



BUSINESS NEED

Brookfield had a wide variety of information systems and was seeking better integration along with faster response times to meet the needs of the business. They were finding their current solution to be slow and the business needed more insight to remain competitive in the world of facilities and space management.

Planimetron worked with Brookfield to help them clearly define their business goals, which included:

- Improve visibility into customer data for opportunity and risk analysis
- Decrease time to produce tenant proposals
- Increase the accuracy of customer scenarios
- Integrate with legacy applications such as AutoCAD and CTI
- Invest in the right technology platform that would be easy to manage, provide a low total cost of ownership, and be scalable to meet long-term local and global commitments.

Towering Over the Competition with Propidex

Brookfield Office Properties Case Study

About Brookfield

Brookfield Office Properties is a commercial real estate corporation that owns, manages, and develops premier assets in some of the world’s most dynamic and resilient markets. The company’s signature properties define the skylines of many major metropolises including New York, Washington, D.C., Houston, Los Angeles, Toronto, Calgary, Sydney and Melbourne.



The Solution

Planimetron’s Propidex solution was selected to provide a dynamic, just-in-time visualization layer of the whole portfolio with improved business information, integration to back-office systems, and the ability to streamline customer proposals and quotations. Since the



system was first implemented in 2000 in Canada, Propidex has continued to be enhanced and upgraded, and rolled out to all of the North American operations. The solution is a on-premise .net application and is deployed through Internet Explorer with a SQL database.

As an international systems vendor with **over 20 years of experience** in commercial and corporate real estate, Planimetron’s depth of industry knowledge and technical expertise guided Brookfield throughout the implementation.

In addition, Planimetron’s ability to foster strong communication with a vision that aligned all stakeholders (leasing, asset management, property management, space planning and Information systems), identifying the right resources and the commitment of a strong Executive Sponsor, all helped to facilitate the success of this project.



THE CLIENT SAYS

“Planimetron has been a true partner. They have brought significant industry expertise and are client service oriented. With a focus on delivering the right solutions to us that are sustainable over time, our relationship has lasted over a decade. It is our firm belief that the quality of the information provided to us through Propidex has given us a significant competitive advantage and supported the generation of millions of dollars in revenue to our organization.

For us, this means that our sales people can produce quality proposals to new and existing tenants that include accurate and up-to-date information. Our vacancy rates have been minimized and our revenues optimized. We are able to make the right business decisions because all of the players have the right information.

With successful implementations in the US and Canada, we will continue rolling out this solution on a global scale. We expect that the next countries to go live will be Australia and Brazil.”

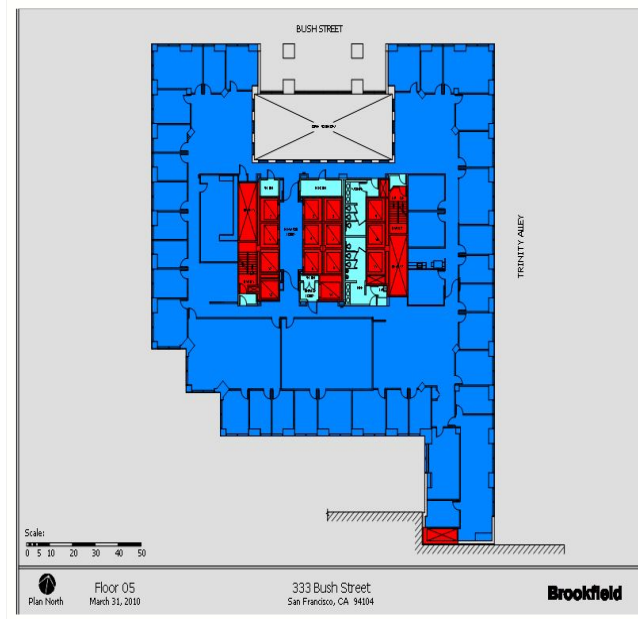
*Ian Turnbull, SVP
Business Technology
Brookfield Corporate Operations*

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The Outcome

Propidex significantly impacts the business users in Brookfield’s Real Estate Group. With over 11,000 employees worldwide, this application has significant growth potential with its multi-language and multi-measurement capabilities.

The features of Propidex and its ability to integrate with the primary systems solutions (Yardi CTI, AutoCAD and Argus LeaseCRM) provide the following returns on investment:



Just-in-time Responsiveness to Opportunities – Identify and turn around a potential opportunity to a tenant within minutes where it used to take days.

Risk Management – With all the information at their fingertips, staff are less likely to make costly leasing mistakes.

Forward-looking Planning – Revenue generation is maximized by seeing opportunities before they happen. For example, if a large percentage of leases expire in a particular year, plan for it now, lock in tenants, and minimize risk. The intuitive graphical user interface makes it easy to make business decisions. Users can “see the forest from the trees” and act accordingly.

Visualizing Value – Instantly display the components that make up the value of a property: location, physical structure, space inventory, occupancy, revenue stream, sales, traffic, demographics, and encumbrances.

About Planimetron

Planimetron Inc. creates time-sensitive, interactive graphical presentations of data and easily perform activities such as area measurement calculations, opportunity and exposure analyses. Planimetron tools are multi-national in nature with support for multiple languages and multiple measurement standards.