

NEWSEC

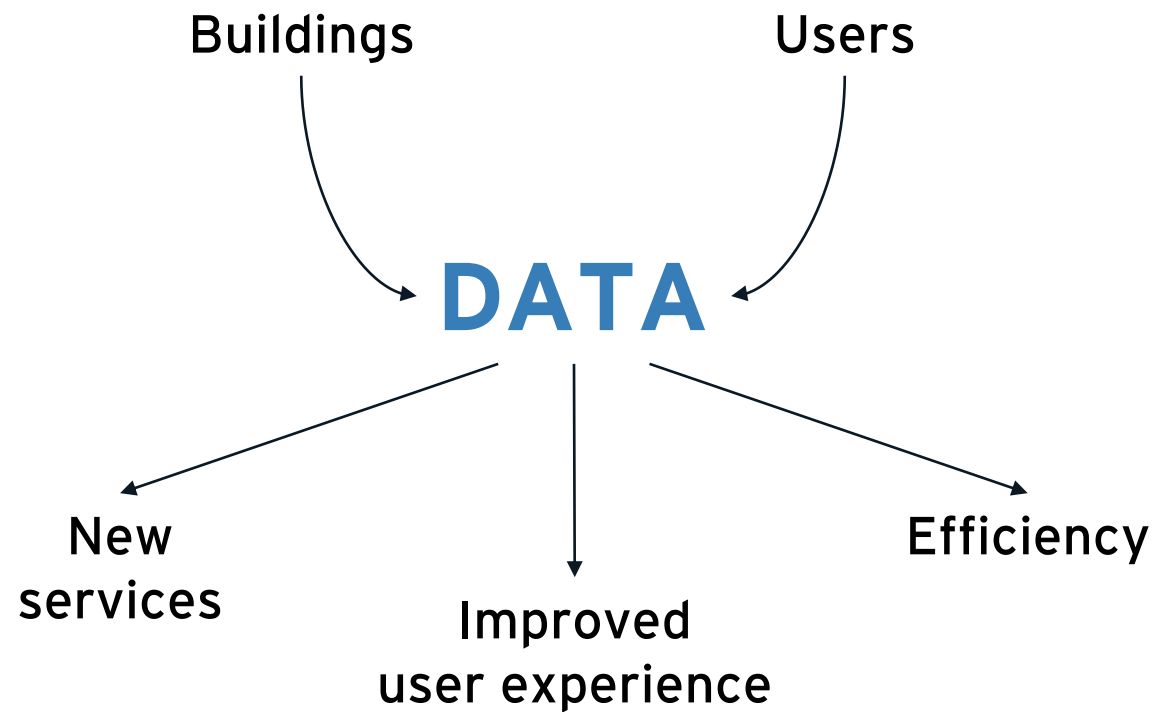
NEWSEC AFTER VIRPA C

ADVANCES IN DIGITAL CAPABILITIES AND BUSINESS

ANTTI HUHTA, HEAD OF RESEARCH
AND DIGITALIZATION

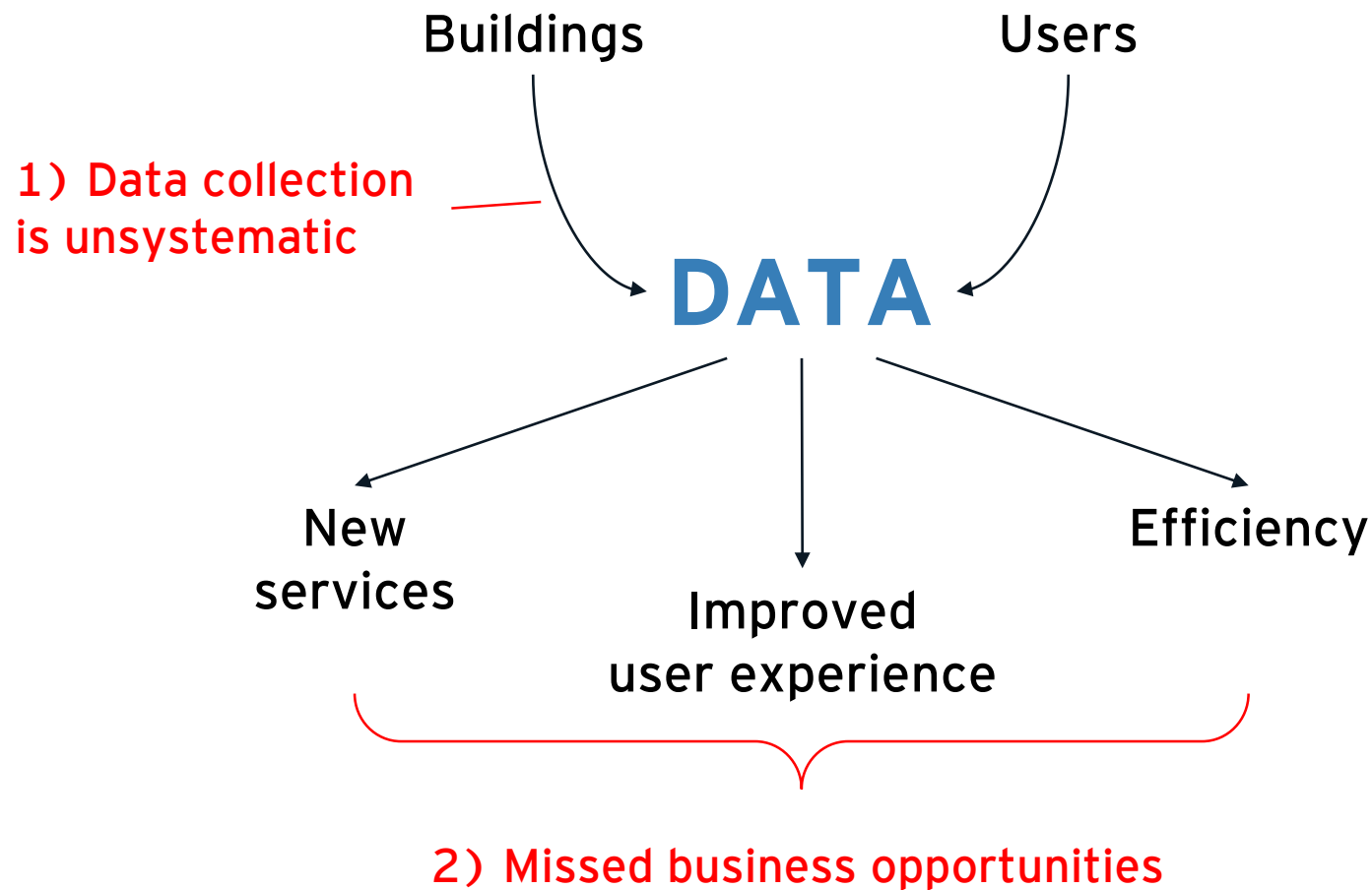
THE FULL SERVICE PROPERTY HOUSE

BACKGROUND: DIGITALIZATION IN REAL ESTATE



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NEWSEC BEFORE VIRPA C



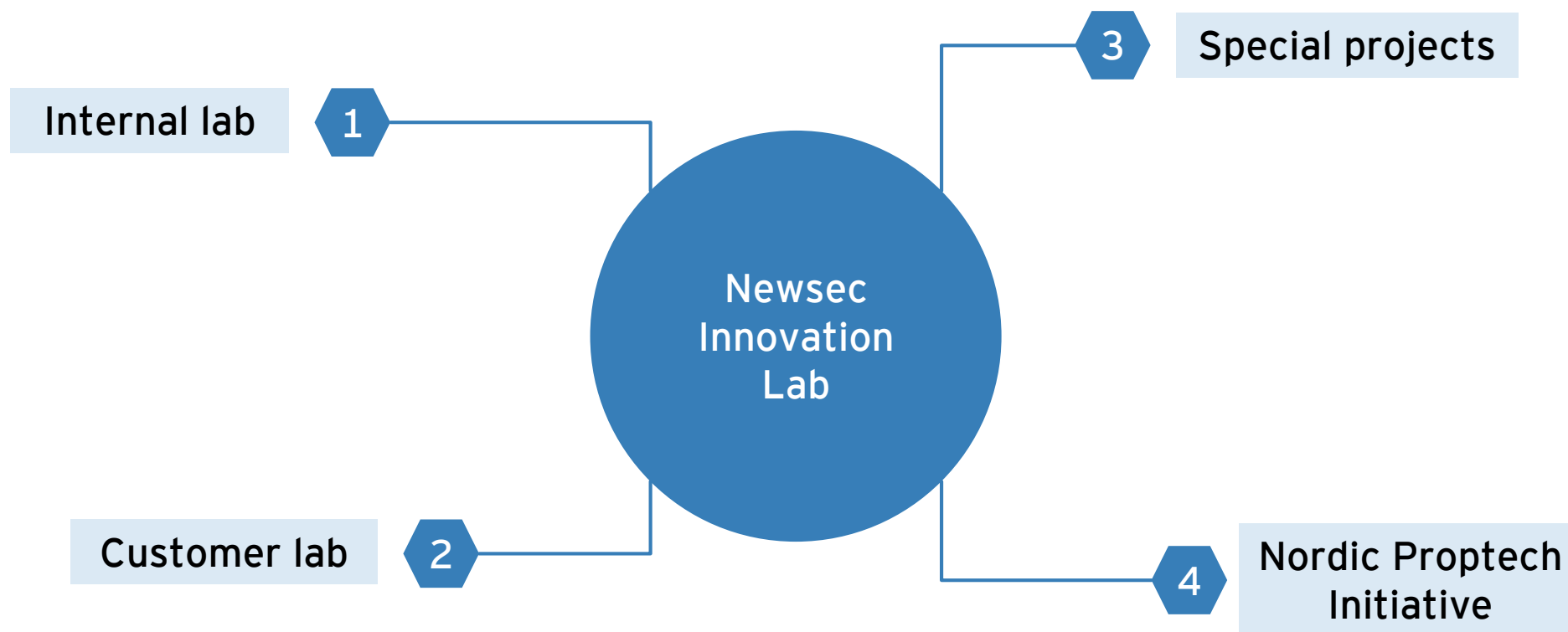
BENEFITS FROM THE PROJECT

- **Founding a digitalization culture within Newsec**
 - Successful pilots and services highlight value of digitalization to business
 - New nominations and recruitments: Head of Research and Digitalization, Project Manager (Research and Digitalization), Head of Data Science and Head of Research...
- **Establishing Newsec Finland as the center of excellence in digitalization within the Stronghold group**
 - We have achieved formal status within the group as a leader in multiple initiatives, especially regarding data collection and new services development
- **Improved reputation among clients and partners**

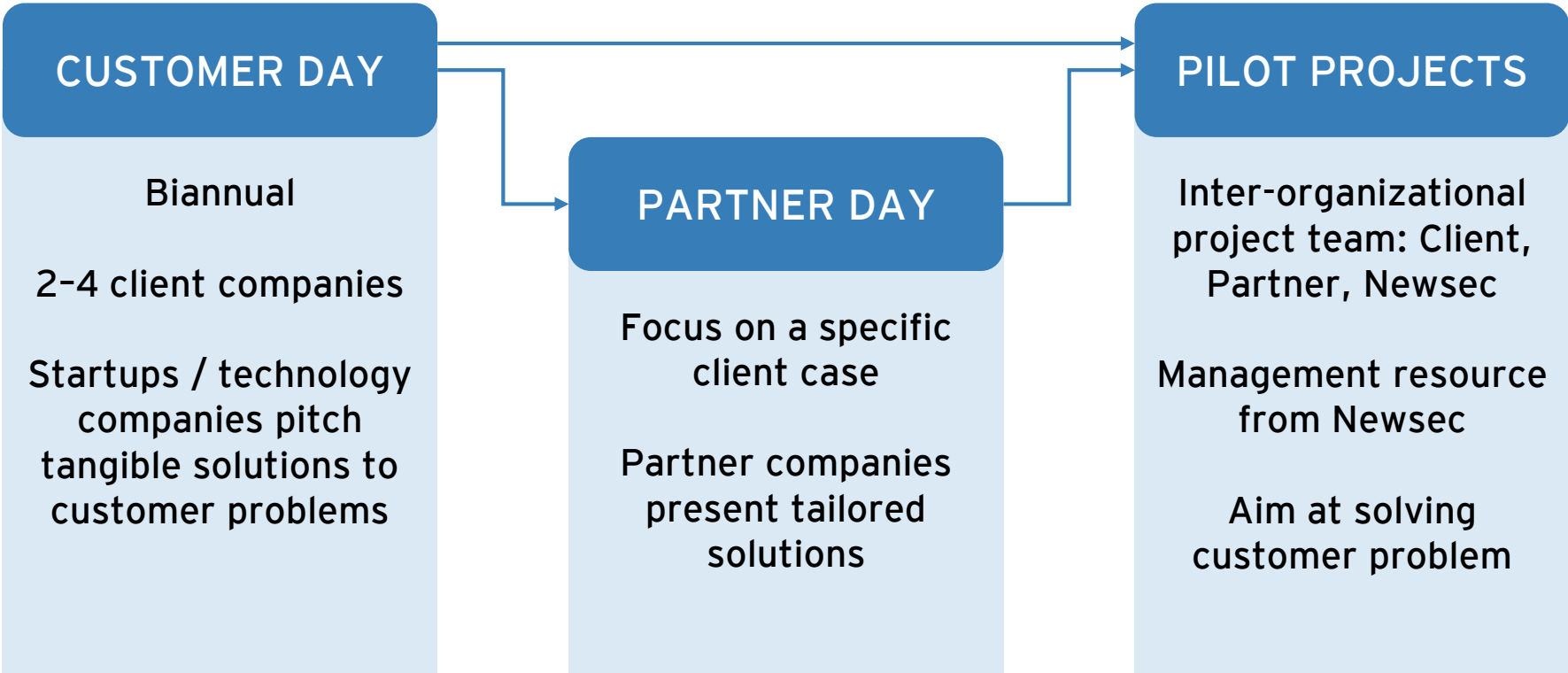
PRACTICAL OUTPUTS OF THE PROJECT

Project plan	Result
Digitalization of tenant representation	Digitalization of tenant representation is under way based on research outlining the technical solution and business model
Improved analytics of data from buildings	Systemized data collection by piloting and implementing a digital solution for recording observations and other information during site visits. High-quality data enables the creation of new services, which is well under way
Commercialization of indoor positioning data and service	Indoor positioning was piloted at the Newsec office -> multiple technical issues. Technical and business concept created collaboratively on Nordic level and presented to top management in May 2018
Digital maintenance auditing	Implementation of a new digital process for maintenance auditing of residential and commercial real estate in collaboration with FIMX
Real-time pricing model for residential leasing	The world was not ready

DISSEMINATION OF THE RESULTS ON NORDIC LEVEL THROUGH THE NEWSEC INNOVATION LAB



CUSTOMER LAB EXPERIENCE



PARKING MANAGEMENT PILOT WITH ELO AT COLOSSEUM BUSINESS CENTER, VANTAA

PURPOSE

Improve parking management and user experience
Make parking spaces available for neighboring properties



SOLUTION

Digital parking management and payment solution with Parkman
Parking supervision from the City of Vantaa

OUTCOME

Over 50 parking spaces made available
Satisfied client, users and municipality

INSIDEMAPS PILOT PROJECT WITH ELO AND OP IN FINLAND

PURPOSE

To introduce a more efficient way of marketing material and floor plan production to support the leasing and design operations of Newsec and our clients

PROCESS

After the Customer Day with 2 of our clients on 5 Sept 2017, the InsideMaps service was quickly tested with two demo scans. After positive feedback from the clients, a frame agreement with InsideMaps was signed and two scanning systems were procured in December.

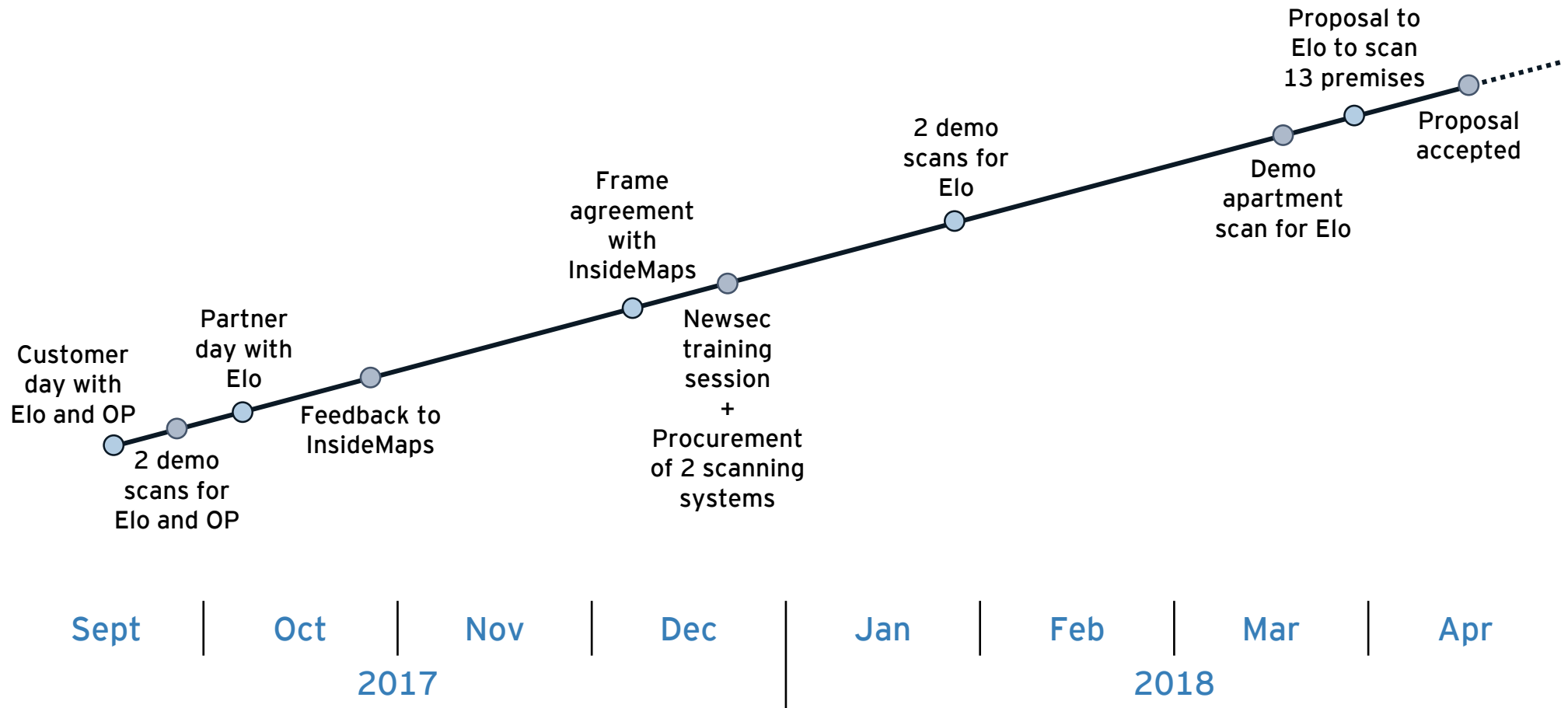
RESULTS

Newsec offers indoor visualization as its own service utilizing its own equipment. Some premises have been scanned, and a proposal to conduct over 10 more scans was recently accepted. InsideMaps is a more time and cost efficient way of producing leasing and design support material than the traditional combination of photography and architect services

NEXT STEPS

Scale-up by 1) continuing to conduct scans for existing clients, 2) training more personnel to use the system, and 3) marketing the service to new clients

TIMELINE OF THE INSIDEMAPS PILOT PROJECT WITH ELO AND OP



RESULTS FROM THE PREVIOUS CUSTOMER LABS

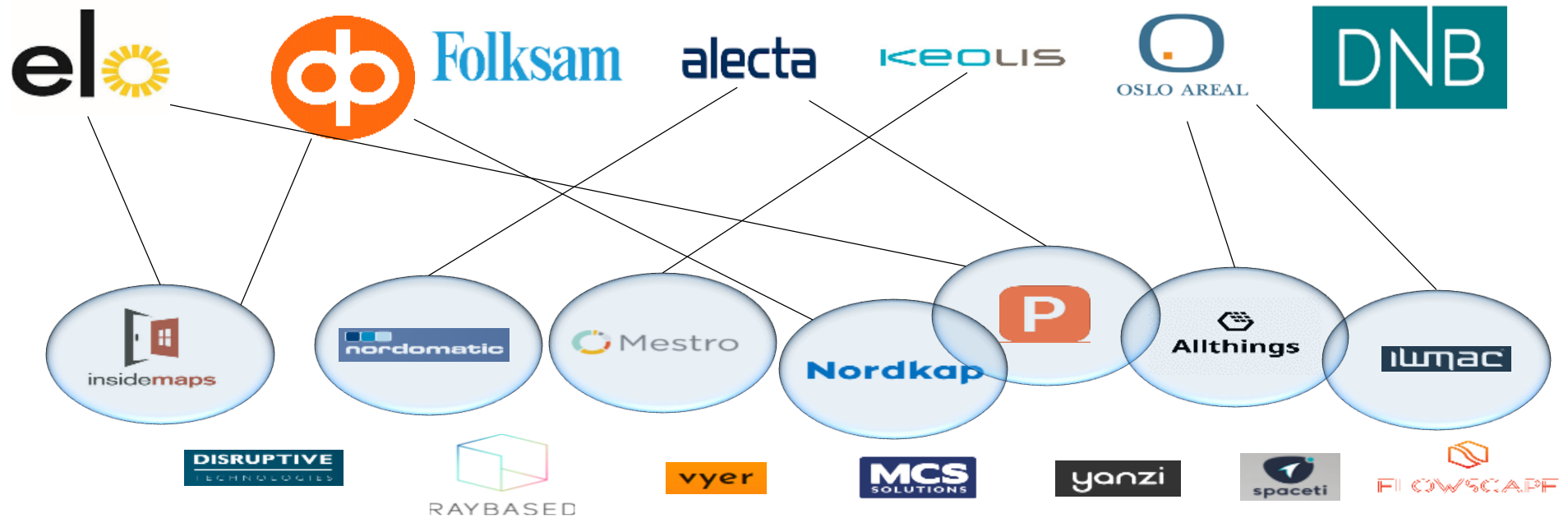
200+ people



6 x Customer days



7 x pilots



NEWSEC

PASSION FOR COLLEAGUES AND CLIENTS

EXCELLENCE INNOVATION INTEGRITY