

Digital Real Estate Transformation

Enabling business strategy while managing cost, mitigating risk, and fostering an employee-centric workplace experience



Trends affecting real estate organizations



Remote work adoption is changing the amount and type of space needed



Multiple systems provide voluminous data, but there's limited information on how to make changes to the portfolio and control costs



Company operating models and workforces are changing, affecting location and workplace needs



Evolving service provider capabilities and contracting methods offer opportunities for innovation in outsourcing

Corporate real estate (CRE) organizations face disruptive challenges and opportunities, including the changing nature of work, unrelenting cost pressures, and emerging technologies. Many organizations are focused on answering the following:

How do we adapt the workplace and company footprint to changing business dynamics? Sharpen workplace strategy to focus on deliberate, employee-centric experiences and inform occupancy and portfolio planning.

How can data analytics improve operations and lead to savings? Make buildings smart and integrate space, occupancy, lease, and utilization data to drive insights and enable cost reduction (in some cases, up to 40%), while maintaining or improving employee experience.

What is the impact of controlling real estate and facilities costs? Real estate and facilities costs are typically a company's second- or third-largest expense; improve efficiency of the real estate portfolio and facility operations to help dramatically improve company profitability.

How can the service delivery model improve performance? Design a model that organizes activity based on its nature and relationship to the business; make consistent outsourcing decisions and deploy a strategically aligned performance management model.

In the end, there is **no one-size-fits-all solution**, so the question is, where to start?

Deloitte **helps clients address the most pressing real estate challenges** through a **data-driven** and **market-tested approach**



Real estate decisions warrant an objective lens and an integrated and innovative view of the work, workforce, and workplace.






The big idea...

Deploy a data-driven approach to design a purposeful workplace experience, a comprehensive portfolio strategy, and a cohesive CRE organizational structure that come together to help enable business strategy.

How we can help

Deloitte's Digital Real Estate Transformation practice advises clients across all industries on how to address the most complex and challenging real estate issues and opportunities. We leverage a data-driven methodology to build a business case and implement transformative solutions for the workplace, portfolio, and CRE organization.

Our services include:

-  **CRE Analytics** – Aggregate disparate data sources and transform them into actionable information that allow for rapid insights to make informed decisions on portfolio optimization
-  **Workplace Strategies** – Assess, plan, design, and implement digital workplace, smart building, and mobility strategies that can help drive employee efficiency and productivity
-  **Portfolio Optimization** – Build a real estate strategy with the aim to save costs and increase productivity by understanding talent needs, defining workplace and space needs, examining occupancy and utilization, and reviewing leases
-  **CRE Operating Model and Service Delivery** – Define a real estate organizational structure, operating model, and service delivery model that balance internal and external roles to help minimize cost and maximize control
-  **M&A and Divestiture** – Develop and identify portfolio and operational synergies through predeal due diligence, integration and separation strategies, value creation planning, and execution of activities to support the deal life cycle



Start the conversation and learn more

Explore our [Real Estate & Location Strategy site](#) to learn more, and contact us to start the conversation using either our [general mailbox](#) or through reaching out directly:



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