Real Estate and CAFM Solutions

Making the case for CAFM Technology in a Real Estate environment

By Daniel Fleischhauer
CaddFX Design Services, LLC

Computer-Aided Facility Management (CAFM) software is the point of intersection between a real estate firm's ERP (Enterprise Resource Planning) system and the computer-generated drawings that represent a given building. Interest in this technology is on the rise, and the best real estate managers today are leveraging these "middleware" products to promote organic growth and improve the real-time visibility of their available inventory.

CaddFX Design Services, LLC is an authorized reseller of CadapultFM, a leading provider of CAFM software, and the company is seeing an increase in demand for not only the software, but also the technical services to convert CAD files to "smart" drawings.

"Visualizing tenant data at the space level is the key to identifying growth opportunities, and every asset class – be it retail, office, industrial, residential or corporate campus – has a need for this capability," says Daniel Fleischhauer, president of CaddFX.

CaddFX and CadapultFM recently completed the integration of their CAFM solution for Developers Diversified Realty Corporation (DDR), a shopping center REIT (Real Estate Invement Trust) located in Beachwood, Ohio.

"Technology tools for maximizing the value of commercial real estate have never been more mission critical than they are today," says Kim Scharf, senior director of IT Enterprise Services at Developers Diversified. "Combining customer relationship management with computer-aided facility management gives our leasing and property man-

TECH TOOL Leasing and property management teams at Developers Diversified use Computer-Aided Facility Management (CAFM) software to help lease space and manage assets.

agement teams a set of best-in-class tools to help them lease space and manage our assets."

Confronted with increases in competition, coupled with current industry pressures, corporate officers are focusing on proper tracking and management of their property portfolios. The industry as a whole is recognizing the need to improve tracking company assets as a means for controlling expenses and sustaining a profitable balance sheet. Given today's challenging economic cli-

mate, the Computer-Aided Facility Management (CAFM) software providers are seeing the demand for CAFM capabilities increase. One such CAFM provider, CadapultFM, have experienced an increased interest in their CAFM offering which is recognized as a "must have" software tool to manage real estate and facility operations.

Defining the need

When Developers Diversified approached CaddFX with an oppor-

tunity to assist with improving their CAFM processes, CaddFX recommended a full CAFM program starting with the ability to track their national portfolio of properties. One of the initial challenges was gaining an appreciation for the sophisticated capabilities available with today's CAFM solutions. The next challenge was to understand how to apply the sophisticated CAFM solutions to address the unique needs and problems of the organization. Each organization is unique, and solutions for tracking portfolio data and critical components in day-to-day operations can take years. Developers Diversified required a rapid deployment of their solution.

Providing the solution

"Facility management, as a discipline, is the practice of coordinating property, buildings, people and work of an organization into the physical workplace," says Dan Fleischhauer, president of CaddFX Design Services, LLC based in Mentor. CaddFX is an Autodesk Reseller and AEC solutions provider, and expert in the field of CAFM solutions. CaddFX is also an authorized reseller of CadapultFM software and worked together with DDR on a total solution. Now, with "one click of a button," Developers Diversified has access to valuable graphical reports and colorized lease plans.

"Smart property drawings are linked to financial data which is updated nightly to trigger the automatic generation of revised colorized lease plans," Fleischhauer says. "Having immediate access to these drawings will result in a significant time and cost savings for Developers Diversified."

Developers Diversified owns and manages approximately 570 retail operating and development properties in 41 states, Brazil, Canada and Puerto Rico. Totaling approximately 132 million square feet, the company's shopping center portfolio features

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open-air, value-oriented neighborhood and community centers, mixed-use centers and lifestyle centers located in prime markets with stable populations and high-growth potential.

By utilizing the software, Developers Diversified has the ability to review each of its properties with detailed, real time information required to make vital business decisions.

Ancillary benefits

"Real Estate and facility management professionals are also concerned with the task of design, construction, maintenance, and management of the physical environment as it relates to people and their work," Fleischhauer says. "Though its value to an organization is sometimes difficult to quantify, the efficient and effective management of facilities can significantly affect an organization's bottom line."

By way of underscoring its use, CaddFX sketches out some of the various capacities that CAFM can bring to an organization. Principally, automated management can help in planning for new or existing facilities. By taking statistics which reflect ongoing corporate procedures, managers can transpose company projections to develop strategic analysis for long-range planning and real estate applications, such as site selection/ acquisition/disposal. In addition, CAFM aids in design functions which involve both inventory allocation and arrangement of space, as well as the architectural/ engineering services which entail the design and building of non-movable fixtures. Finally, CAFM can be used in monitoring such matters as the maintenance and operational activities associated with a facility.

CAFM compelling factors

Making a compelling argument for CAFM in the abstract, Fleischhauer is quick to indicate that several factors need be considered prior to implementing a CAFM system. He advises that all executives and or key managers pondering such a move to CAFM consider the following "key automation indicators":

Size of property/buildings managed – As the size of a portfolio increases, there is a geometric rise in the amount of data that needs to be collected, stored, and processed; accordingly, the need for automation generally increases with facility size, number of buildings, or geographical dispersion.

Facility management staff size and personnel qualifications – The number of professional and technical staff is a primary factor in automation, for with a CAFM system it is possible to gain increased "expertise" during times when additional hiring is inappropriate or impractical.

Type and cost of space managed – As the percentage of open space plans increases, so does the problem of accounting for what is in use, what is warehoused, and what needs to be purchased or eliminated.

Use of design standards and inventory control – Automated drafting allows companies using design standard for space allocation and workstations to lay out plans quickly, with footprints stored as symbols in a computer-aided design (CAD) library. Standardization also promotes the ability to use CAFM to more effectively control assets and track property, space equipment, people etc.

Organization churn rate – Companies with high personnel turnover rates place more demands on available staff for project planning, management, move coordination, and maintain-

SOFTWARE SOLUTION CAFM aids in design functions which involve both inventory allocation and arrangement of space, as well as the architectural/engineering services which entail the design and building of non-movable fixtures.

ing "as-built" records, equipment inventories, and accounting data.

Facility management design and drafting workload – Large amounts of design/drafting may be done in-house, versus subcontracted out, thus providing a significant at-hand database readily converted to a CAFM system.

CAFM interfaces – With today's ever changing Computer-Aided Design (CAD) technology, firms should consider the CAFM software package they select is compatible in both a 2D and 3D environment, such as AutoCAD and Revit BIM software.

According to Fleischhauer, implementation of a CAFM system will improve a firms' competitiveness in the real estate market and position a company for stable, predictable growth. In short, it will improve a company's ROI by centralizing all CAFM data by eliminating data redundancy and bureaucracy.

"Establishing standards and processes are key for success," he says. **P**

![CADapult fm — Trusted Software Solutions]

Facilities Management Software

Challenges and Opportunities

In today's ever-changing world, maintaining efficient and costeffective building operations is a widely recognized necessity. However, the challenges that you face as a facilities manager can be numerous. Space, personnel, and asset management; ondemand maintenance requests; and access to accurate, up-todate floor plans are just a few examples. Decreased staff and budgeting resources only magnify these difficulties. Let CADapult provide you with a turnkey solution to improve your company's workflow and reduce building operation costs.

Make it Integrated

Our innovative solutions automate workflow to enhance communication and streamline activities to optimize resources. We deliver customer satisfaction through increased accessibility, productivity, and profitability through Web, Database, AutoCAD,and Revit tools. CADapult addresses functions like space, personnel, assets, leases, work orders, and preventative maintenance, while linking with other systems, such as your HR program. This integration eliminates entry of redundant and inaccurate information, providing the highest level of accuracy and data integrity.

Keep it Simple

CADapult FM has been providing facilities management solutions to small, medium and large corporations, government agencies, hospitals, and other institutions since 1985. Our easy-to-use, low-cost solutions can be installed on your servers or hosted from ours. Modules may be purchased individually or as an entire suite, which we often implement in less than a month. This combination of software and implementation methodology maximizes your return on investment.

Turn it Green

CADapult FM software incorporates sustainability into the management of your facilities. Our solutions can assist your company's preparation for LEED-EB certification with tools for assessment, analysis, and documentation, allowing you to consolidate your data in a central repository.

AutoCAD® Integrator
Revit® Integrator

Web Solutions
Space & Personnel
Asset & Inventory
Floor-Plans & Reports
Lease & Real Estate
Maintenance
Facilities Assessment
Room Scheduling
Move Management
Emergency Preparedness
IT & T elecom
Environment & Energy

SCALABLE SOLUTIONS