

Digital Transformation in Real Estate

Enabling a new era in SMART real estate automation





"At Fusion we strive to add value by delivering quality and insight into the Real Estate industry globally"



Robert Hawley
Global CEO and Founder

Adding value by delivering quality and insight into the Real Estate industry globally

At Fusion we recognise the dawn of a new era of innovation across mobility, cloud, big data and social that is enabling real estate- and city IT leaders to envision new possibilities to better serve the residents, businesses and citizens within their communities.

Many high-profile digital innovation projects focus primarily on making infrastructure 'smart' by embedding sensors and upgrading networking capabilities. While this is a critical foundational step, limiting the conversation to infrastructure misses an enormous opportunity to unlock the human potential within a city.

True next-generation residential estates and smart cities also empower people in management, businesses and the community through innovation to build a more sustainable solution across economic, environmental and social spheres.

A people-first approach means harnessing these capabilities to deliver meaningful resident outcomes such as helping students achieve more through a 1:1 learning experience, providing residential communities and social housing projects with access to needed government services and supporting retail and industrial real estate managers with the ability to manage a diverse portfolio, and giving employees a real-time, one-city view so they can do their jobs better.



Adding value by delivering quality and insight into the Real Estate industry globally

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Fusion Real Estate Management can enable a people-first approach to innovation through our broad portfolio of software, devices and services capabilities that meet a range of needs from the consumer-related demands of citizens to the mission-critical, enterprise demands of various industries including retail, education and commercial- and residential real estate.

Powered by a world-class technology platform and supported with a network of best-of-breed implementation partners, Fusion: Real Estate Management solutions propel SMART realtors to what's next...

Together with our partners, we want to work with you to help:

- **Transform** operations and infrastructure by improving real estate functions with innovative solutions, leveraging the power of cloud computing to reduce costs and increase efficiencies, empowering employees with enterprise grade devices and apps, and enabling innovation on your terms with modern solutions and a big data platform.
- **Engage** residents and businesses by delivering personalised services and apps with a people-centric approach, enabling real-time dialogue via social media and spurring app development and economic growth through a common data service.
- **Accelerate** opportunities and innovation through digital transformation and expansion projects to incorporate technologies such as artificial intelligence, machine learning and cognitive services to become a true SMART community.



Doing New with Less



Mobile Devices

Mobile devices including sensors, smartphones, and tablets provides residents with access to services from anywhere and on any screen through the device of their choice. Resident-centric apps enable people to directly engage and interact with their estate managers for services that make life safer and more convenient. Enterprise-grade mobile devices also give employees' access to systems remotely from any location, improving productivity and responsiveness.

Cloud

Through a flexible cloud offering, cities can choose public, private or hybrid clouds which protect data sources with the privacy, security and control needed for a city to have effective cross-departmental collaboration and resource sharing. The scalability and cost effectiveness of cloud services drives residential' fiscal responsibility by reducing costs without cutting essential services.



Big Data

With a common data service and powerful analytics real estate leaders can more deeply understand historical trends and patterns within the property or portfolio, predict future situations, model “what-if” scenarios, and gain vital real-time situational awareness from multiple data streams such as traffic cameras, social media and other public channels. Real Estate Managers will have better information for decisions, achieve greater efficiencies and respond faster in emergency situations.



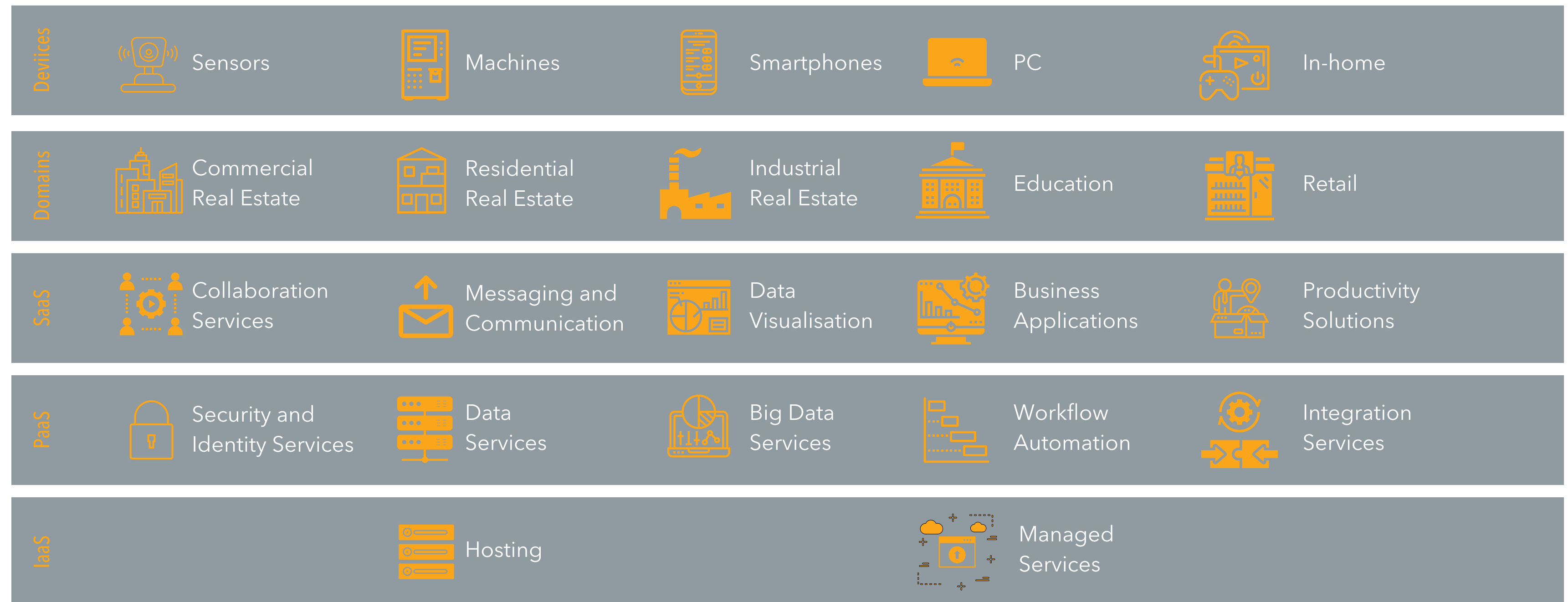
Social

Through social engagement such as Twitter, Facebook, Skype and Yammer, portfolios can open, two-way dialogues with residents and businesses to better understand their needs. Smart estates or realtors can also form more effective disaster response communications using mobile alerts and social channels.



Core Infrastructure Capabilities

To fully harness this new era of innovation and accomplish new with less, a next generation real estate solutions will use shared ICT services that allow decision makers to innovate at their own pace across infrastructure, platform, and software services and devices to enable, integrate and interoperate with partner offerings that deliver specific domain solutions.





Our SMART Real Estate Model

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Together with our partners, we want to work with you to enable:

- Physical safety and security
- Transportation and parking
- Transactional and payment solutions
- Communications infrastructure

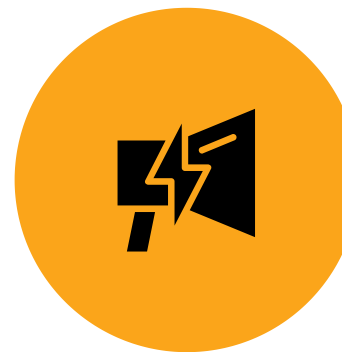


Physical Safety and Security

The obvious consequences of not addressing residential and business safety in the strongest possible way are not only life-threatening, they can also negatively impact residential community or a property portfolio in the long-term.

Irreparable damage can be done to the university brand image, large financial implications can devastate your higher education budget, and future recruitment may suffer if it's deemed that the institution has even a tinge of negligence. Of course, keeping residents safe isn't limited to criminal incidents. Natural disasters, fires, accidents, and health related concerns all fall under the umbrella of residential and business safety.

All potential hazards mandate the use of the latest security monitoring, communications, notification and emergency response systems and technologies in today's residential estates. And all must address not just residential and business safety, but that of workers as well. Smart security cameras, emergency notifications and situation management tactics are all part of the safety equation. Maximizing safety on campus relies on investments in four key areas: Emergency notifications Video cameras Access control Social media mining



Emergency
Notifications



Video
Cameras



Access
Control



Social
Media Mining

Parking and Transport Management

Today's best transportation solutions should provide a 360-degree view of operations. As a result, Real Estate Managers can improve and efficiently manage transportation service, promote safety, and strive to reduce environmental impact and costs.

Technology solutions available today can help portfolio managers with transportation management including:

- Transportation safety
- Asset and fleet management
- Parking management
- Route optimisation
- Wi-Fi connections in motion



Transportation
safety



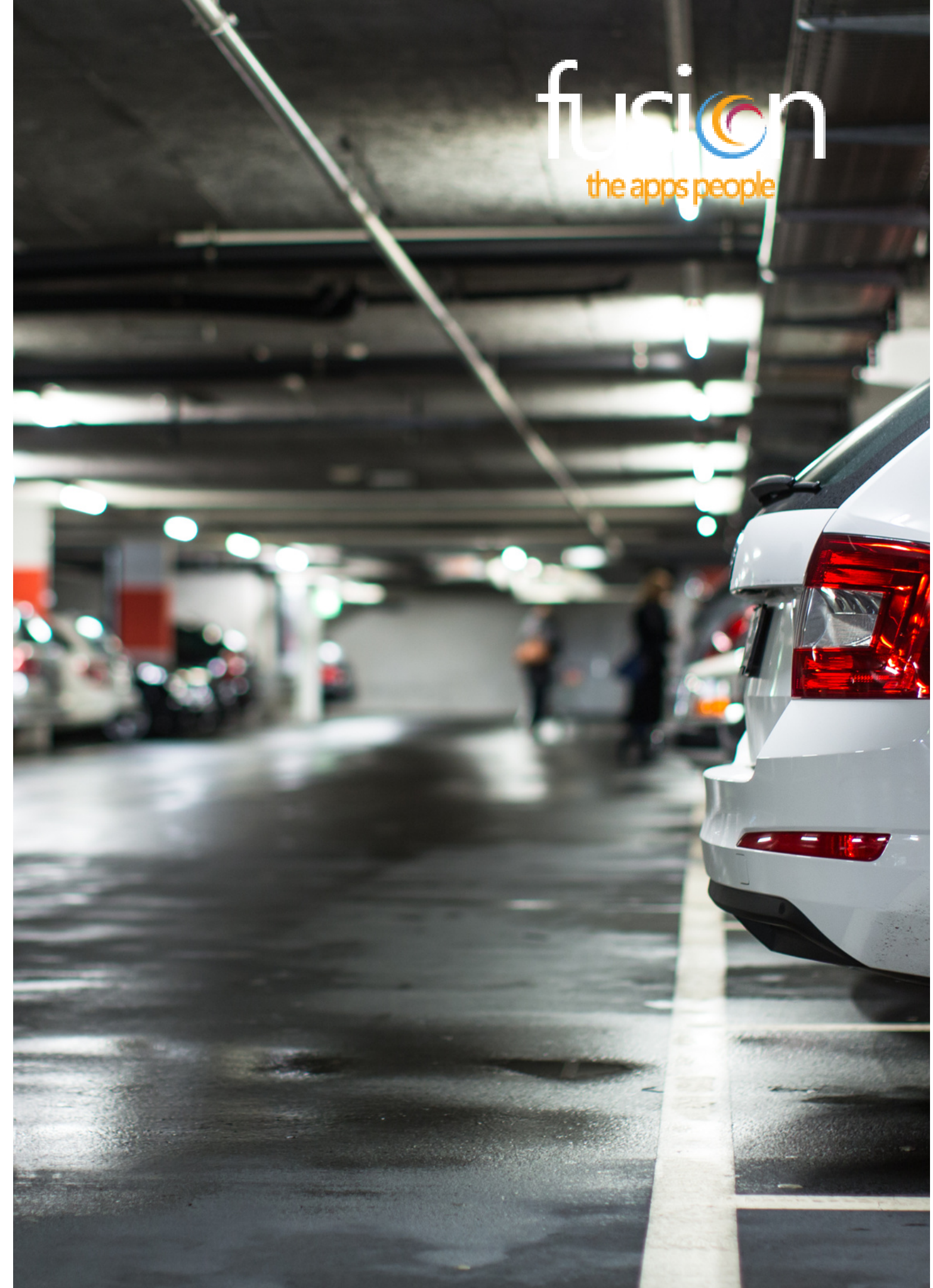
Fleet
Management



Parking
Management



Route
Optimisation





Enabling a people-first approach to innovation

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- Transactional and payment solutions
- Communications infrastructure
- Facilities and Energy Management



Communication Infrastructure

Real Estate Portfolios, whether education institutions or retail, thrive on collaboration.

As you look to improve your real estate portfolios' communication infrastructure, residents and businesses expect to have access to flexible platforms and tools that allow them to connect with each other in a variety of convenient, real-time, and practical ways.

For administrators, the challenge is to offer a unified communications infrastructure that can accommodate and provide reliable services for the predominant kinds of communication forums and mediums, including:

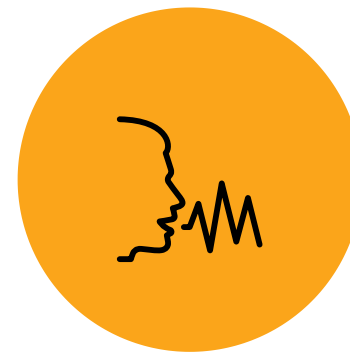
- Virtual meetings
- Business communication services
- Voice communication
- Smart- and emergency notifications



Virtual Meetings
and Events



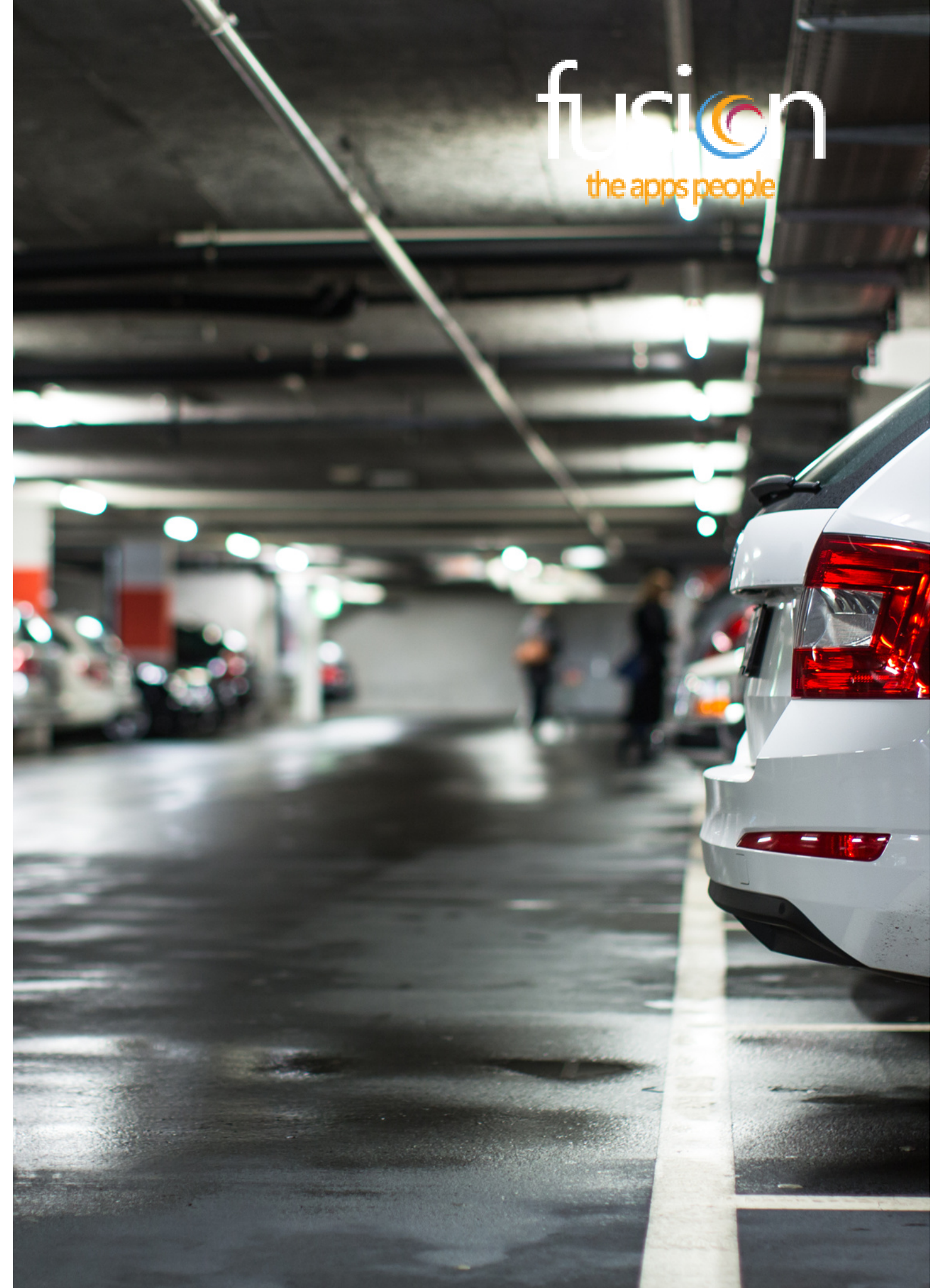
Business
Communication
Services



Voice
Communication



Smart- and Emergency
Notification



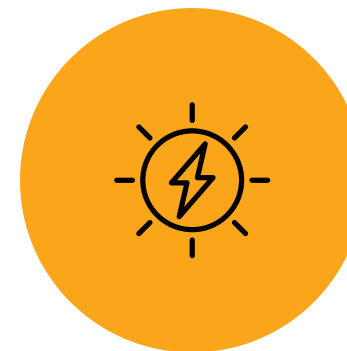


Efficient and environmentally conscious facilities and energy management

The efficient management of facilities and energy use must be top-of-mind with real estate administrators, especially considering the tightening budgets and rising energy costs.

But improving efficiency isn't just about cost containment. Today's environmentally conscious residents and tenants have increasingly high expectations that they insist on making wise use of our limited natural resources by using energy-efficient technology. In addition, energy efficient facilities and buildings are typically environmentally more comfortable, which means residents, tenants and staff are likely to be happier and more productive on.

Today's administrators and real estate planners are looking to improve their grounds by augmenting more and more "smart buildings." These structures are specifically designed to make use of today's latest energy-efficient technology to help:



Reduce energy consumption



Predict and detect faults



Reduce minor disasters



Save Money and Go Green

www.theappspeople.com

fusion
the apps people

