



**THE CLIENT**

Cadillac Fairview— one of North America’s largest owners, investors and managers of commercial real estate -wanted to offer more value to their client base by helping their tenants optimize the efficiency of their retail space.

**THE SOLUTION**

Propidex software for retail was selected as it enabled Cadillac Fairview to mine their existing systems and marry the architectural dynamics with the occupancy information, interpret sales performance and deliver a combined picture in real-time.

**Visual Decision Support System Helps Optimize Shopping Centre Performance**

**Cadillac Fairview Case Study – Propidex**

**About the Client**

Cadillac Fairview focuses on developing and managing high-quality office properties and regional shopping centres in Canada and the United States as well as international investments in real estate companies and investment funds.

With a portfolio valued at more than \$17 billion and nearly 50 million square feet of space for lease, Cadillac Fairview and its affiliates currently owns and manages 84 properties across North America including some of Canada’s landmark developments such as the Toronto-Dominion Centre, Toronto Eaton Centre, Pacific Centre and Chinook Centre.



**Business Need**

In the competitive environment of finding, securing and maintaining the right retail clients for their over forty shopping centres across Canada, Cadillac Fairview knew that they could offer the best value to their client base. The challenge was being able to instantly pull together the statistical and leasing information that retailers need to make an informed decision about store



location, store footprint, expected revenues and retail traffic.

In addition, Cadillac Fairview needed to be able to proactively manage their tenants by making the best business decisions for themselves and their clients.



**WHY PLANIMETRON?**

With almost thirty years of experience, Planimetron focuses exclusively on the Commercial & Corporate Real Estate industry, providing web-based property and space management solutions and services.

**WHY MICROSOFT?**

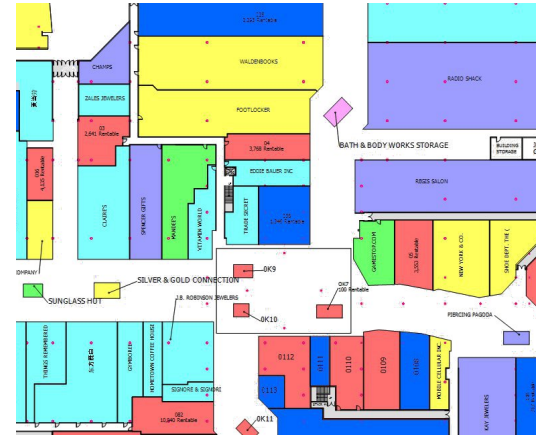
Building a solution on the Microsoft platform means low cost of ownership, scalability, reliability and familiarity with the tools. This reduces training time, support costs and leverages the client's existing investment in technology.

**TECHNOLOGY FOUNDATION**

- Sharepoint
- SQL Server
- Silverlight
- MS Office
- Visual Studio

**Cadillac Fairview Case Study – Propidex**

By understanding when leases would be expiring, knowing which tenants were non-performing, advising tenants on changing demographics and the impact to their business going forward—they needed to be able to know where best to place their tenants to drive traffic to their stores, as well as how to ensure Cadillac Fairview tenants were top of mind with the public.



While all of this data existed in a variety of systems, Cadillac Fairview did not have a single solution that could pull this together in an immediate, meaningful and visual way or that provided the business information that Cadillac Fairview and their retailers needed to make decisions and drive shoppers to their stores.



**Existing Infrastructure**

Cadillac Fairview had already invested millions of dollars in their existing property management system which contained years of history and valuable client data that was not easily interpretable. In addition, they had invested millions in floor plan drawings (CAD) which were used to reflect the architectural dynamics of their properties. The business solution needed to leverage their existing investment in technology.

**THE CLIENTSAYS**

“Planimetron has been a true partner. They have brought significant industry expertise and are client service oriented. With a focus on delivering the right solution to us that is 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 which include accurate and up-to-date information that our competitors struggle to provide. Our vacancy rates have been minimized, our revenues optimized. We are able to make the right business decisions because all of the players have the right information. This includes our tenants, our shoppers as well as ourselves..”

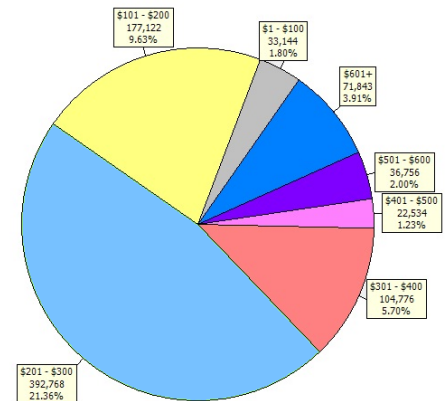
Scot Adams—Senior Vice President and Chief Information Officer, Cadillac Fairview.

**The Solution**

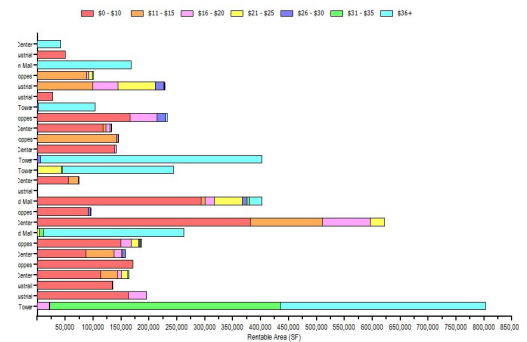
Cadillac Fairview selected the Planimetron Propidex solution. Designed entirely on the Microsoft stack, Propidex enabled Cadillac Fairview to mine their existing systems and marry the architectural dynamics with the occupancy information, interpret sales performance and deliver a combined picture in real-time. In addition, Propidex provides the ability to include dynamic querying and what if analysis such as:

- Where do I have available space?
- Who are the tenants around me?
- What does that look like going forward one, two or three years?
- What will the future turnover be?
- What has that looked like historically?
- What had been the previous rents?
- What has sales performance been?
- What alternative spaces will I have?
- Historically, what types of spaces has this tenant selected?

Sales (PSF)



Base Rent (PSF) on 09/12/2010



**Why Microsoft?**

The Propidex solution is delivered on a Microsoft platform for a variety of reasons. Microsoft infrastructure software is reliable, affordable technology that integrates easily into existing IT environments. Trusted by IT Managers and using an interface that end-users are familiar with, Propidex requires very little training—both by support personnel as well as end-users. This combination delivers a lower total cost of ownership and ensures a return on investment that can be measured, in the case of Cadillac Fairview, in less than twelve months.