Building Your Organization’s Digital Ecosystem:  
The Inaugural OSCRE Council of 100 Event

The real estate industry is becoming increasingly digital, and greater focus than ever before is on data to drive better business decisions at every level of your organization. Leading companies in the real estate industry are actively building their digital ecosystems as a strategic and operating priority. It’s time to start your journey or improve the one you’ve already started. OSCRE’s Center for Innovation and Leadership announces the Council of 100.

Council of 100 members convene and collaborate on the big issues. We want leaders who will share perspective on their challenges, cultivate solutions and commit to taking action. Join the Council of 100 to drive better business results – for yourself and your organization.

**Wednesday, October 24, 2018**
10:00 AM - 4:00 PM
New York City

The Program

- What does a digital ecosystem look like?
- A conversation with a digital visionary
- Data integration and aggregation
- How to assess your organization’s digital strategy
- Data management in an outsourced world

Location:

Cohn Reznick Innovation Lab  
1301 6th Avenue (Avenue of the Americas)  
Seventh Floor  
New York, NY 10019

Council of 100 members convene and collaborate on the big issues, and will meet 3-4 times per year in various locations. We want leaders who will share perspective on their challenges, cultivate solutions and commit to taking action. Join the Council of 100 to drive better business results – for yourself and your organization. For more information, visit our website:

**Why join OSCRE’s Council of 100?**

- Develop a better understanding of how to build a better digital future for your organization
- Engage in sessions that will raise your awareness, capabilities and effectiveness for the digital world
- Assess your organization’s digital strategy
- Gain insight and practical perspective ahead of the rest of the industry
- Make sure your voice is heard
- Harness the real estate community in ways not previously possible

We believe the value proposition for engaging with OSCRE is stronger than ever before, and we think you will too. Space is limited, so please email lori.walters@oscre.org to secure your place at the table.

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**It’s Here: OSCRE’s Blockchain Initiative**
When:
October 25, 2018
10:00 am – 3:00 PM

Where:
VTS Creative Lab
114 W. 41st St
11th Floor
New York, NY 10036

Are you and your organization interested in learning how Blockchain technology will transform the way you do business and explore participating in a Blockchain Initiative? Please join us in New York City to discuss use cases for this emerging technology, identify a use case to move forward for a proof-of-concept model and develop a pilot project that demonstrates the value of Blockchain. This powerful technology is much more than a cryptocurrency – think smart contracts, transparency, improved security and real-time reporting.

Space is limited. For more information or to RSVP your interest in attending the workshop, please email lori.walters@oscre.org no later than Thursday, October 18.

Visit our website to learn more about the power of blockchain.

What's in your digital future?

OSCRE Academy on Business Intelligence and Analytics

OSCRE’s new education series – Building Digital Competencies in Real Estate – is underway and addresses BI and Analytics next. On October 10, session two in the series will cover:

- Examples of effective BI and analytics in real estate
- Characteristics of BI and analytics at different levels of digital maturity
- Strategies and practices that support effective BI and analytics
- Illustrate how improved digital competency leads to improved BI and analytics

Digital competencies with an emphasis on the customer perspective and building a foundation for effective BI and Analytics. This includes being able to provide support for customers’ decision-making with analytical techniques that have strategic importance, reaching far beyond simple reporting, such as:

- Forecasting
- Predictive analytics
- Scenario planning
- Optimization techniques

Incremental gains are also possible from simpler analytical techniques such as:

- Modifying service offerings based on data from a self-service portal
- Analyzing utilization based on automated monitoring techniques
- Assessing tenant relationship for tenants with multiple leases with the same landlord

Session two sets the tone for other sessions that will follow, dealing with related topics, such as data strategy and data modeling.

For more information about this program visit us at, the OSCRE Academy
Enroll in the OSCRE Academy to participate in the Data Governance Certificate, or the Digital Competency Certificate in Real Estate programs.

The OSCRE Academy focuses on enabling teams to build critical skills that drive real change towards better business outcomes. Two web-based certificate programs presented by industry professionals are available to help you build skills, strategy and solutions.

**Convenient delivery** - The programs are delivered in 10 web-based sessions. You have one-year from your enrollment date to successfully complete the program and earn your certificate.

**You set the schedule** - You can access the recorded sessions and supporting materials when and where you like. You complete the program requirements from your desk using your computer.

The registration fee for each program US$395.00. All materials for the program will be available online for registered OSCRE Academy students.

- If you are a returning OSCRE Academy student please email us for a returning student discount code.
- Group discounts are available for 10 or more students registering at one time, email us to learn more.

Enroll Now

To learn more about the OSCRE Academy's one-of-a-kind programs email us, or visit the OSCRE Academy.

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As dramatic shifts around how we work continue to take place (more collaborative, contingent, and project-based), Corporate Real Estate (CRE) leaders are tasked with leveraging technology to create innovative workplaces. Serraview, a young space management software company established in Australia in 2006, has succeeded in automating many of the time consuming, manual processes that CRE professionals have been dealing with for years. They’ve managed to create a platform that is flexible, customizable, easy to use and helps clients save on real estate costs— essentially solving many of the headaches CRE professionals face with other solutions that are inflexible, costly and overly complex.

Serraview’s SaaS based solutions cover two areas critical to corporate real estate organizations: Workplace Optimization and Workforce Enablement. Both are driven by the company’s ability to capture workplace utilization data into their system, and turn it into actionable information—giving CRE professionals a clear view across their entire real estate portfolio. With large enterprise clients in the Banking and Financial Services, Technology, Life Sciences, and Government sectors, Serraview CEO Stephen Macnee holds steadfast to the philosophy, “The workplace is more than just real estate – it’s a strategic asset and catalyst for cultural change.”

The company’s history is one of rapid growth, driven by a desire to build strong relationships with clients, understanding the problems they face —at both the strategic and day-to-day levels. By 2008, Serraview had expanded to serve five of the largest enterprises in Australia. Later in 2014, the company expanded to the US market and quickly signed three large US companies in the Technology and Financial Services industries. Soon, multiple large enterprises, many of them Fortune 500 companies, followed suit and became clients of Serraview. In 2017, the company partnered with two of the largest global CRE service providers in the world. Serraview embraces a flexible, agile product development process that ensures a swift response to market changes—allowing CRE professionals to meet their strategic goals, while delivering today’s modern workplace, and the workplace of the future.

Serraview.com

For more information contact us at info@oscre.org or visit us at www.oscre.org

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