Moving the Iceberg:
Asset Management Strategies for County Leadership in the New Age of Technology

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We invite you to attend our Exhibitor Learning Session to hear Bergen County officials and Geospatial Analytics® executives describe current operational challenges and solutions in a revealing panel discussion...*with live Q&A!*

November 16, 2020 at 12:30 pm

Agenda

- Objectives of this session
- The challenge
- Bergen County wish list
- Applicability to other counties
- The solution
- Advantages of the solution
- Project implementation
- The benefits
- Conclusions
- Q&A

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Team Bergen County

Bergen County, New Jersey

- **Gerald Reiner**
  Procurement Officer
- **Dannielle Leigh**
  Internal CRE* Consultant

Geospatial Analytics, Inc.

- **Michael Chadwick**
  VP of Customer Success
- **Mike K. Jackson**
  Chief Sales Officer

*Commercial Real Estate

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Objectives of this Session

- Explore how an enterprise approach to asset management can be beneficial to County Governments, their stakeholders, and the populations they serve

- Focus on Bergen County (New Jersey's) work with Geospatial Analytics, Inc. to migrate its real estate portfolio from analog to digital, including data collection and analysis

- Describe the County's implementation of mobile inventory inspections and predictive analytics, to improve operational efficiency, return on investment (ROI), and value

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Geospatial Analytics: What We Do
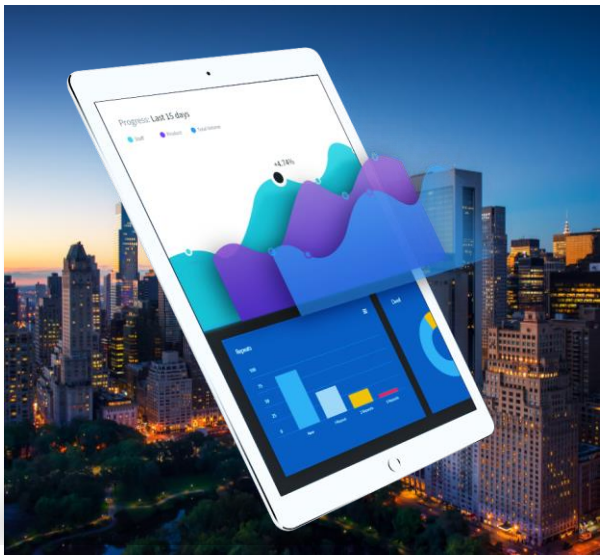
Our Vision
To transform how government entities collect, manage, and use their real estate information

Our Mission
To enable our government clients to better understand and strategically manage their assets

Our Objectives
- Simple, self-managed platforms
- Adaptive and agile applications
- Ensured data integrity
- Cost-effective solutions
- Powerful analytics that create value

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The Challenge: Real Estate Asset Management

- Municipalities and counties typically manage large numbers of buildings.

- Many of these entities conduct inspections, maintenance, capital planning, and vendor management using various disparate silos of data.

- Many asset managers in these entities have low confidence in this data, impairing effective decision making.

Reduce Costs

Data Analytics

Make Faster, Better Decisions

Reduce Risks

Asset managers need complete, comprehensive, accurate data.

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The New Normal

- COVID-19 has empowered counties and cities to maintain the health, safety, and resilience of its public workforce and citizens in public buildings, as well as private facilities.

- Times like these further underscore the need for efficient management of buildings with the health and safety of occupants in mind.

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The Challenge at Bergen County

- Bergen County (New Jersey) is home to almost 1 million people

- The County manages more than 2 million square feet of real estate across the County

- The County was managing its properties – including inspections, maintenance, capital planning, and vendor management – using various disparate silos of data.

- This complicated the County's monitoring of its real-time expense run rate, capital planning, and cost optimization.

"Two Bergen County": The New Plaza Administration Building

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Bergen County "Wish List"

- The County wanted to ensure that the data they were gathering was comprehensive, complete, and accurate.

- Across its CRE portfolio, the County sought to:

    - Create a viable data repository

    - Optimize risk reduction

    - Employ better decision making

    - Access data analytics to increase business intelligence

- In general, County leadership wanted to improve central management of its extensive portfolio of real estate facilities and assets in various stages of the lifecycle.

"We needed a better way to manage our daily workflows in the short term
and our plan for total cost of ownership in the longer term."

Bergen County Corporation Counsel/Business Administrator Julien X. Neals

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The Solution

The County has purchased and is deploying Geospatial Analytics' strategic real estate asset management program for a portfolio of hundreds of County buildings.

"I am confident the Bergen County implementation will demonstrate the value of advanced real estate management solutions for county governments across the U.S."

Cynthia Timm
President of Geospatial Analytics

- **The Right Data.** Assures the right data is gathered and used to drive analytics for more effective decisions that lower the total cost of ownership (TCO)

- **Change Management.** Establishes change management controls to ensure data integrity and quickly configure systems as business needs evolve

- **Risk Management.** Formalizes regular asset risk management protocols

- **Volume Purchasing.** Identifies opportunities to consolidate volume purchasing for all equipment types, as well as bundling of projects to obtain volume discounts for services

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- **Purchasing Decisions.** Applies a consistent process and standard for making purchasing decisions, as an alternative to *ad hoc* decision making based on subjective criteria

- **Capital Expenditures.** Creates accurate capital expenditure forecasts

- **Repair/Replace.** Optimizes asset repair-versus-replace decisions (TCO) across asset classes, individual facilities, and portfolios

- **ROI.** Maximizes ROI for assets

A typical configuration of a real estate asset management solution today using point solutions...

- Inefficient
- Difficult to use
- Hard to maintain
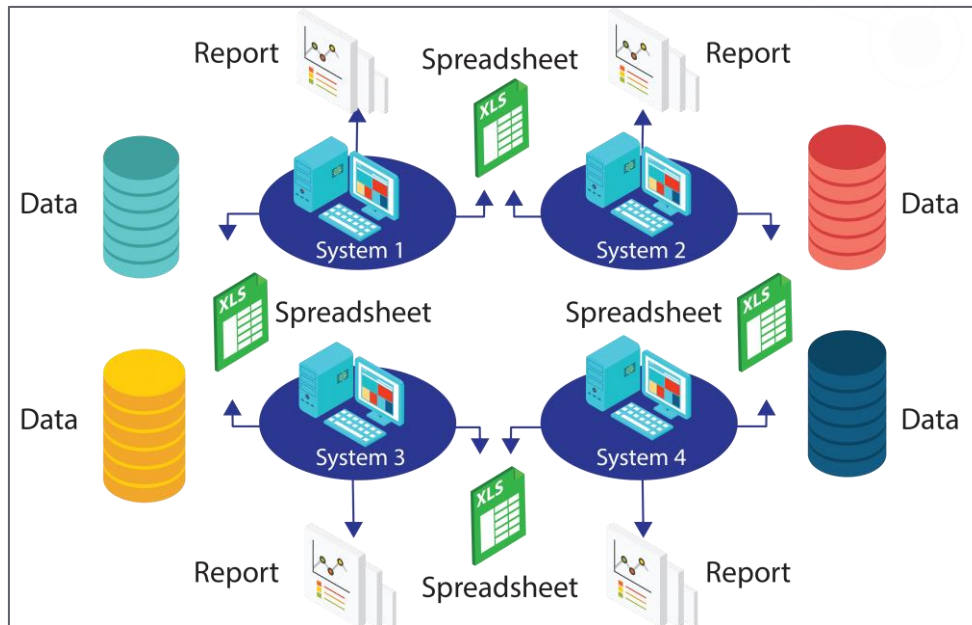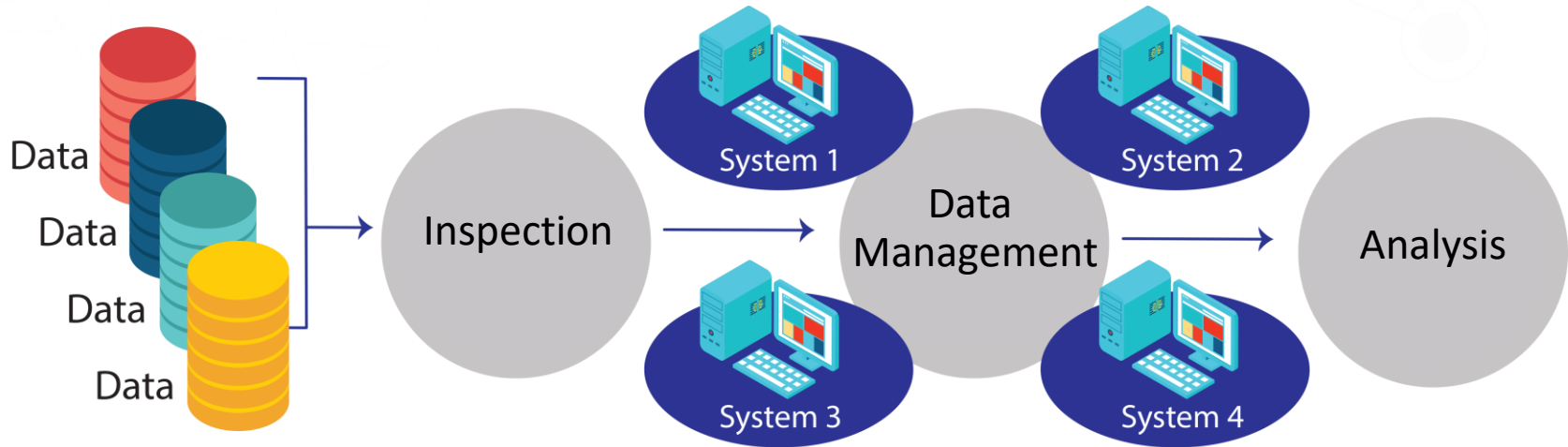
An optimized configuration for real estate asset management:
- Simple • Cost-effective • Easy-to-use • Easy-to-maintain

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Project Implementation in Bergen County

- ## Challenges of project implementation
  - Procurement
  - Technology implementation
  - Change management

- ## Process of project implementation
  - Preliminary information gathering and data input
  - Primary information gathering, survey definition, and data input
  - Incorporation of survey questions relevant to COVID-19
  - Content review, training, and first survey (inspection)

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Visualize Analyze Optimize

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Mobile Data Capture Utility
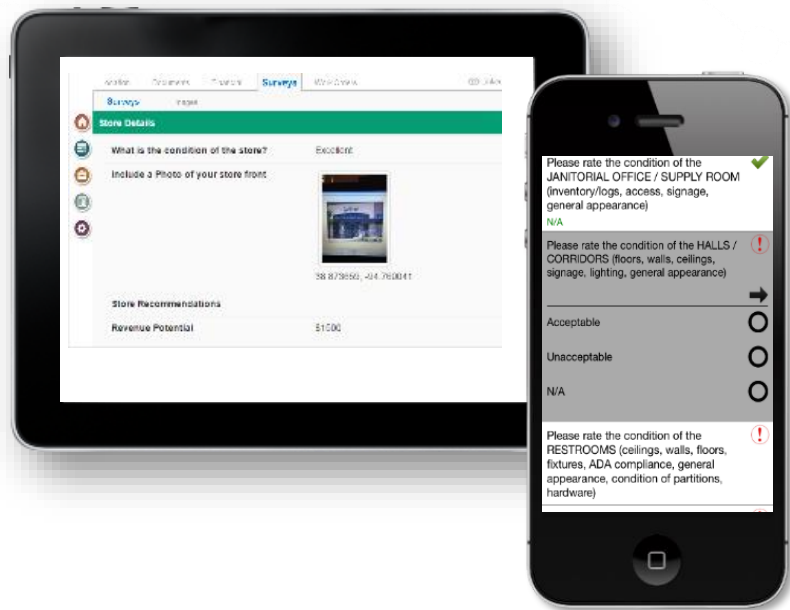
- **Mobile**
- **Agile**
- **Simple**
- **Standard**

The data collection platform gathers information from the field in real time
– quickly, consistently, and precisely.

County Government Benefits: Inspection and Data

Increases productivity

Reduces time up to 50%, versus pen-and-paper inspections

Improves data integrity

Avoids manual data and photo entry/uploading, prevents data entry errors

Enables decision making with consistent, reliable data

Eliminates subjectivity using objective-based, decision tree questionnaires

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Cloud-Based Asset Management Portal

- **Adaptive**
- **Accessible**
- **Integrated**
- **Configurable**
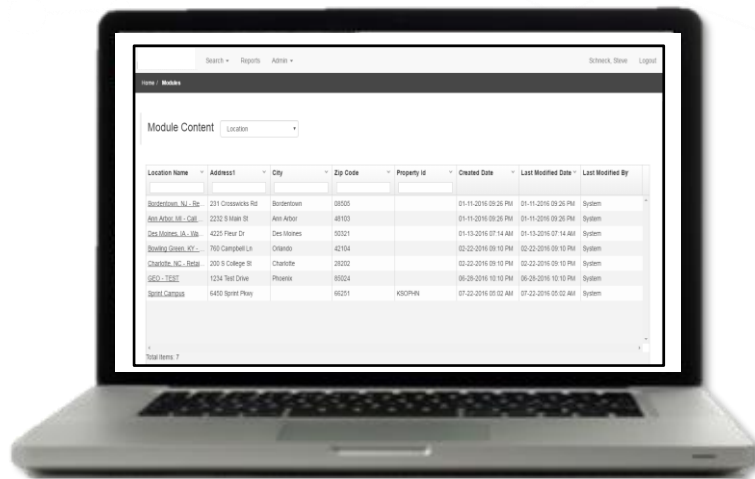
Integrate County real estate data in a single warehouse
to administer all inspection information from the cloud.

County Government Benefits: Inspection and Data

Eliminates "swivel seating"

Avoids time-consuming data entry

Aggregates consistent information

Reduces efforts to reconcile diverse datasets

Supports effective decision making

Provides consistent portfolio-wide intelligence to react decisively and confidently

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Capital Asset Management Platform

- **Forecast**
- **Prioritize**
- **Optimize**
- **Execute**

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County Government Benefits: Analysis

Forecasts expenditures

Generates detailed projections to evaluate tactical or strategic needs

Highlights risk, reduces downtime

Identifies critical assets before they fail, reducing impacts on organization operations

Justifies capital replacement strategies

Eliminates redundancy and streamlines activities for quick, informed decisions

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Conclusions

- "What excites me about the project are the possibilities regarding creating a centralized repository for all real estate data that is critical for making strategic decisions to responsibly manage costs."

  Bergen County Corporation Counsel/Business Administrator
  Julien X. Neals

- "In the end, we'll save money because we'll now know what our capital expenditures look like 3-5 years in advance. That will allow us to prioritize our spend, reduce our operational risk, and optimize our total cost of ownership."

  Bergen County Chief Procurement Officer
  Gerald Reiner

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What is Enterprise Asset Management Software?

Infrastructure Asset Life Cycle Management

Enterprise asset management software handles every aspect of an asset-intensive real estate portfolio:

- Complete asset life-cycle management
- Comprehensive equipment inventories
- Equipment condition assessment
- Capital planning and prioritization
- Integrated mobile capabilities
- Web portal-based interface

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The Benefits of Analytics for Enterprise Asset Management

Optimization
Predictive Modeling
Forecasting / Extrapolation
Statistical Analysis
Alerts
Query / Drill Down
Ad hoc Reports
Standard Reports

Analytics

Access and Reporting

Graduated Value of Data Analytics

- **Includes change management** controls to ensure data integrity and quickly configure systems as organization needs evolve
- **Assures the right data** to drive analytics for more effective decisions that lower the total cost of ownership
- **Identifies opportunities** to consolidate volume purchasing for all equipment types, as well as bundling of projects to obtain volume discounts for services
- **Applies a consistent process** and standard for making purchasing decisions, as an alternative to *ad hoc* decision-making based on subjective criteria
- **Optimizes asset repair** versus replace decisions (total cost of ownership) across asset classes, individual facilities, and corporate portfolios
- **Maximizes** return on investment for assets
- **Creates accurate capital expenditure forecasts**
- **Performs asset risk management**

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Deployment
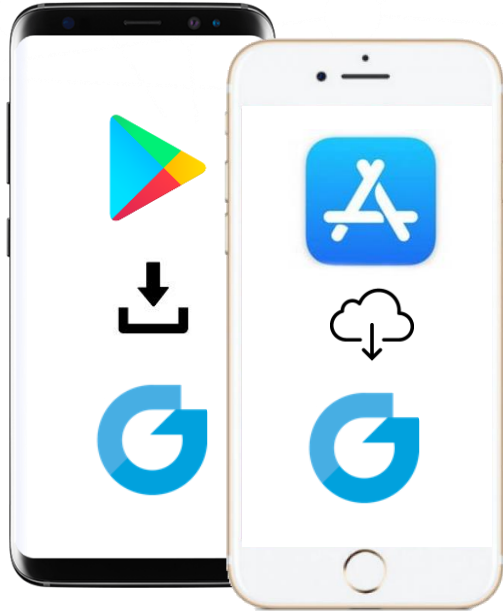
Download…
Inspection InSite is available for Apple® or Android™ phones and tablets
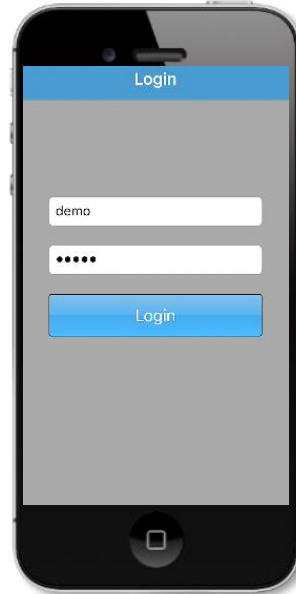
Sign In…
Each user receives a unique login so work is tagged automatically to the surveyor
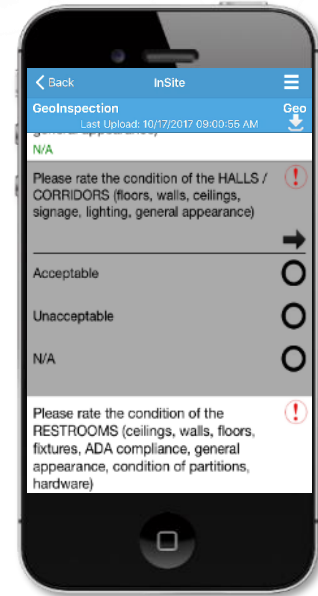
Start Using!
Pre-loaded locations and assigned surveys are associated to each unique login

An Efficient Four-Step Solution
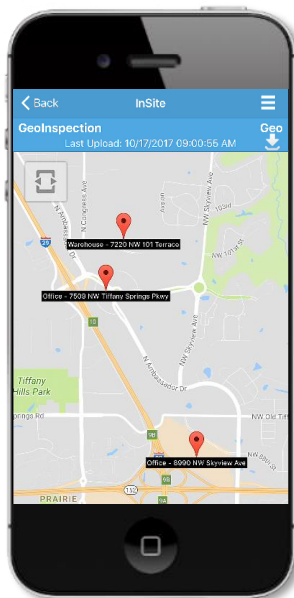
Choose a Location
All sites are pre-loaded from your database
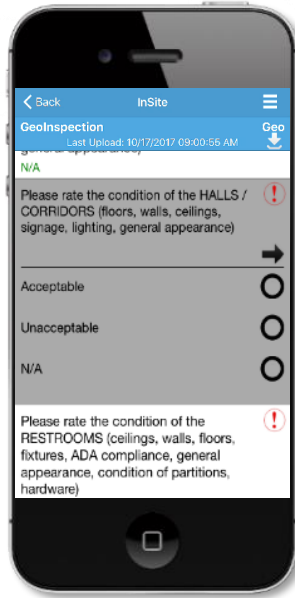
Answer Questions
Step-by-step guidance reduces inconsistency

Capture Photos
Images are embedded in reports automatically
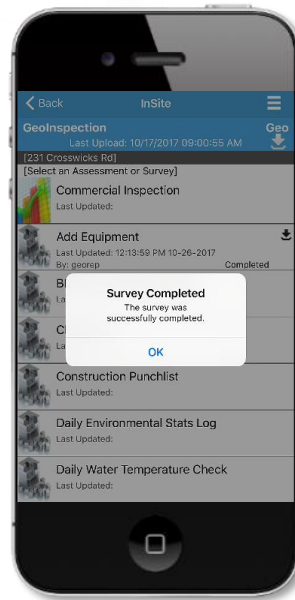
Complete & Upload
Submit forms online or offline, and email results seamlessly

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Features

Work online or offline – data is stored securely on your device for later upload

Reduce objectivity with custom help text and a cohesive user experience

Customize all survey content and immediately adapt to changing needs

Choose from several different data types to capture the right info
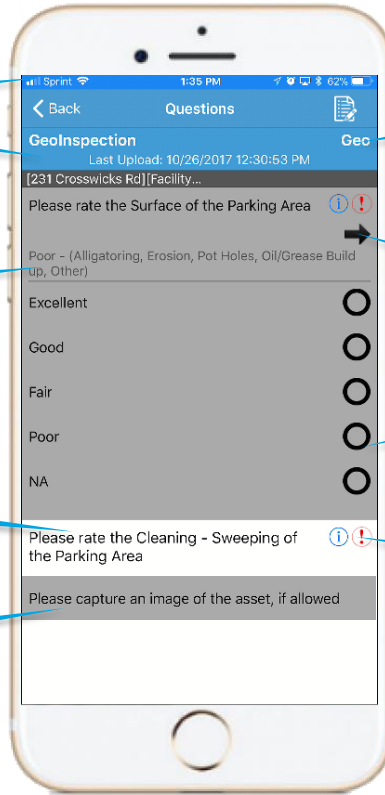
Quickly review all content, make changes, and navigate with a simple interface

Build robust workflow to drive consistency and capture deficiency details

Ensure you receive the data you need by mandating certain questions are answered

Survey Editor
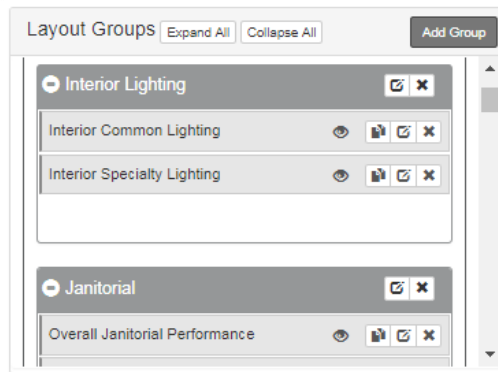
Build…
Create workflows for consistent data capture; insert diverse data types, such as photos, signatures and timestamps

Assign…
Control access to perform, edit, or delete specific surveys; assign by individual user or configurable group

Deploy…
Test your survey on the web or through the mobile application; publish the survey for instant availability

Features

Get real-time access to data captured in the field with easy out-of-the-box reports

Review, edit, complete and delete surveys captured through the application on from the web

Store all your asset data in a single, interrelated, and web-accessible database

Create custom queries and save them as recurring reports for quick access

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Usage and Content

Facilities
- Facilities management site assessment
- Site visit checklists
- Landscaping inspections
- Roof inspections
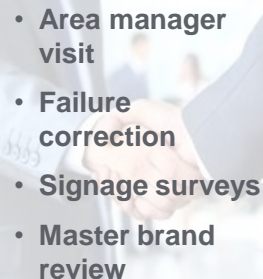
Capital Assets
- Asset condition
- Decommissioning
- New asset inventory
- Runtime logs
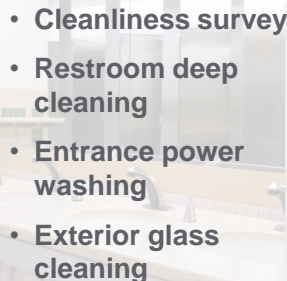
Safety
- Monthly safety audits
- Tool box safety
- Environment, health, and safety (EHS) facility information

Operational
- Area manager visit
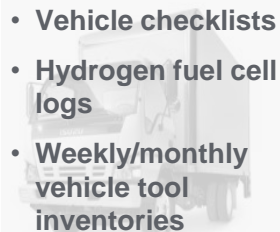- Failure correction
- Signage surveys
- Master brand review

Custodial
- Cleanliness survey
- Restroom deep cleaning
- Entrance power washing
- Exterior glass cleaning
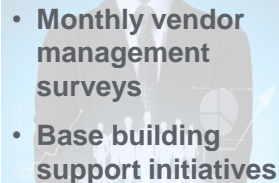
Real Estate Admin
- Periodic lease re-abstraction
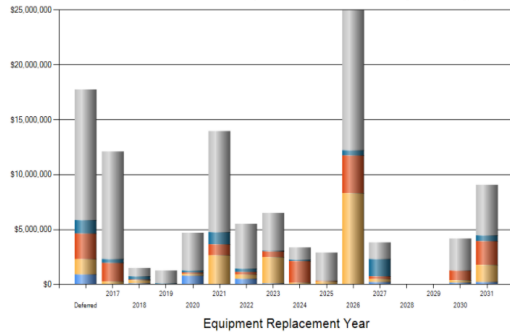- Acquisition opportunities
- Work order abstraction

Vehicles
- Vehicle checklists
- Hydrogen fuel cell logs
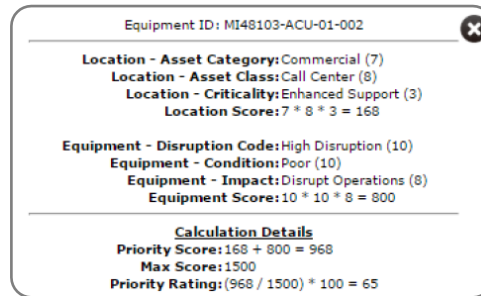- Weekly/monthly vehicle tool inventories

Vendor Management
- Monthly vendor management surveys
- Base building support initiatives

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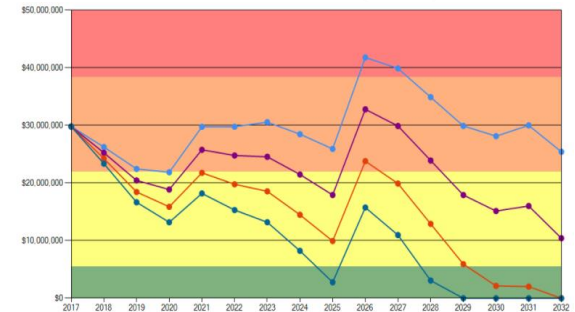
The Capital Planning Process

Determine When Costs Will Occur
Highlight upcoming expenses and mitigate risks with the long-term capital dashboard
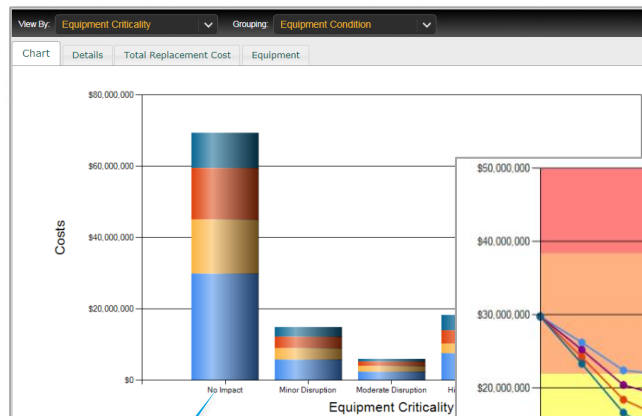
Objectively Prioritize Replacement Needs
Leverage standardized facility data to rank assets based on criticality, condition, and location

Justify Funding and Execute the Plan
Model funding scenarios to demonstrate short-term outcomes and future strategies

Features

Obtain executive-level intelligence to support decisions on capital funding

Filter results to quickly and precisely visualize your asset portfolio

Export every report and dashboard to present your justified business case

Configure dashboards with dozens of attributes to tell your capital planning story

Store all of your assets and drill down to highlight areas of critical need and risk

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