanced the corporate brand, using staff, data, and business tools that already existed but were being underutilized. The products benefited the company through

- Improved ability to execute projects with reduced costs and fluctuating timelines and budgets.
- Maximized staff skills and capacity to improve business effectiveness.
- More timely decision making that differentiated the company from its competitors and allowed it to gain an advantage.
- Capitalized mobile, smartphone, and in-field analysis, leading to reinvigorated investments in data and applications.
- Increased productivity and use of corporate technology and resources without major changes to corporate structure, staff, or systems.



Gain More Insight from Your Data and Systems with Location Analytics



Location analytics leverages and enhances your data and systems to gain insight more quickly. Interactive maps incorporated into analyses and dashboards simplify the complex and are a powerful platform for collaboration on key business issues—throughout your department, across the country, or around the world.

Esri Location Analytics solutions are available as tightly integrated extensions to your existing business systems through custom installations for all BI, ERM, ERP, and CRM platforms or off-the-shelf solutions:

- IBM Cognos®
- Microsoft® Dynamics CRM
- Microsoft Office®
- Microsoft SharePoint®
- MicroStrategy®
- SAP® Business Objects



Find out more about how to transform your real estate organization into a location analytics leader—visit

[esri.com/realestate.](http://esri.com/realestate)



Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



Contact Esri

380 New York Street
Redlands, California 92373-8100 USA

1 800 447 9778
T 909 793 2853
F 909 793 5953
info@esri.com
esri.com

Offices worldwide
esri.com/locations

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