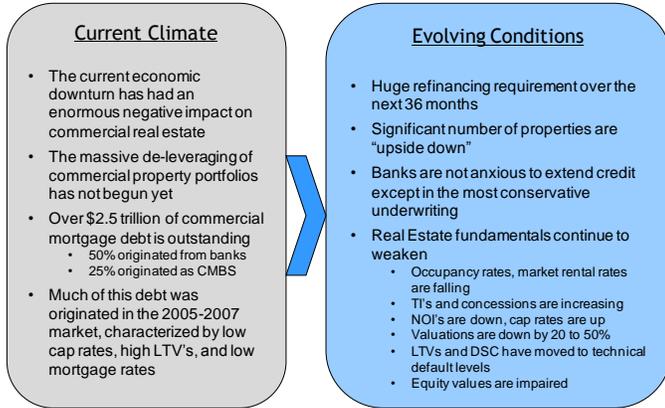


Real Estate Landscape

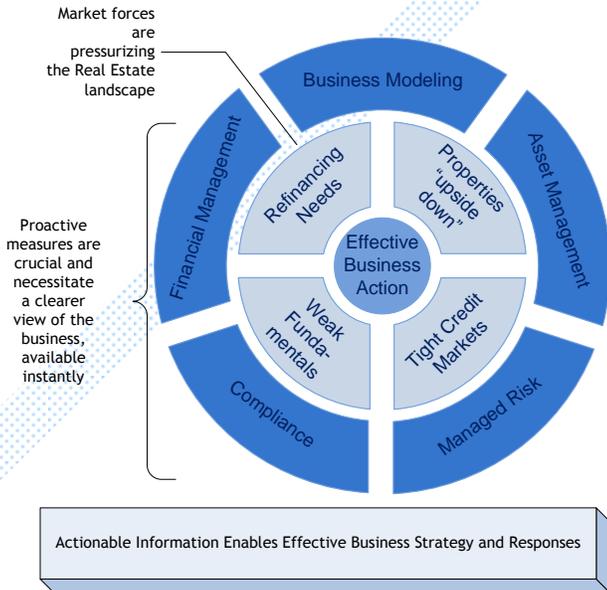
The commercial real estate market continues to evolve with looming challenges.



The ability for companies to operate in the current climate and emerge successfully is predicated on the ability of leaders to define a course of action and execute effectively. Reacting to adverse conditions is not a prudent strategic approach. Anticipating and driving proactive results is essential.

Leadership Challenges

Effectively leading a real estate firm in this climate requires a proactive posture and greater capabilities. Leaders require meaningful business information that enables critical, proactive decision making.



Adopting a proactive stance requires information, not raw data. This information must be:

- Current and accurate
- Reliable and consistent
- Actionable
- Supportive of complex "what if" scenarios

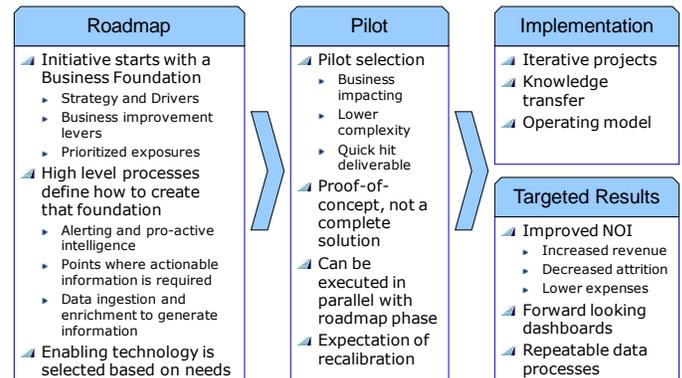
Information Constraints

Actionable information that executives can use strategically seldom exists in day-to-day operations. There are many challenges to obtaining this information.

- Manually updating key performance data requires significant effort and cost
- Measurements are typically based on what is available rather than what is vital
- Inability to drill-down, or roll-up data easily
- Inability to analyze data across multiple variables and time horizons
- Fixed granularity of data
- Ad-hoc data rules and governance

Roadmap To Success

Achieving success requires a number of incremental steps. A small, contained pilot will deliver immediate business impact. Iterative implementation will yield a succession of projects, each with independent benefits while establishing a foundational operating model. This roadmap enables clients to become self sufficient without incurring excessive recurring operating costs.



Actionable Strategies will define a pragmatic approach for each client. For details on how we can help you enable effective business action in Commercial Real Estate, please contact your Account Manager.