INFRAGISTICS

# Liberty Property Trust uncovers buried data and functionality for agents in the field

Today's commercial real estate market is rapidly changing as e-commerce, globalization, and remote work are shifting the way companies do business. Where four-story suburban office buildings were once the industry's hottest commodity, today industrial buildings and large warehouse spaces have moved to the forefront.

Liberty Property Trust is in the thick of this hunt in the hot industrial markets in the US and UK, where competition for great properties can be fierce. A market leader in the commercial space, Liberty owns, manages, and develops industrial and offices properties

In their drive to stay ahead, Liberty has been working to improve processes and upgrade technologies, under a mandate to transform for the digital age. According to Jim Kurek, Liberty's Vice President of Information Technology, the company's digital transformation is a heavily mobile one, focused on empowering leasing representatives and other employees in the field with the right information to close the deal.

To facilitate this, the company has turned to Infragistics SharePlus Enterprise, a mobile collaboration solution that transforms how teams work through instant content discovery, content sharing, and data visualization — with or without connectivity. The app provides secure, easy-to-use, customized mobile workspaces that the Liberty team has nicknamed "Launch Pads". Formally known as "mobile workspaces", these are places where teams can access content and data, share, and collaborate from their mobile devices.

"If we want to grow efficiently, we've got to be nimbler and be quick to adjust to the market," Kurek says, "As we institute mobility across our organization, SharePlus has been instrumental."

# Unlocking Information for a Mobile Workforce

According to Kurek and IT Consultant Barb Messaros, who led the company's implementation of SharePlus, Liberty carries much of its vital business information via an internal SharePoint portal, representing a broad expanse of resources built up over the course of years.

Before SharePlus, accessing information through the portal was only convenient from the company's internal network. Poor presentation on mobile screens made essential content hard to find. What was available was often hard to access without easily touchable menus. There was no way to remotely access many systems, and for others, access required an inconvenient process.

"If you accessed our SharePoint on a mobile phone, it would immediately prompt you to log in, sometimes two or three times," Kurek says, "Combine that with strong password requirements on a phone keyboard, and it was totally dysfunctional for anyone trying to get information on the go. So, people just stopped using it."

This posed a major problem, since leasing representatives and property managers work primarily from Liberty's hundreds of properties. It was a situation with the potential to adversely impact the business, since timely responses and the ability to provide the right information at the right time are often key to success.

> " Our people in the field are moving at top speed and expect their data and information to do the same. They don't have time for delays. They have deals to do and properties to manage. "
>
> Barb Messaros - IT Consultant for Liberty Property Trust
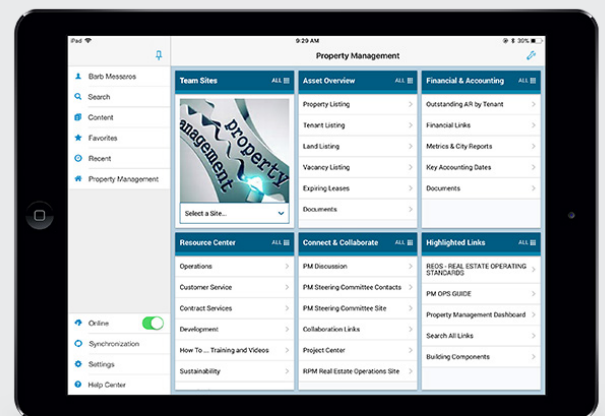
To turn this liability into an asset and empower their field personnel, Liberty needed a portal that presented cleanly on a smaller mobile screen — a one-page paradigm that worked like an iOS app — to ensure quick access to key information and the ability to respond quickly to questions and issues at hand.

Messaros further spoke to this, saying, "How do we get critical data and applications in the hands of the people who need it? Quickly! How can we pull them together on one screen based on the user profile? SharePlus provided the platform and the Launch Pads provided the solution."

## A Seamless Implementation

As Liberty laid out its mobility strategy, they considered the possibility of developing a custom application in-house, but decided against it due to the expense and ongoing investment in maintenance and updates it would require.

"We did not have the support or the resources to go forward with that and maintain it," Kurek says, "You really need to keep up as new versions of iOS come out and different capabilities are needed. It's not a one-time or even a one-year investment, it's ongoing."

" Once we got people rolling, people were very excited - it sold itself. The SharePlus Launch Pads gave our users mobility with very little investment. It ended up being a big win for us. "

Barb Messaros - IT Consultant for Liberty Property Trust

The team also considered Microsoft's own SharePoint app, which provided access to the portal but didn't solve the problem with log-ins and passwords or give them access to user specific content.

 Kurek says, "When we found that SharePlus solved those problems, we went for it."

In 6 months, Liberty kicked the tires, beta tested, refined, and got the SharePlus app out the door deployed. Today more than 50 percent of the company's employees are using it (close to 100% of the mobile work force). The team has been able to integrate its own business information, as well as third-party services, to create a truly mobile portal that has become a hit with field agents — a valuable business tool that was built and launched without a huge investment.

# Delivering Intelligence to the Field

During the pilot, the team quickly found out they could get a great deal more from it than just access to SharePoint. They set to work creating Launch Pads for each functional unit to provide specific features for each person's job.

The ability to organize launch pads by function has allowed Liberty to pack a lot of impact into a simple app. Marketing agents in the field can access and run reports, and easily find tenant lists, property information and marketing flyers. Regional managers can run construction draw approvals, view, and comment on reports and quarterly metrics. Executives have direct access to agendas, calendars, reporting, and collaboration sites to work with investors and other execs.
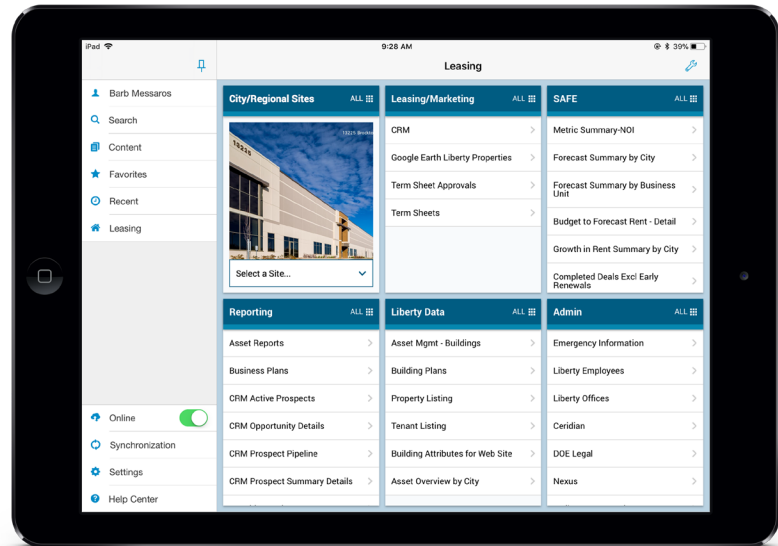
And all of this work can be synced back to the company's IT systems without the need to connect to WI-FI, meaning that property and leasing information can be updated on the go, and everyone is on the same page no matter where they are.

"With a tool like this, what used to take hours or days can now often be done immediately," Kurek says.

# Looking to the Future

Today Liberty is looking at the enterprise as a whole to see where processes can be improved — a complete digital transformation.

As part of the digital transformation effort, Liberty looks to improve business intelligence and reporting capabilities, both have been enhanced by leveraging Shareplus' visualization tools.

The company is also moving to Office 365 and connecting employees to OneDrive to facilitate sharing and commenting on reports. The long-term goal is to make Liberty more efficient and scalable, so they cannot just compete, but grow their portfolio and position in the market.

infragistics.com

INFRAGISTICS

"If we want to grow efficiently, we have to make things more efficient on the technology and business process side," Kurek says. "The SharePlus platform is one way that we can push our mobile strategy forward."

## Start Your Own Success Story

To get your company's success story started, check out these demos to learn more about how SharePlus Enterprise helps you find all your content, wherever it resides and supports mobile team collaboration. Then try SharePlus Enterprise free for 30 days to see the difference it can make for your business.

## About Infragistics

Infragistics is a worldwide leader in providing tools and solutions to accelerate application design and development, insights and collaboration for any organization. More than two million developers use Infragistics enterprise-ready UX and UI toolkits to rapidly prototype and build high-performing applications for the Cloud, Web, Windows, iOS and Android devices. Infragistics Enterprise Mobility solutions ReportPlus and SharePlus, give business users the latest advancements in self-service business intelligence and collaboration software. Additionally, Infragistics offers expert UX Services and award-winning support.

INFRAGISTICS