



Movers and Shakers: Navigating the Future

Urban Land Institute's Emerging Trends
In Real Estate 2021

Andres Ortola
Country General Manager
Microsoft Philippines



Optimize
operations



Empower
people



Digital transformation

Transform
products



Engage
customers



Scenario: Rental experience



Personas



Antonia Teichmann
Looking for a new home

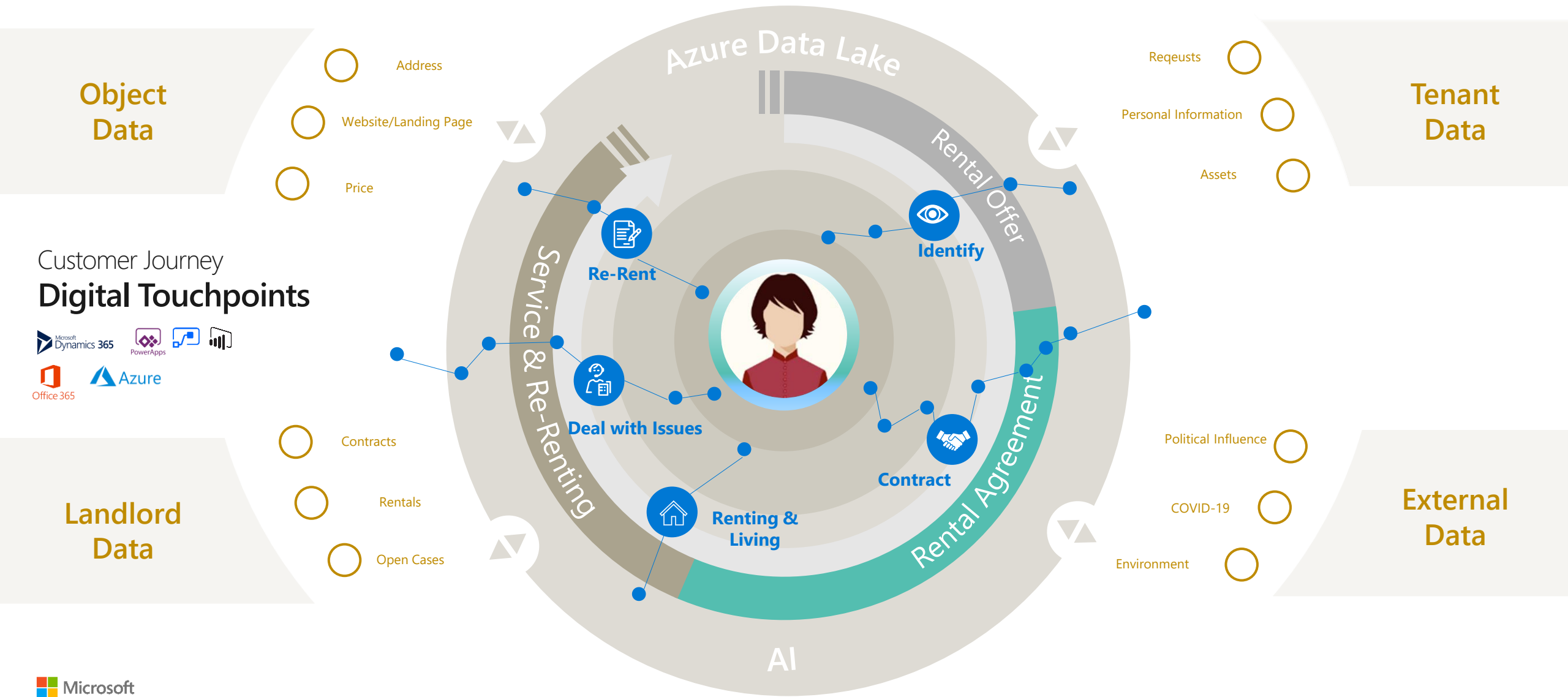
„Antonia is a Microsoft Aspire looking for a new home near the office. She values digital processes and is concerned about whether the rental process will run smoothly despite the COVID-19 situation.“



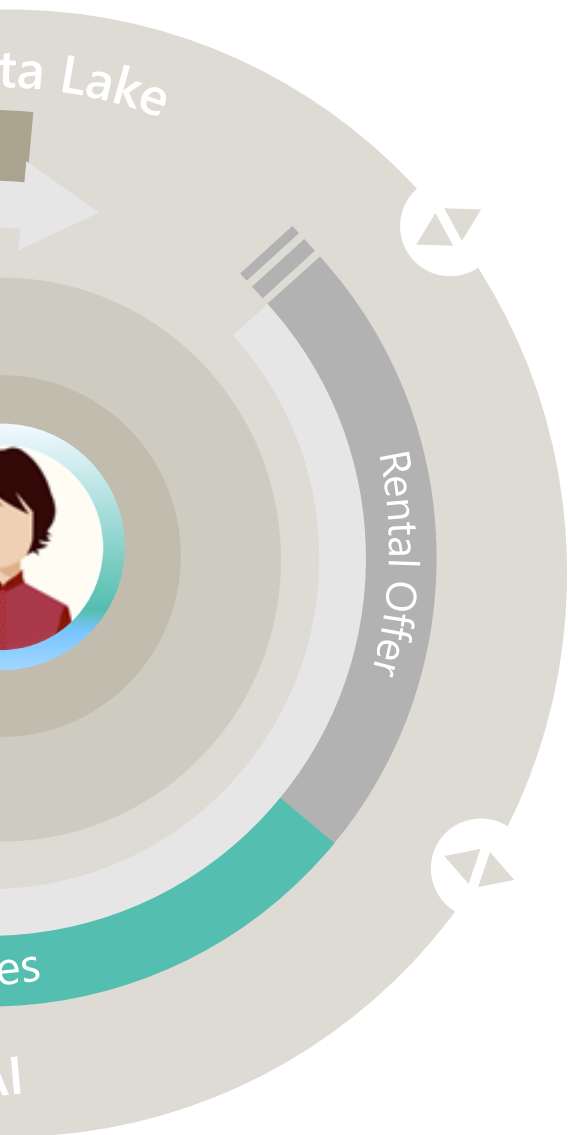
Gabriela
Landlord

“Gabriela is the landlord of several apartments and is responsible for their administration and maintenance. Especially in this time, hygiene regulations and the adherence to other COVID-19 related policies are important to her.“

Digital Journey Loop of Renting Experience



Create seamless omni-channel customer experiences.



Relevant Personas:



Gabriela
Landlord



Antonia
Tenant



Identify



Searching for
Object



Request for
Information of Tenant



Request for Visit
Tour



Visit tour planning &
conduction

Customer Journey Digital Touchpoints

LinkedIn
SALES NAVIGATOR



Microsoft HoloLens



Office 365



Microsoft Dynamics 365



PowerApps



AI Insights

Azure Microsoft Azure IOT

Create a memorable first impression of the object



Gabriela
Landlord



Antonia
Tenant



Identify



Searching for
Object



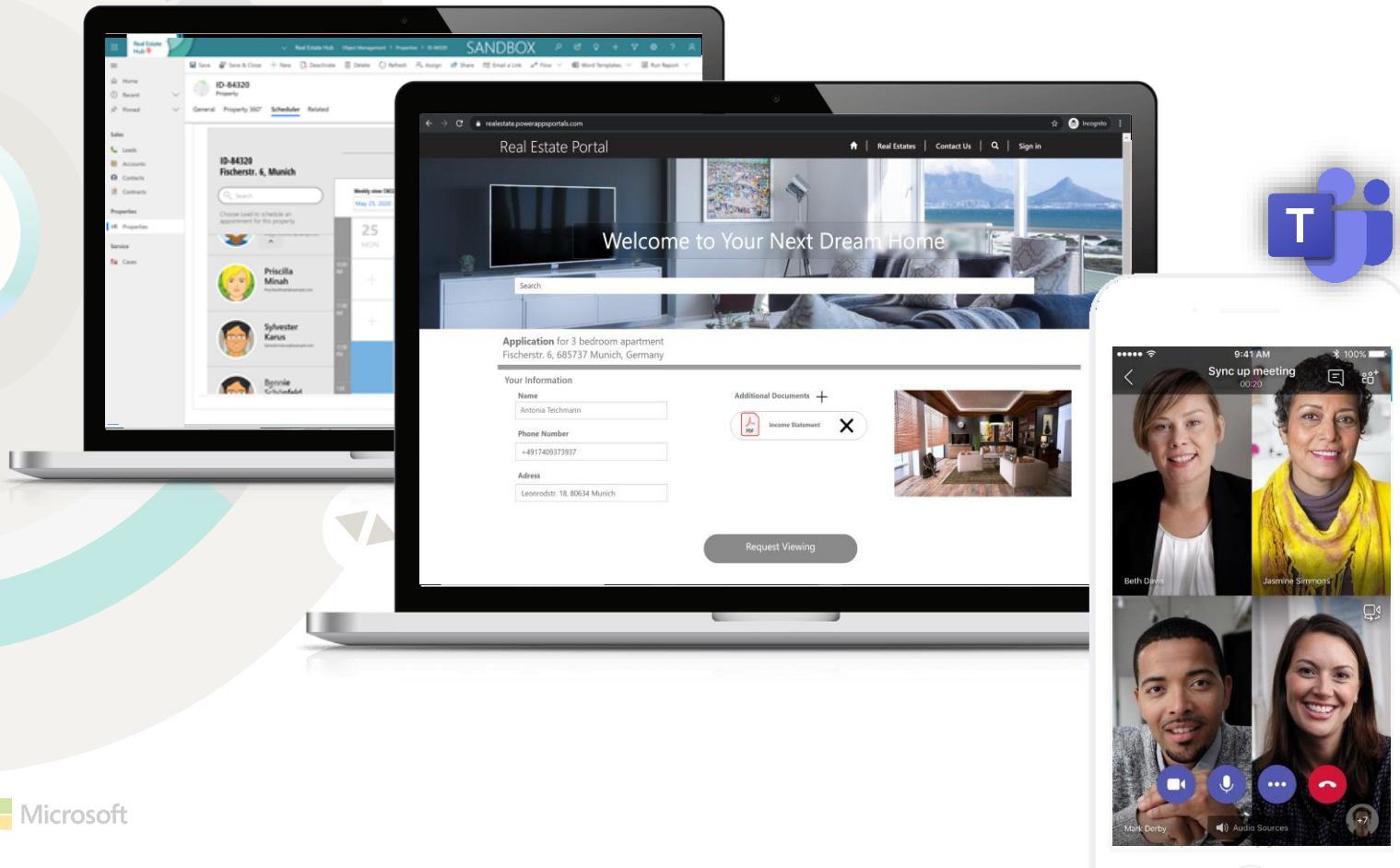
Request for
Information of Tenant



Request for Visit
Tour



Visit tour planning &
conduction



Use Microsoft PowerPlatform Portals to generate a great first impression of the object. Receive tenant information such as a salary statement and plan a visit. The visit can be done virtually as well as with Teams – Social distancing is important these days!

Handle the Rental Agreement online

Relevant Personas:



Gabriela
Landlord



Antonia
Tenant



Contract



Send Contract to
Tenant



Online handling of
contract modalities

Customer Journey Digital Touchpoints

LinkedIn
SALES NAVIGATOR

Microsoft HoloLens

Office 365

Microsoft
Dynamics 365

PowerApps

AI Insights

Azure Microsoft
Azure
IoT

Maintain distance while handling a contract agreement



Gabriela
Landlord



Antonia
Tenant



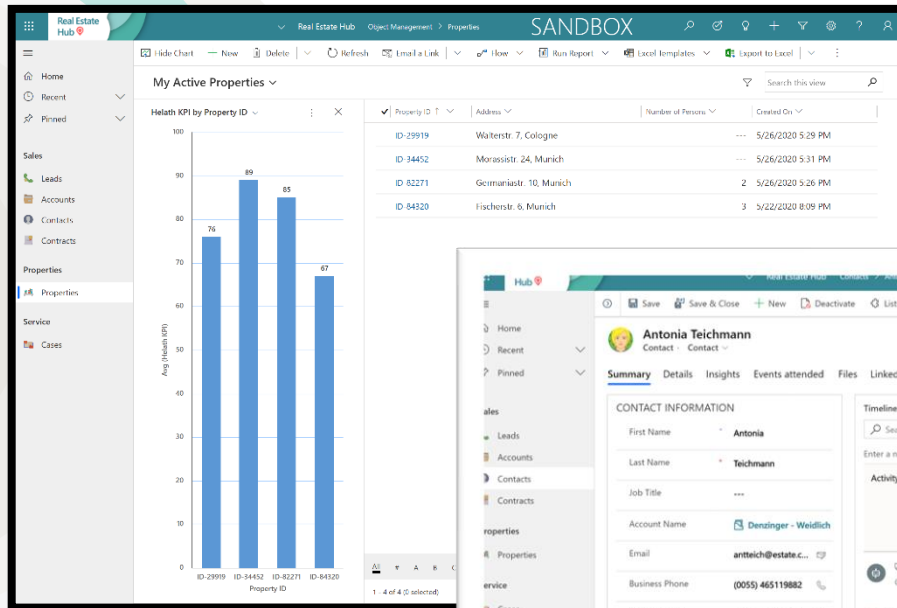
Contract



Send Contract to
Tenant



Online handling of
contract modalities



The screenshot shows the contact details for 'Antonia Teichmann'. The interface includes a navigation pane on the left and a main content area with tabs for Summary, Details, Insights, Events attended, Files, LinkedIn Sales Navigator, and Related. The 'Summary' tab is active, showing contact information and a timeline of activities.

CONTACT INFORMATION

- First Name: Antonia
- Last Name: Teichmann
- Job Title: ---
- Account Name: Denzinger - Weidlich
- Email: antteich@estate.c...
- Business Phone: (0055) 46519882
- Mobile Phone: +491646519882
- Fax: ---
- Preferred Method of Contact: Any
- Address 1: Street 1: 154 Bernard Crest
- Address 1: Street 2: ---
- Address 1: Street 3: ---

Timeline

- Auto-post on Antonia Teichmann: Contact: Created By Rebekka Arbara. 3/24/2020 11:57 AM
- Auto-post on Antonia Teichmann: Lead: Qualified by Rebekka Arbara and converted to Account. 3/24/2020 11:57 AM
- Phone Call from Veronica Quok: Wants to know about We went out for a dinner to a waterfront restaurant and it wa... 3/24/2020 11:57 AM
- Phone Call from Veronica Quok: Wants to know about We went out for a dinner to a waterfront restaurant and it wa... 3/24/2020 11:55 AM
- Phone Call from Veronica Quok: Wants to know about 3/24/2020 11:55 AM

Use the PowerPlatform Capabilities by managing contracts with a Model-driven App. Use Adobe Sign to handle all agreement modalities online.



Manage your tenants and objects

Relevant Personas:



Gabriela
Landlord



Antonia
Tenant



Rent & Living



Contract overview



Submission of due
rents



Routine Inspections of
Objects

Customer Journey Digital Touchpoints

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Manage your tenants and objects



Gabriela
Landlord



Antonia
Tenant



Rent & Living



Contract/Object
overview

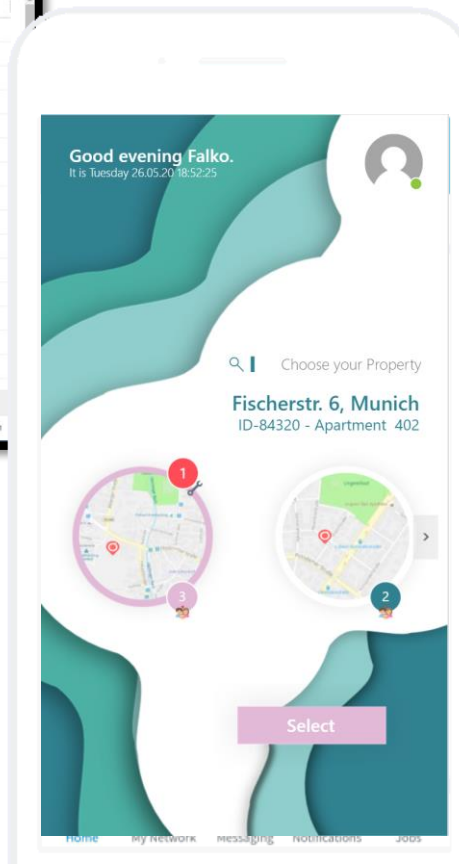


Submission of due
rents



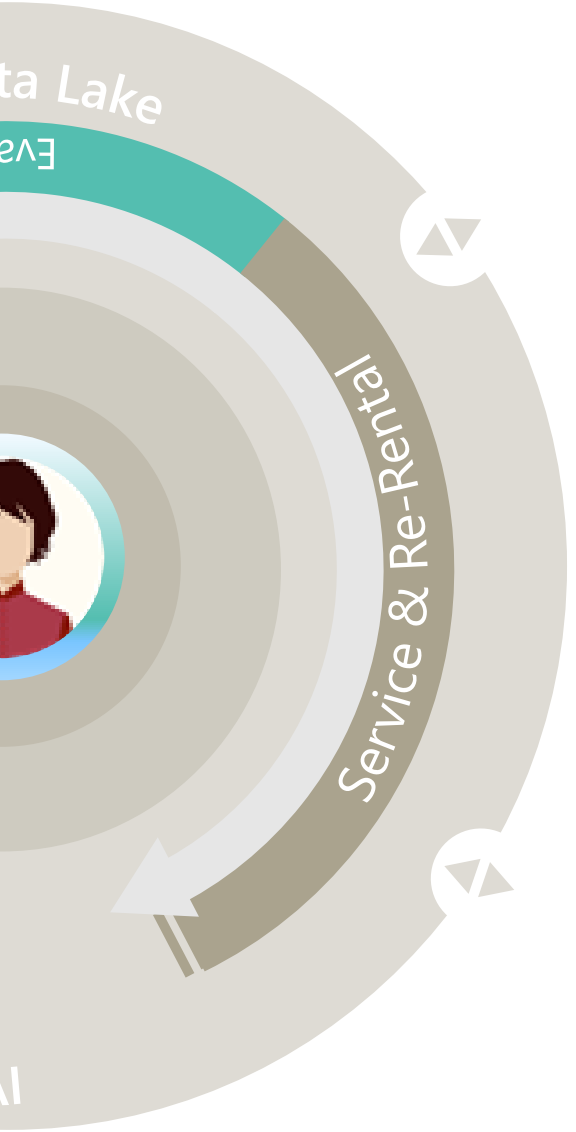
Routine Inspections of
Objects

Full Name	Email	Company Name	Business Phone
Aaron Reichling	Aaron.Reichling@example.com	Peters, Ranftl and Roleder	+49-0426-29878540
Abraham Gelling	Abraham.Gelling@example.com	Zaituc, Iskenmeier and Reinke	(0023) 710408665
Angel Zuber	anzub@estate.com	Nitzsche OHG	+49-4110-94518855
Angelo Dietz	Angelo.Dietz@example.com	Preuk, Sonn and Börgeling	+49-3759-91712982
Antonia Teichmann	anteich@estate.com	Denzinger - Weidlich	(0055) 465119882
April Lenfers	April.Lenfers@example.com	Mayer KG	+49-068-5135069
Arturo Kleinmann	Arturo.Kleinmann@example.com	Barth - Brüggmann	(08023) 6157944
Austin Savola	Austin.Savola@example.com	Weber, Storp and Jaro	+49-0460-06084413
Barbara Blank	Barbara.Blank@example.com	Schielke GmbH	(0108) 995925286
Bennie Schönfeld	bensch@estate.com	Tasche - Mögenburg	(02900) 5565696
Bonnie Krause	Bonnie.Krause@example.com	Kulma - Schulz	+49-888-8415175
Boyd Blochwitz	Boyd.Blochwitz@example.com	Waldmann GmbH	(0958) 247083646
Bradford Seeger	Bradford.Seeger@example.com	Gruber, Tiedtke and Kreissig	+49-947-6486141
Brian Umlauf	Brian.Umlauf@example.com	Moede OHG	+49-601-9690562
Carl Rödiger	Carl.Rödiger@example.com	Schell - Dix	(02562) 7152860



Manage your tenants and rental agreements with a model-driven app. For being at the objects, use a tailor-made canvas app to handle the routine inspections such as checking for Water-consumption, maintenance of the green area etc.

Handle service requests and unforeseen issues



Relevant Personas:



Gabriela
Landlord



Antonia
Tenant



Deal with Issues

Customer Journey
Digital Touchpoints

LinkedIn
SALES NAVIGATOR

Microsoft HoloLens



Microsoft
Dynamics 365



AI Insights

Azure Microsoft
Azure
IoT

Covid-related delay
of rental payment

Creation of requests
for house cleaning,
etc.

Case overview

Solving of requests/c



Deal with rental payment delays and other issues



Gabriela
Landlord



Antonia
Tenant



Deal with Issues



Covid-related delay
of rental payment



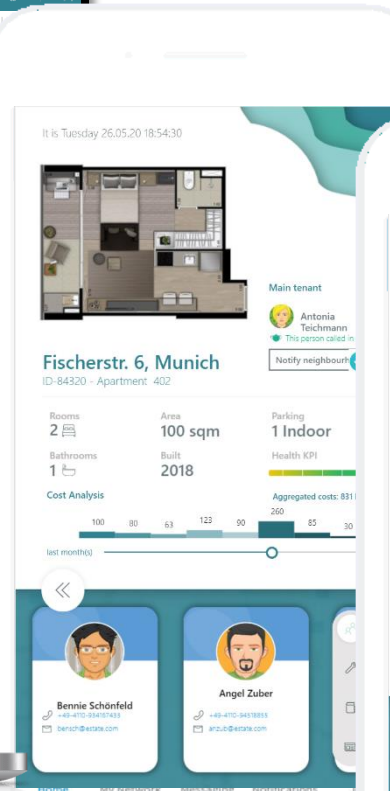
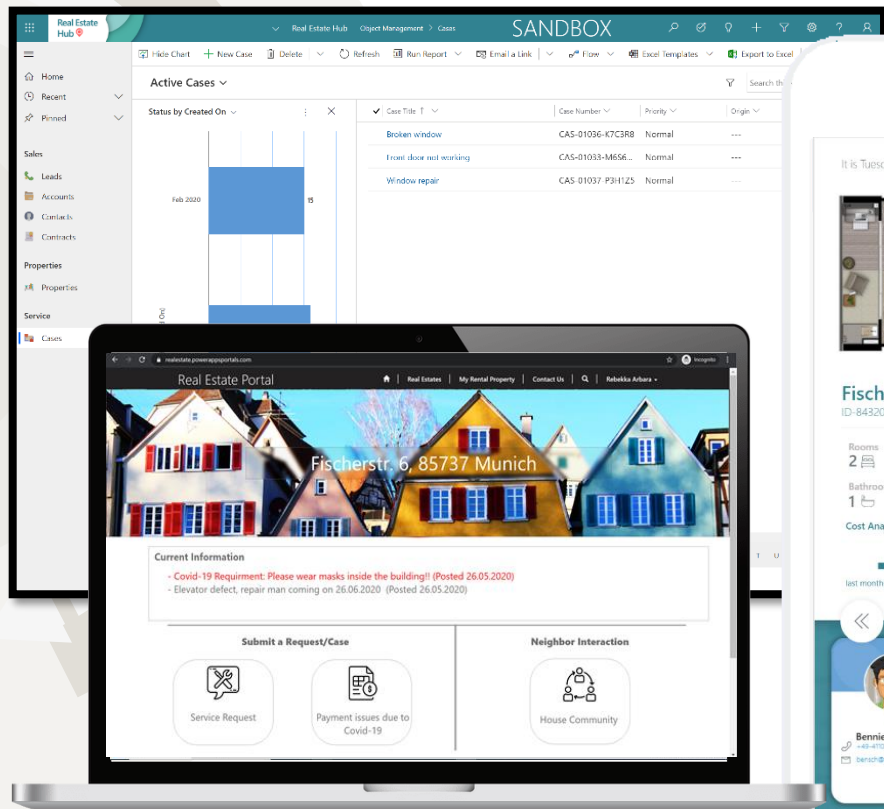
Creation of requests
for house cleaning,
etc.



Case overview



Solving of requests/cases



Handle issues such as COVID-19 related delays in rental payments with the PowerPlatform Applications. Use Case Management for Service Requests to ensure a smooth solving process.

Scenario: Smart Buildings



Smart Buildings Vision

Enable every organization to create digital feedback loops for all aspects of their business

A comprehensive digital model that includes products, assets, & operations

Things
Systems

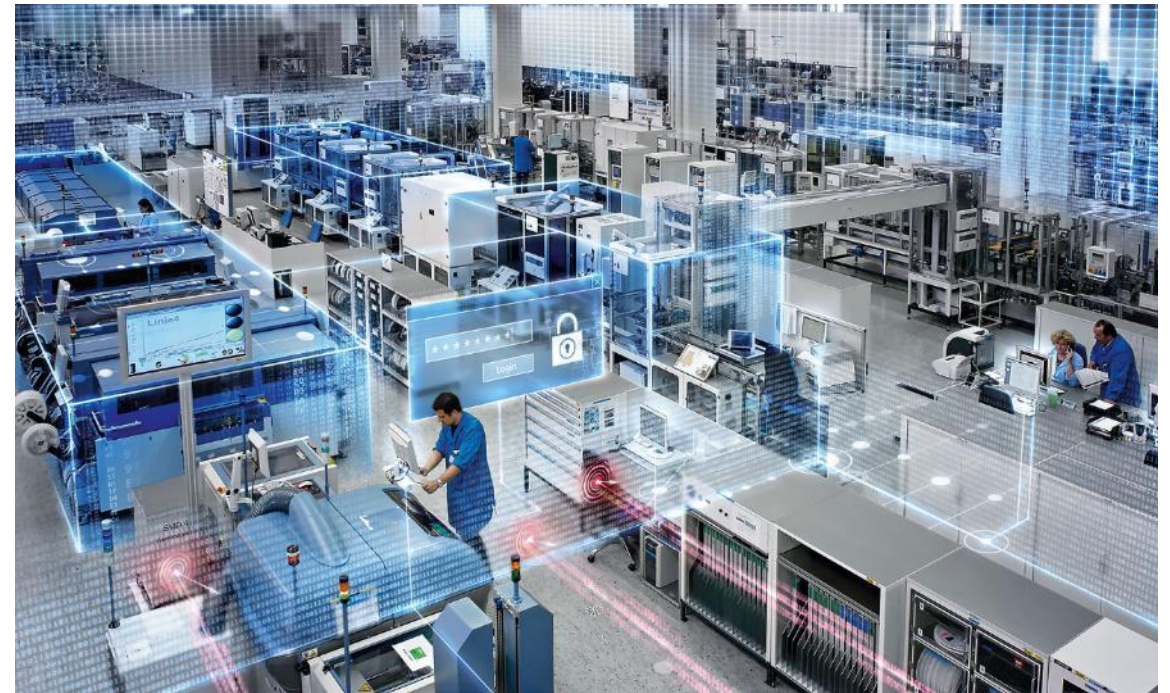


Places
Context



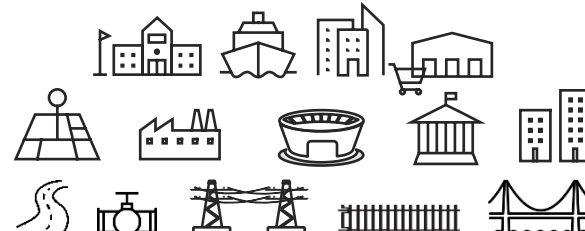
People
Process

The ability to track, optimize, simulate and predict the future



Digital Twins: fusing physical and digital

Physical
World



Data

Control

Things

Systems

Operations

Data

Control

Places

Context

Insights

Data

Control

People

Processes

Experiences

Measure

Insight, Optimization

Measure

Insight, Optimization

Measure

Assistance, Task Completion



- Remote monitoring
- Fault detection
- Diagnostics & auditing
- Predictive maintenance



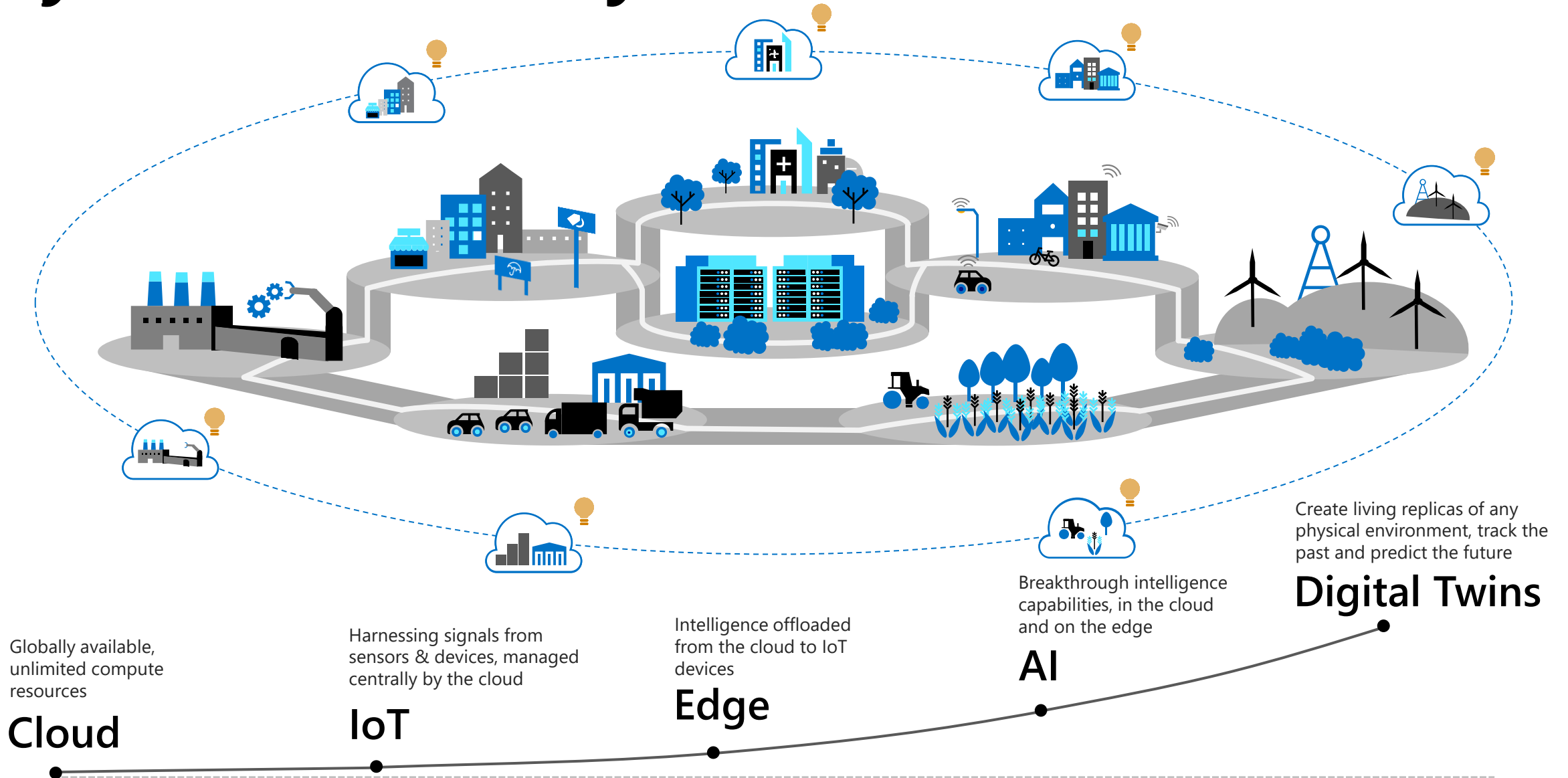
- Flow optimization
- Occupancy & utilization
- Space advise and analytics
- Asset tracking



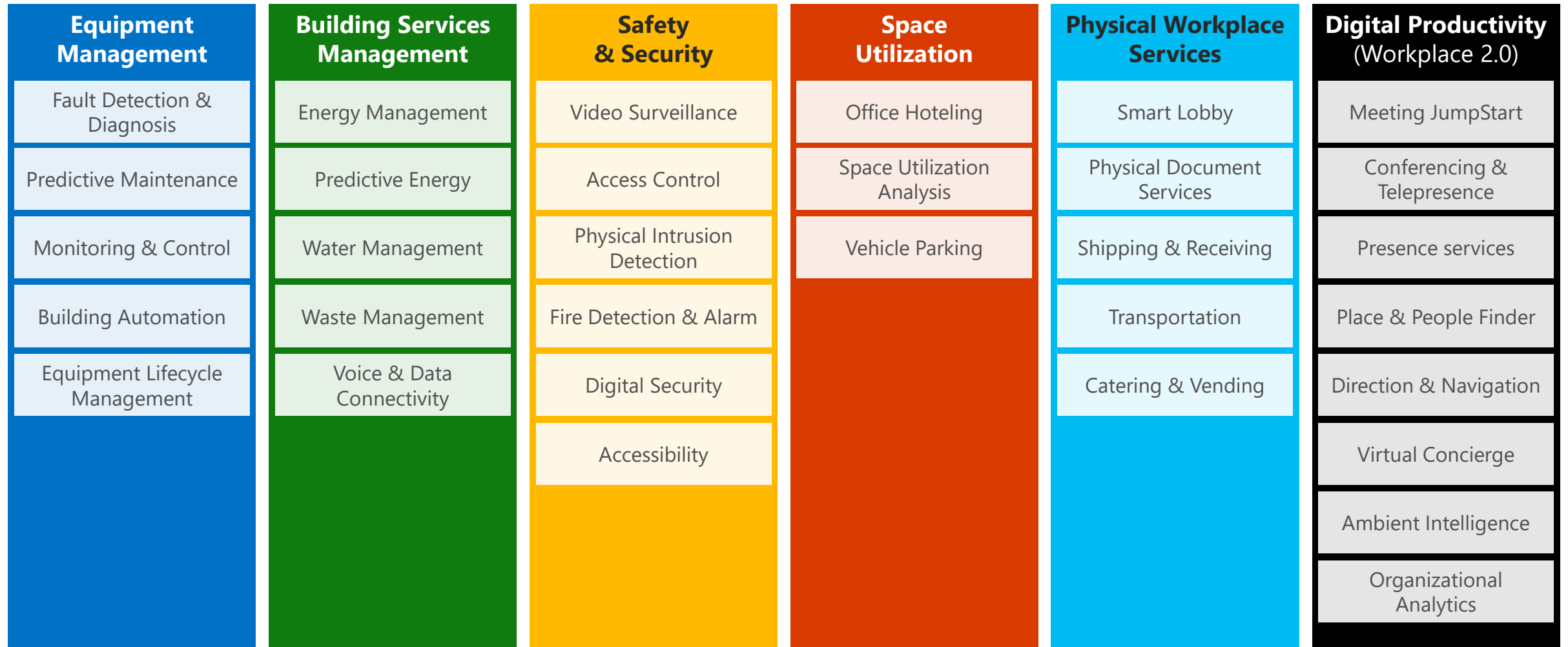
- Employee, frontline worker, fan experience
- Productivity, comfort, satisfaction
- Location, wayfinding (indoor & outdoor)
- Mixed reality & cognition

Digital
World

Systems of reality



Smart Buildings Capabilities Map

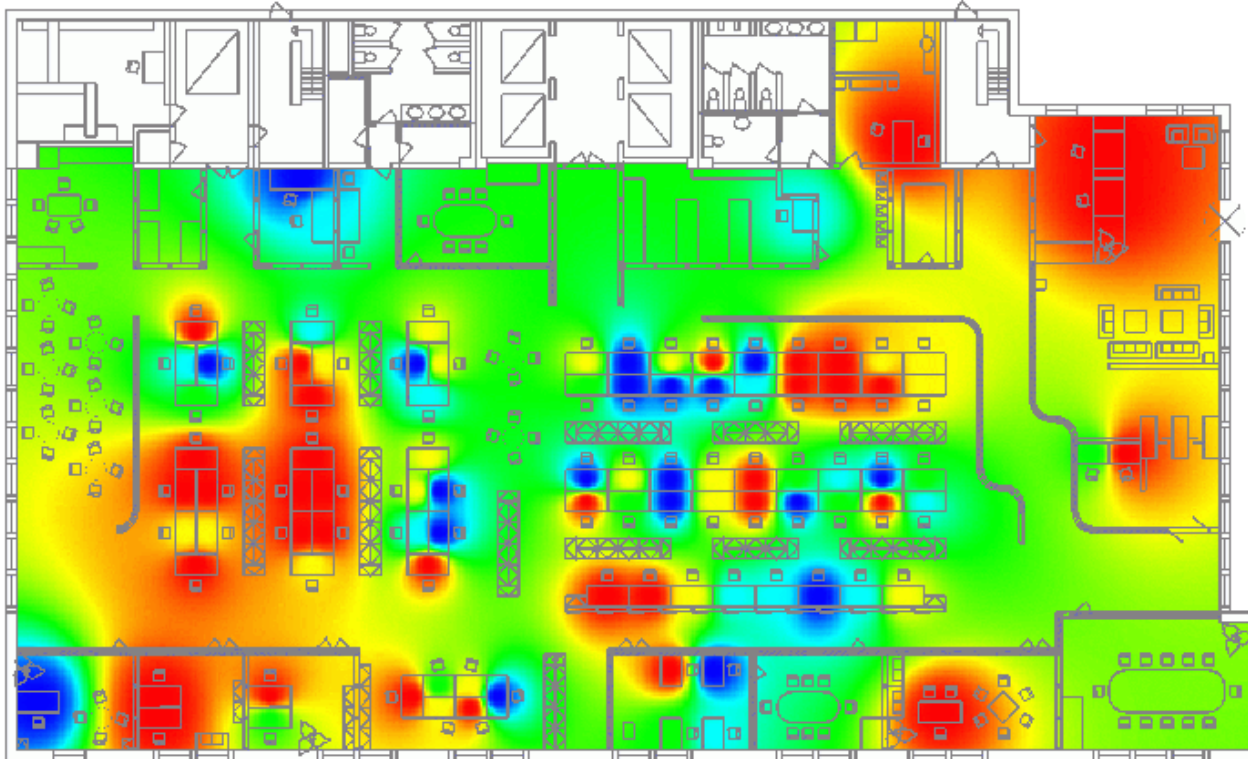


Microsoft's Experience

Microsoft operates facilities around the world. Our campuses and buildings have to be safe, connected and sustainable and integrated with the surrounding communities.



Building Occupancy



Identify unoccupied rooms

Release holds on booked & occupied rooms

Locate people and rooms

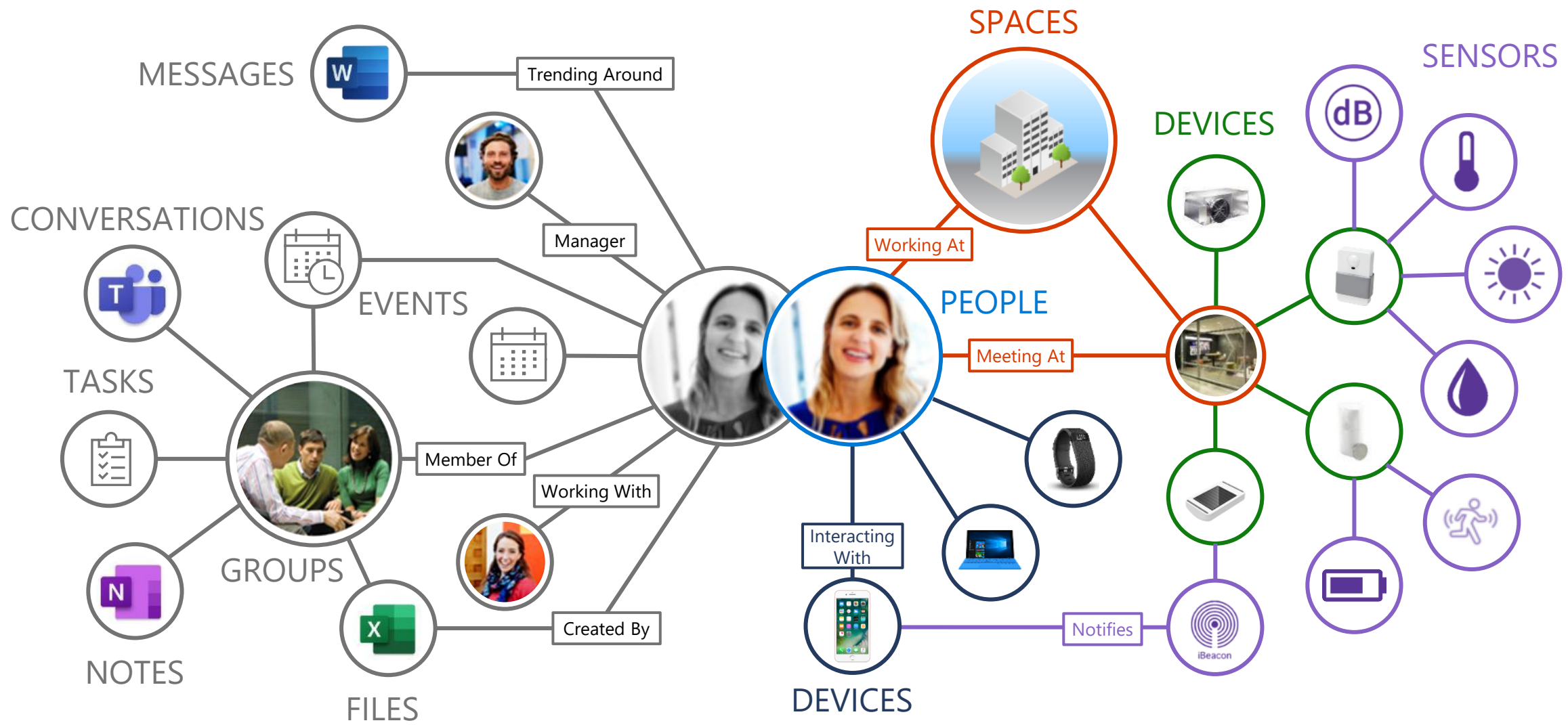
40% over-subscribed in some facilities at Microsoft

Steelcase

"We can use data to drive a better experience to help measure performance and improve employee potential. We start from the question of how can we help companies and their employees have an optimal day at work"

Terry Lenhardt, CIO

Spatial Intelligence Graph





Our mission

Empower every person and
every organization on the
planet to achieve more