

Institutional Real Estate

Europe

The investor-focused global real estate publication



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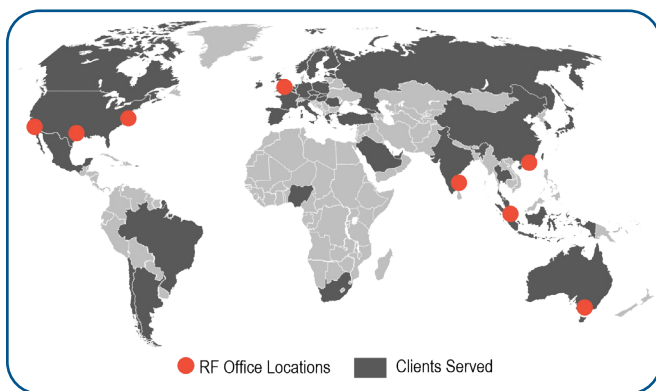
RealFoundations | Helping European real estate run better

RealFoundations is a global professional services firm focused exclusively on the real estate industry. Through our delivery of Management Consulting and Managed Services, we help companies that develop, own, operate, service or invest in all types of real estate make better, more profitable decisions. We proudly partner with more than 450 real estate companies around the globe, providing accelerated solutions that solve many of the industry's most complex challenges. Our proven, proprietary methodology and model-driven engagements produce rapid deliverables and measurable results for each project and client. The RealFoundations team includes more than 300 knowledgeable, experienced professionals serving clients across the Americas, EMEA and APAC regions.

Our clients benefit from the breadth and depth of codified institutional expertise that we readily bring to bear in real time across the organisation, thanks to our highly collaborative corporate culture and integrated knowledge management platform.

Global, Multi-Sector Delivery

RealFoundations' clientele represents a diverse spectrum of firms, spanning all real estate sectors and organisation types. They range from the largest global REITs, developers, owners and managers of office, retail, industrial and residential assets to smaller, single-country firms. We serve the majority of *Investment & Pension Europe Real Assets'* top 25 global investors and investment managers¹, and many of the world's largest corporate occupiers. We help clients overcome operating challenges related to national and cross-border issues of language, taxation, risk management,



“RealFoundations has been a trusted partner of Invesco Real Estate for over 10 years. Their expertise in real estate and real estate-based technology has been crucial to the success of several initiatives including the implementations of Yardi Voyager 7S and Yardi IM. Additional services provided by RealFoundations, such as Yardi Voyager support and data management, provide operational efficiencies and help keep our team focused on what we do best — identifying and managing differentiated real estate assets and growing value for our clients.”

— Pete Schow, Global Real Estate Data Strategist, Invesco

compliance, system localisation and fragmented information systems and supply chains.

Unrivalled Technology Qualifications

Our extensive, multi-sector operational knowledge and unequalled relationships with industry-leading software vendors allow RealFoundations' practitioners to craft and assist with the implementation of business solutions that ensure long-term value for our clients. We have a deep understanding of the leading software packages for real estate accounting, portfolio, asset and investment management. As a preferred Independent Yardi Consultant, a member of the MRI Partner Connect programme, an Oracle Gold Partner, and an active consultant with RealPage, we are adept at helping clients select, configure and deploy technology that most effectively supports their operating models. We have even worked with some of these vendors to improve the functionality of their core real estate offerings by specifying enhancements based on our and our clients' experiences with their products. Additionally, RealFoundations is a Microsoft Silver Partner and has been recognised annually since 2017 by SWOOP

Analytics for our collaborative use of the Microsoft 365 Ecosystem.

Management Consulting

Companies that own, operate or simply occupy a significant amount of real estate know how complex and challenging it can be to run their businesses and facilities efficiently and effectively. With more than two decades' experience helping our clients solve problems, RealFoundations has developed an unmatched understanding of the inner workings of the entire real estate ecosystem — from the way buildings are constructed and used to how they are operated and capitalised. Our Management Consulting engagements draw directly from this accumulated industry expertise to identify areas for greatest improvement, and then design and implement tailored solutions to help companies make more profitable decisions. Our consulting services cover five critical functions for all real estate organisations — strategy, operational innovation, finance transformation, performance measurement and technology.

Managed Services

Achieving peak performance from a real estate portfolio, regardless of the company size, requires the right back-office professionals — people who understand the business processes, systems, information, imperatives, and



constraints of a complex real estate operation. Many companies struggle to find, train and retain this type of talent. RealFoundations' Managed Services offer an alternative approach. As a result of helping so many industry leaders refine and grow their real estate operations, we have developed deep industry process and technology knowledge and skills. Clients use our teams to augment or even entirely handle their accounting, abstraction and lease administration, automation, data management, real estate technology, and modern workplace application support functions.

We provide a range of these services using our proprietary r3® BPaaS (Business Process as a Service) platform, which combines world-class technology, relevant industry knowledge and curated leading practices to deliver maximum value for our clients. Highlighted below is a subset of these managed services.

Data Services

A company's ability to use information to make data-driven decisions has become a competitive necessity. Our Data Services team helps clients acquire, validate, normalise and aggregate data from multiple sources and applications and in multiple formats into a system of record that can be used effectively across their organisations:

1. We are technology agnostic — We do not promote one system or vendor over another. We work with all of them.
2. We promote data optionality — Our clients own their data and should be able to access and move it anywhere, anytime.
3. We focus on data fitness — Our approach to data validation improves the quality of our clients' data over time.

RealFoundations' Data Services team works with the largest global investors and investment managers in real estate and has extensive experience working with all types of real estate data — financial, operational, performance, valuation and ESG — and with moving data into and out of all of the major real estate accounting and asset management systems.

Abstraction Services

Increasingly, critical information required to manage a real estate business is no longer found only in spreadsheets and organised databases. It is instead "trapped" in a variety of unstructured or semi-structured document types and formats. RealFoundations' ABSTRACT service helps clients convert this information into actionable data that they can then use

"RealFoundations has been providing strategic guidance on our global operation model for the last decade."

— Ewan Stewart,
Programme Manager,
Aberdeen Standard Investments

to make investment decisions. ABSTRACT is based on our approach to Intelligent Document Abstraction, which combines best-in-class artificial intelligence tools, combined in a cloud-based interactive platform, with expert real estate analyst verification and oversight.

Our current ABSTRACT offering provides an end-to-end solution for the extraction, verification and publication of information located in lease and lease-related documents. The broader mandate of ABSTRACT is to support the abstraction of a broad range of real estate information that spans debt, valuation, financial, operational and portfolio data categories for a variety of document types and formats.

Accounting Services

Organisations often want to concentrate principally on adding value to their properties and operations, instead of being burdened by supporting financial administration. These clients employ RealFoundations' Accounting Services to handle some or all of their accounting functions, allowing them to focus and act on the outputs and reporting of the financial processes. From AP/AR and banking through to complete month-end reporting, our services are scalable to each client's requirements and offer a cost-effective way to support growth. Clients can choose from our schedule of service options, freeing their own senior staff from administrative tasks by relying on our accounting experts.

Accounting with r3

For many clients, investing in property accounting technology is not practical for what is often not considered a core activity. They also do not want to have to maintain, upgrade and operate these systems. So, they turn instead to RealFoundations' Accounting Services, delivered through our Accounting with r3 offering. Coupled with our in-depth real estate accounting expertise and robust standardised processes, Accounting with r3 is the go-to solution for clients looking to avoid system costs and internal management overhead. Our solution offers scalability and flexibility for clients' property portfolios, backed by leading accountants and systems experts.

Leadership

RealFoundations' senior leaders who oversee the global managed services and European consulting delivery described here include:



Clive Tydeman
Global Head of Accounting
and Lease Services



Jim Valente
Global Head of Data
Services



Simon Parsons
Management Consulting
Lead, Europe

Notes:¹ <https://realassets.ipe.com/top-100-real-estate-investment-managers/top-150-real-estate-investment-managers-2020/10049172.article>



CONTACT INFORMATION

John Seaton, Global Head of Sales
+1 214 292 7166
John.Seaton@realfoundations.net
www.realfoundations.eu

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Making Real Estate Run Better

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