

Infoflow Case History: **CB Richard Ellis**



CBRE
CB RICHARD ELLIS

CB Richard Ellis Group is the world's largest commercial real estate services firm. Worldwide the company has around 21,000 employees located in over 200 offices, earning some \$4.4 billion a year.

CB Richard Ellis looks after the needs of owners, investors and occupiers of real estate. In the UK, they advise on more commercial property than anyone else. They have around 1,350 people based in offices in Belfast, Birmingham, Bristol, Edinburgh, Glasgow, Jersey, Leeds, Liverpool, Manchester and Southampton.

CB Richard Ellis not only have a widely spread network throughout the UK, they also have an absolute commitment to staying in touch with their clients' requirements. Such a complexity of operation - combined with their high standards of service - means that up-to-date information is vital.

A vast UK operation

In the UK alone, CB Richard Ellis is a very substantial organisation. It is responsible for the leasing of around 18.2 million sqft of commercial property. In fact, their involvement in commercial premises which are either bought or sold amounts to an impressive £23.2 billion.

CB Richard Ellis also manages a portfolio of around 80 million sq ft of UK property. This involves some 15,000 buildings - with a total value of over £66.4 billion.

With figures like that, it is no wonder that they give advice to more commercial property owners than any other adviser in the country.

Exceptional service

What makes CB Richard Ellis so preeminent in their field is not just the range of client services they offer - or, indeed, their extensive market knowledge - although both of these are obviously important.

Rather it is a high level of consultancy that comes from their analytical approach with recommendations often delivered far more quickly than clients are used to.

However, high turnover, offices throughout the country and the demands of an ever-changing market do not always go hand in hand with corporate agility.

To achieve it, CB Richard Ellis have had to commit themselves to the latest and most effective IT solutions. In its sector, that is precisely what Infoflow is.

A focused requirement

"We know that Infoflow has many features that we are not using yet," said Vikki Mason, Business Support Manager for CB Richard Ellis in the UK. "However, the one thing we wanted it for was asset management - and it is already earning its keep doing that alone."

"Infoflow allows us to schedule and automate the delivery of key information from our business systems, Business Objects and Excel cost effectively."

An added benefit is that Infoflow also delivers Excel information. Recently CBRE have purchased the Crystal Reports adaptor so they are now managing information from three sources.

They are now looking to make better use of the pull facility to allow users - such as the surveyors - to request information for specific properties when they want it.

Immediate payback

As soon as Infoflow was installed, Paul Weatherburn of CB Richard Ellis noted that "Infoflow allows us to schedule and automate the delivery of key information from our business systems, Business Objects and Excel." This ensured that information was not only delivered when it should be to the business teams - but it was also done cost effectively.

A few months down the line, they are even more impressed. In fact the reason that Vikki Mason is so sure that Infoflow is providing a quick return on investment is that CB Richard Ellis are the type of organisation that measures this sort of thing.

"Even with the limited usage that we are putting Infoflow to while we bring more of its features on line, we know that we are already improving efficiencies," she said.

Quick to install

As usual, Infoflow took very little time to install. Once it was in place, it immediately began to produce key reports and provide relevant information for senior directors and the management team. "These are mainly to do with rent collection and maintenance," Vikki explained.

"Infoflow brings major savings brought about by reduced licence fees"

Health and safety compliance

The properties that CB Richard Ellis manages are constantly changing. "It is the nature of what we do. Clients sell existing properties and buy new ones. We have to distribute reports that up date instructions," Vikki said.

An important part of this has to do with health and safety. Reports have to be put together on any necessary building work, the state of the lifts, any alterations that need to be carried out - and so on. Meeting health and safety regulations is very important to us."

Eliminating waste

CB Richard Ellis is increasingly aware of the economies that Infoflow brings and the major savings brought about by reduced licence fees.

Vikki described what used to happen. "We had a situation where a large number of users were printing out certain reports in their entirety - simply because they needed a part of them. Then they were binning the rest. Now they receive just the sections they need. It saves an awful lot of paper."



Infoflow is an automated information capture, storage and distribution system. For CB Richard Ellis, its ability to help them deliver information to employees who need it makes asset management a more predictable process. How does it do this?

- *It takes information from different systems quickly and allocates it by name, role or group*
- *It allows management to control the information requirements of each user securely - and from a central point*
- *It ensures that users only receive the information they need. But they still receive it from all relevant sources*
- *It reduces bottlenecks in the IT department by limiting the number of requests for information they have to handle*
- *There is less duplication of information and effort - even in an ever-changing environment*
- *It improves the speed and frequency of information - without the cost of additional BI licences*

To discover what CB Richard Ellis already knows, call Infoflow on 0870 116 2500 to arrange a demonstration



This project is part-financed by the European Union European Regional Development Fund