

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



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



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

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



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

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.



Asset managers need complete, comprehensive, accurate data.

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.



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

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

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



Advantages: Comprehensive Facility Management Solution (1 of 2)

- **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



Advantages: Comprehensive Facility Management Solution (2 of 2)

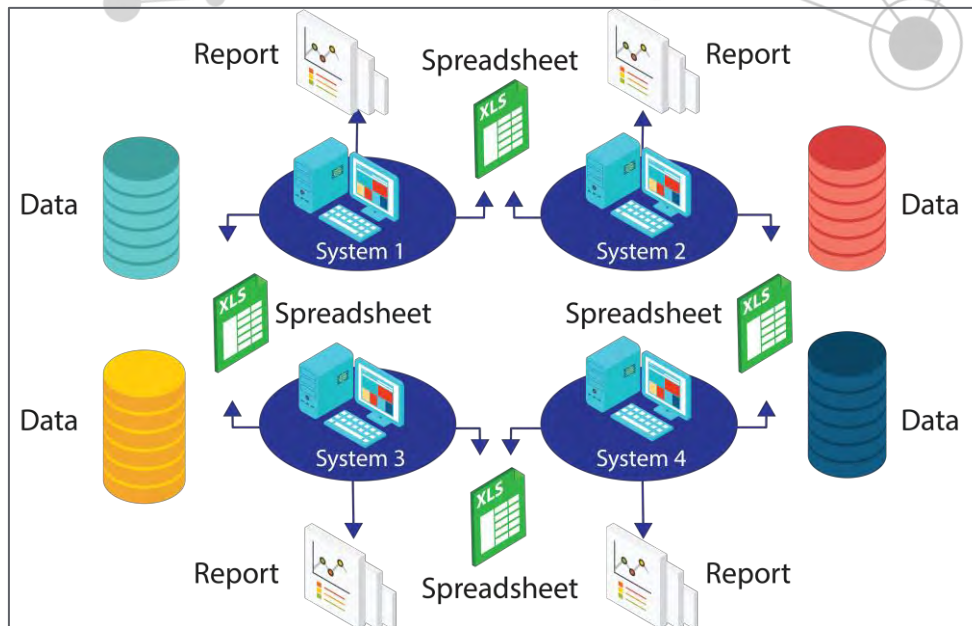


- **Purchasing Decisions.** Applies a consistent process and standard for making purchasing decisions, as an alternative to *ad hoc* decision making based on subjective criteria
- **Capital Expenditures.** Creates accurate capital expenditure forecasts
- **Repair/Replace.** Optimizes asset repair-versus-replace decisions (TCO) across asset classes, individual facilities, and portfolios
- **ROI.** Maximizes ROI for assets

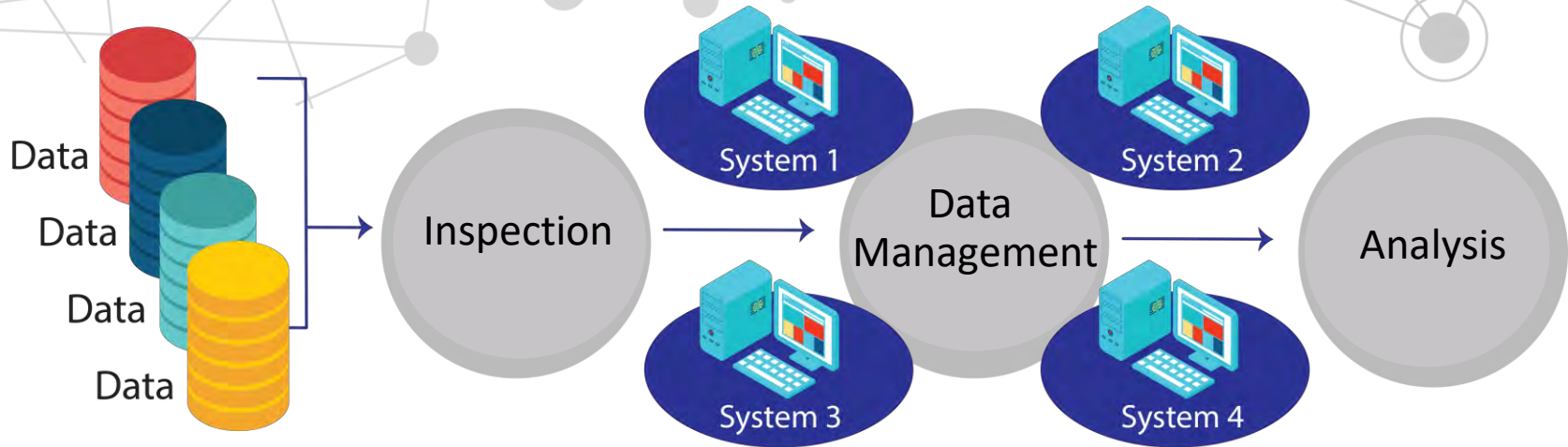
Transform the Organization from this...

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

- Inefficient
- Difficult to use
- Hard to maintain



...to this:



An optimized configuration for real estate asset management:

- Simple
- Cost-effective
- Easy-to-use
- Easy-to-maintain

Project Implementation in Bergen County

- **Challenges of project implementation**

- Procurement
- Technology implementation
- Change management

- **Process of project implementation**

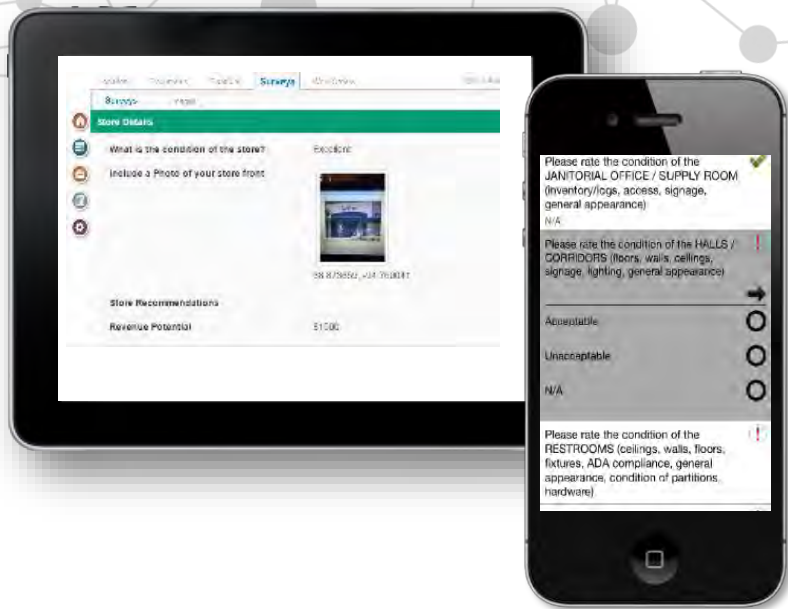
- Preliminary information gathering and data input
- Primary information gathering, survey definition, and data input
- Incorporation of survey questions relevant to COVID-19
- Content review, training, and first survey (inspection)



The Approach

Visualize Analyze Optimize

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

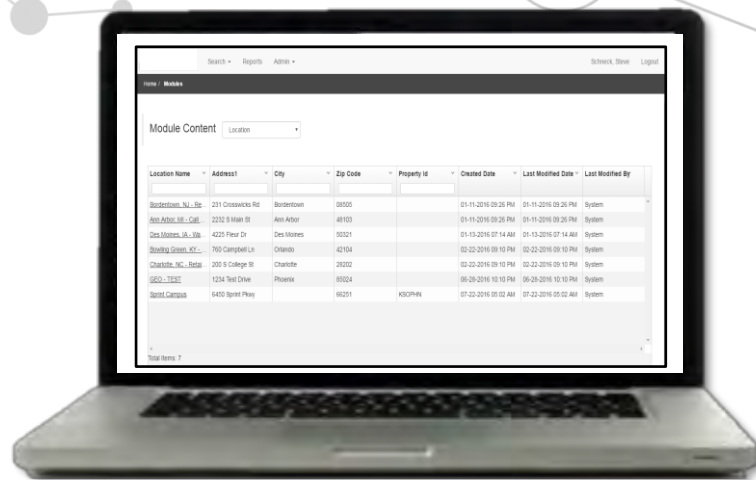


Enables decision making with consistent, reliable data

Eliminates subjectivity using objective-based, decision tree questionnaires

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

Capital Asset Management Platform



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

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

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*

Contact Us



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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

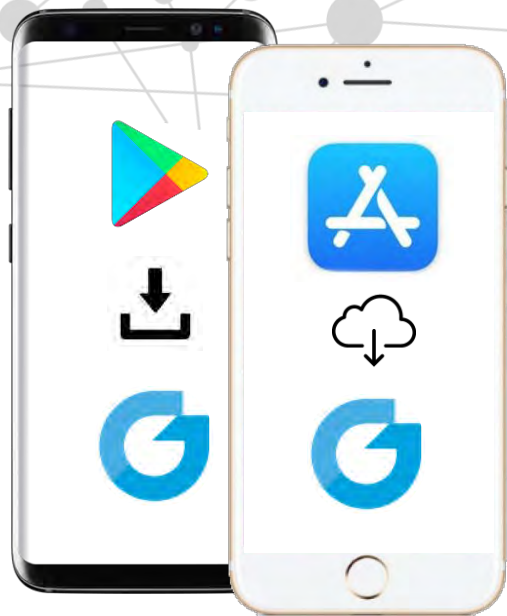
The Benefits of Analytics for Enterprise Asset Management



Graduated Value of Data Analytics

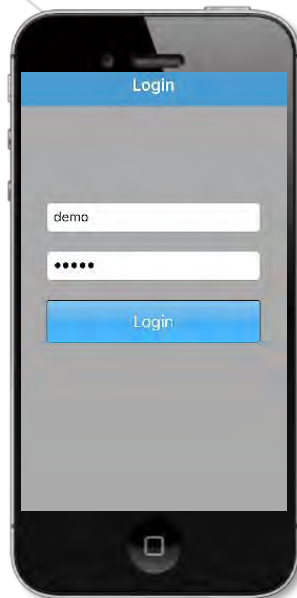
- **Includes change management** controls to ensure data integrity and quickly configure systems as organization needs evolve
- **Assures the right data** to drive analytics for more effective decisions that lower the total cost of ownership
- **Identifies opportunities** to consolidate volume purchasing 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**

Deployment



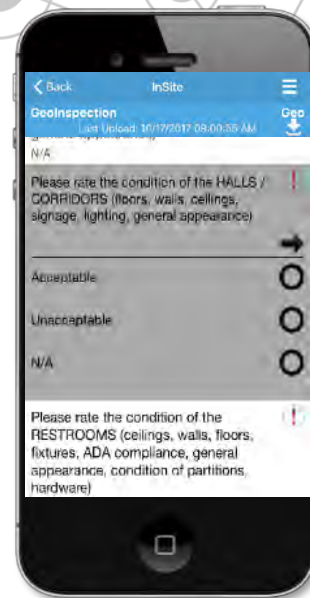
Download...

Inspection InSite is available for Apple® or Android™ phones and tablets



Sign In...

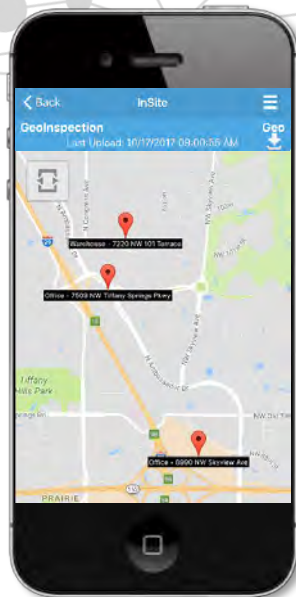
Each user receives a unique login so work is tagged automatically to the surveyor



Start Using!

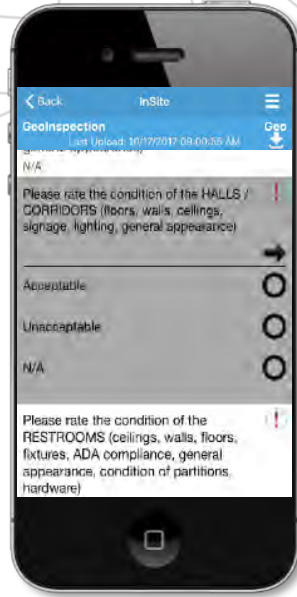
Pre-loaded locations and assigned surveys are associated to each unique login

An Efficient Four-Step Solution



Choose a Location

All sites are pre-loaded
from your database



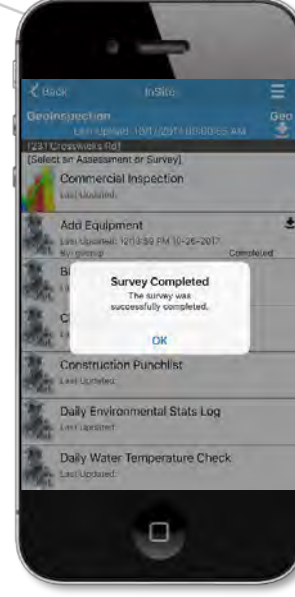
Answer Questions

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

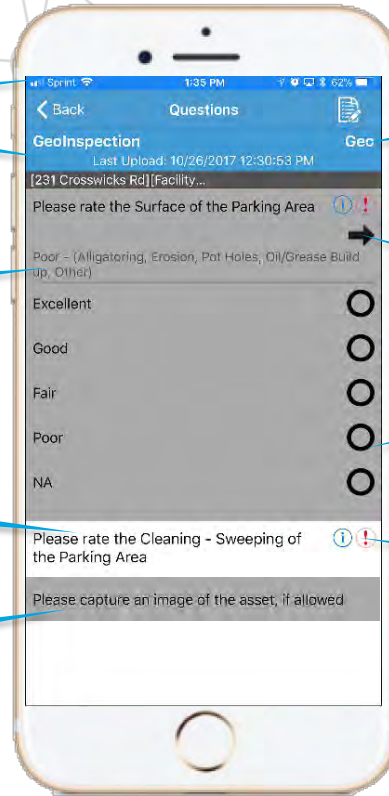
Features

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

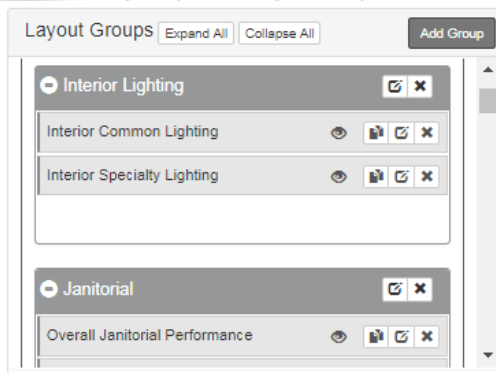


Quickly review all content, make changes, and navigate with a simple interface

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

Group	Read	Create	Update	Delete
Administrators	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Janitorial	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chadwick, Michael	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Morgan, Tyler	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Carley, Tammy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Assign...

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

Publish Survey

Publishing a survey is the action that will make your survey available for users. The published surveys are not editable as they are also a tool used for viewing older survey data after the survey has changed.

Save and Publish Survey

Publish History

Publish Date

04-14-2017 12:46 PM

10-05-2016 12:23 PM

09-27-2016 10:29 AM

Deploy...

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

Features

Location Name	Address1	City	Zip Code
<u>1764 Automation Parkway</u>	1764 Automation Pkwy	San Jose	95131
<u>Ann Arbor, MI - Call Center</u>	2232 S Main St		
<u>Leawood, KS Retail Store</u>	4901 Town Center		
<u>Des Moines, IA - Warehouse</u>	4225 Fleur Dr		
<u>Houston, TX Office</u>	1005 Hutchins St		
<u>Bordentown, NJ - Retail Store</u>	231 Crosswicks R		
<u>Bowling Green, KY - Call Center</u>	760 Campbell Ln		
<u>Charlotte, NC - Retail Store</u>	200 S College St		

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

System Reports

Name	Description
<u>Survey Export</u>	Allows users to export survey data.
<u>My Surveys</u>	This report identifies the surveys that were created or completed by the lo...
<u>My Assessments</u>	This report identifies the a...
<u>Current Survey Report</u>	This report identifies wher...
<u>Current Assessment Report</u>	This report identifies wher...

Custom Reports

Type	Name	Description
Global	<u>Asset Replacement</u>	Shows all as...
Global	<u>Poor Lighting</u>	All sites whe...
Global	<u>Vehicle Inspection Report</u>	Daily review...
Global	<u>Daily Environmental Stats Log</u>	Quick review...

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

Please provide the disruption code

Please provide the Impact

Please add any additional comments

Please capture an image of the asset, if allowed

Add New Image

Change Image:

Choose File No file chosen

Comment

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

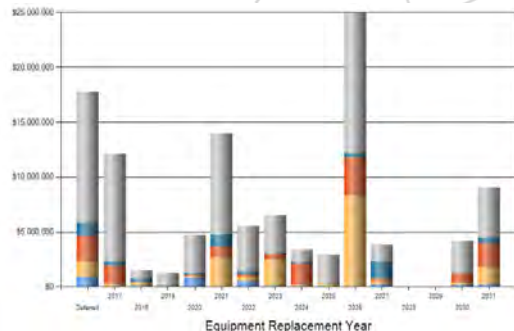
Vehicles

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

Vendor Management

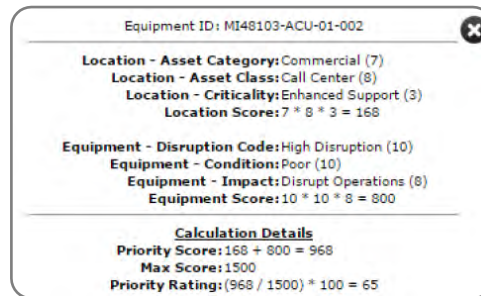
- Monthly vendor management surveys
- Base building support initiatives

The Capital Planning Process



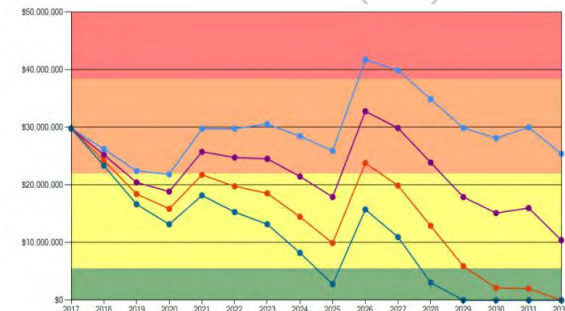
Determine When Costs Will Occur

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



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

Current Capital Needs

Level 1: HVAC

Location Group: Central

Select Filter:

Total Equipment Count: 3,915 Total Replacement Cost: \$109,697,300
Filtered Equipment Count: 396 Filtered Replacement Cost: \$5,256,200

Replacement Year	Building ID	Equipment Type	Equipment Name	Condition	Priority Rating	Cost
2023	M40103	Air Handling Unit	ACU-01-002	Dir	58	\$40,300
2023	M40103	Fan Powered Box	FPB-02-16-2-F8	Dir	58	\$10,700
2023	M40103	Fan Powered Box	FPB-02-16-2-G7	Dir	58	\$11,500
2023	M40103	Fan Powered Box	FPB-02-16-2-H4	Dir	58	\$6,800
2023	M40103	Fan Powered Box	FPB-02-16-2-K10	Dir	58	\$5,500
2023	M40103	Fan Powered Box	FPB-03-16-3-A6	Dir	58	\$8,600
2023	M40103	Fan Powered Box	FPB-03-16-3-D9	Dir	58	\$9,000
2023	M40103	Fan Powered Box	FPB-03-16-3-F10	Dir	58	\$6,000

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

Contact Us



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