

# Fra fast ejendom til bygninger, der styrker kampkraften

Ejendomme er blevet dynamisk faktor i  
virksomhedens kampkraft



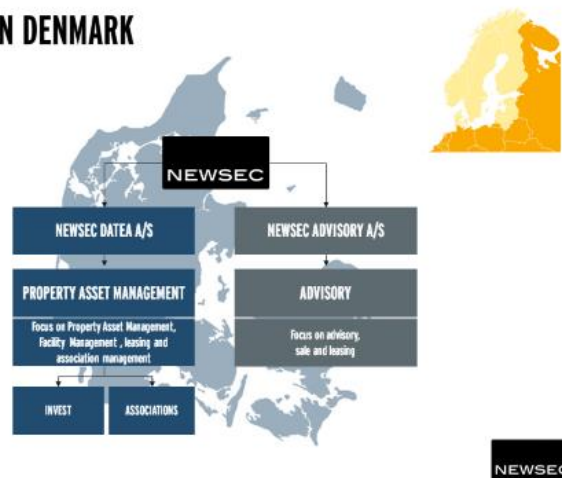
Flemming B. Engelhardt

Adm. direktør, Newsec Datea A/S

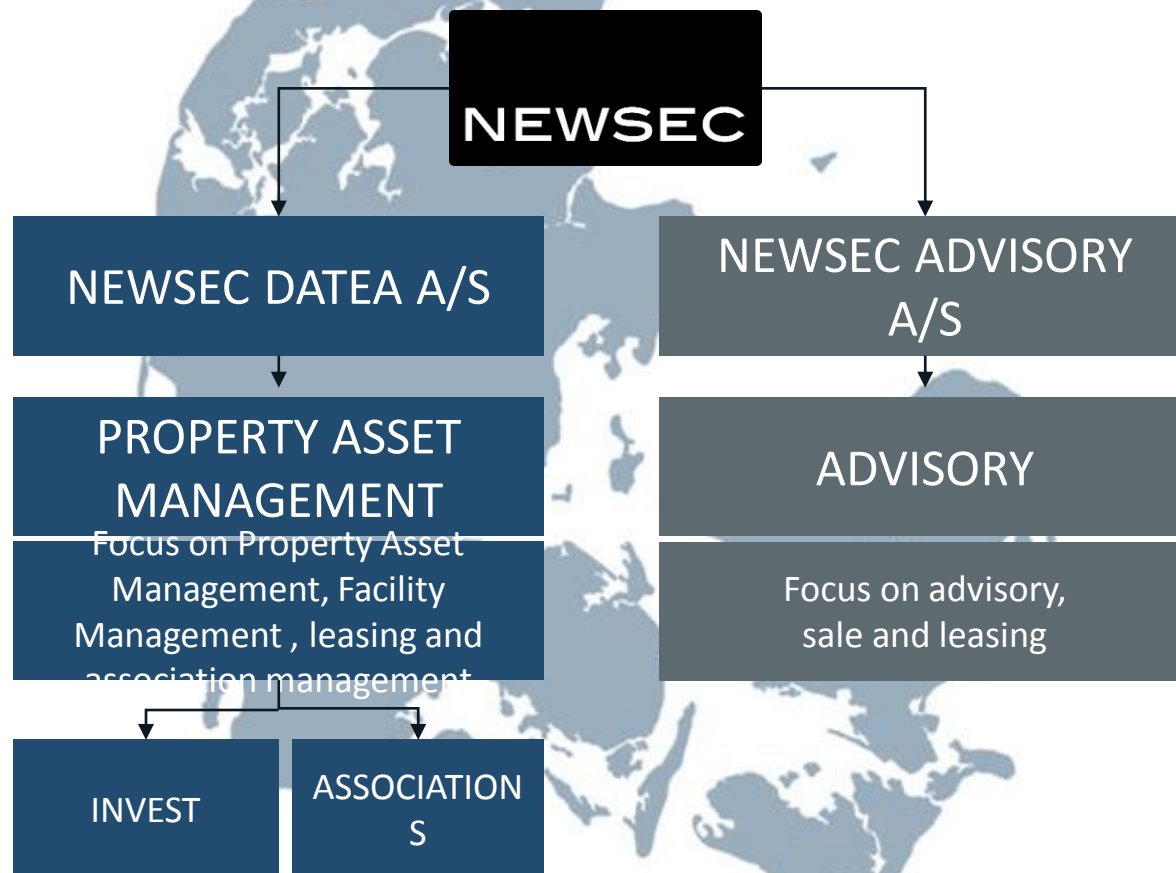
**NEWSEC**

# What we do.....

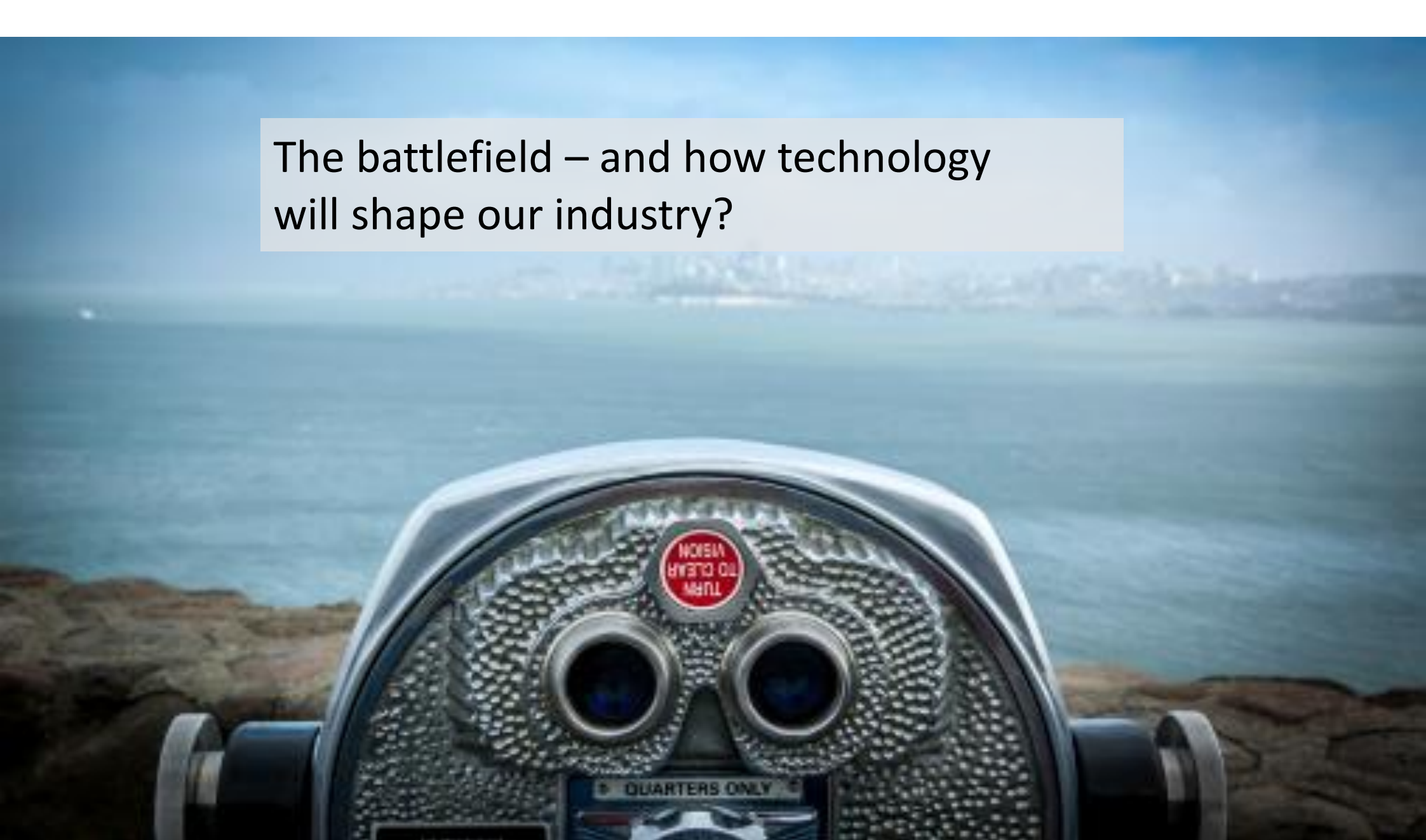
## NEWSEC IN DENMARK



# NEWSEC IN DENMARK



The battlefield – and how technology  
will shape our industry?

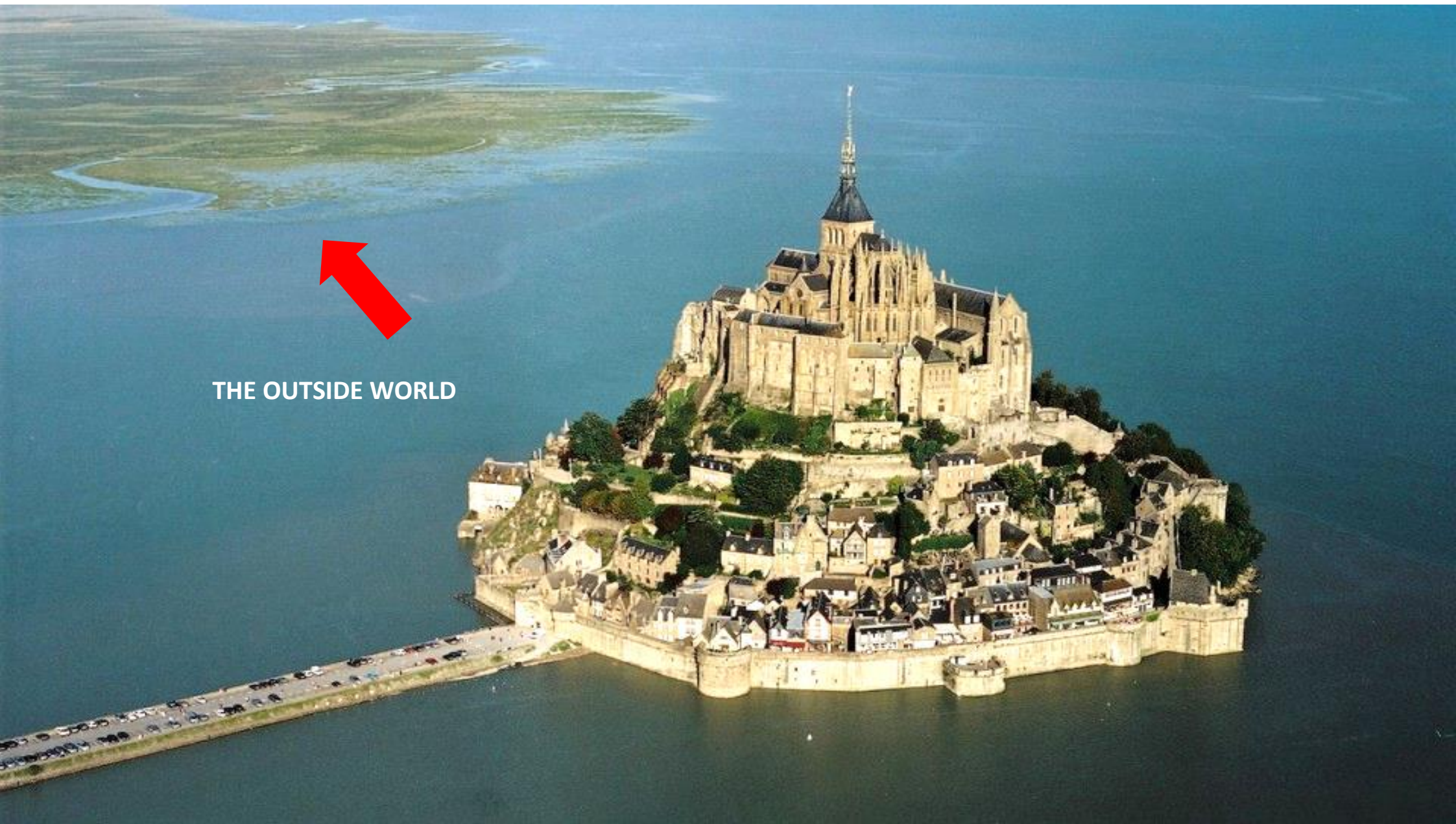




FACILITY MANAGEMENT  
INDUSTRY







THE OUTSIDE WORLD



# THE REAL ESTATE INDUSTRY



The world's real estate assets account for  
**60% of all global assets,**  
incl. gold, bonds, equities

The estimated value of all developed  
real estate in the world is  
**\$217 trillion**



# BUILDINGS ARE INEFFICIENT

**2025**

By 2025, buildings will be the #1 consumer of energy

**50%**

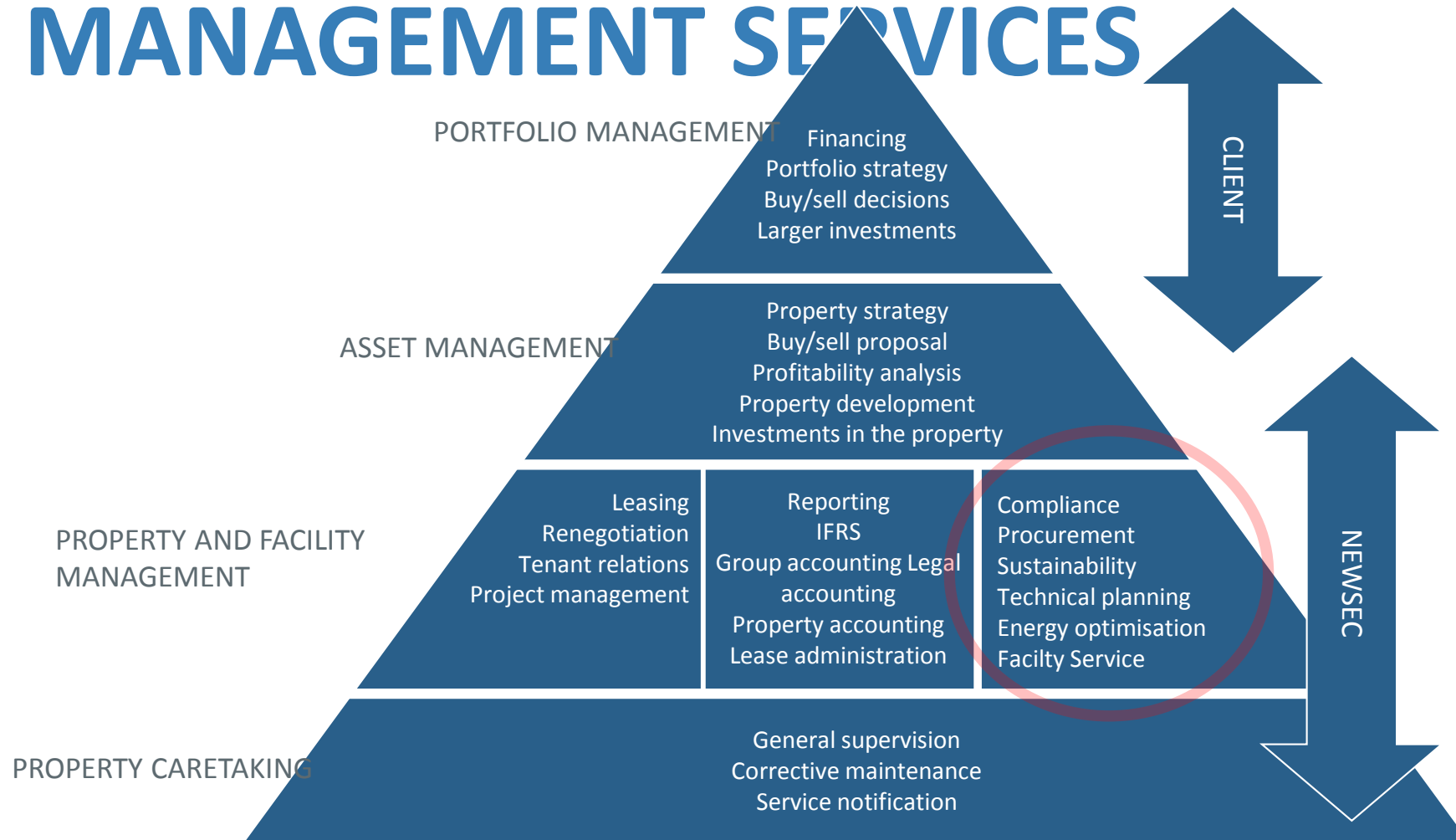
Up to 50% of energy and water in buildings are often wasted

**30%**

30% of all commercial space goes unused



# NEWSECS PROPERTY ASSET MANAGEMENT AND FACILITY MANAGEMENT SERVICES



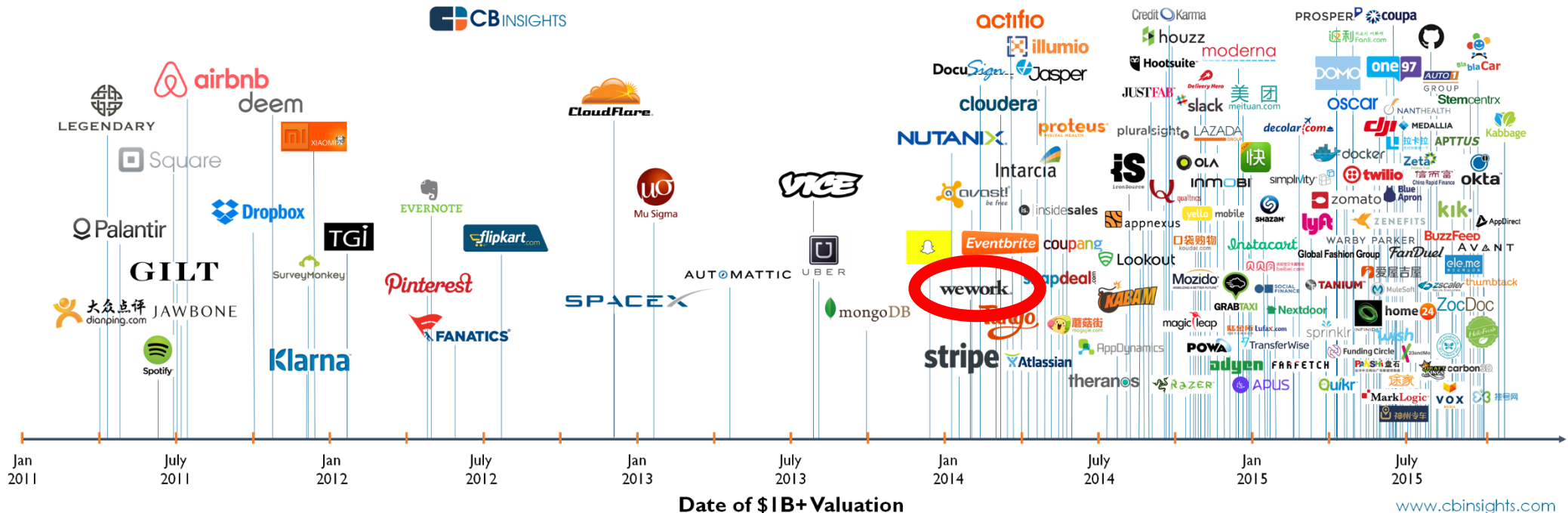
# UNICORNS OF TODAY WILL SHAPE THE INDUSTRIES OF TOMORROW

## The Increasingly Crowded Unicorn Club

Created by:



Private Unicorns since 2011





wework

JESSI HEMPEL BACKCHANNEL 09.06.17 07:00 AM

# WHY WEWORK THINKS IT'S WORTH \$20 BILLION

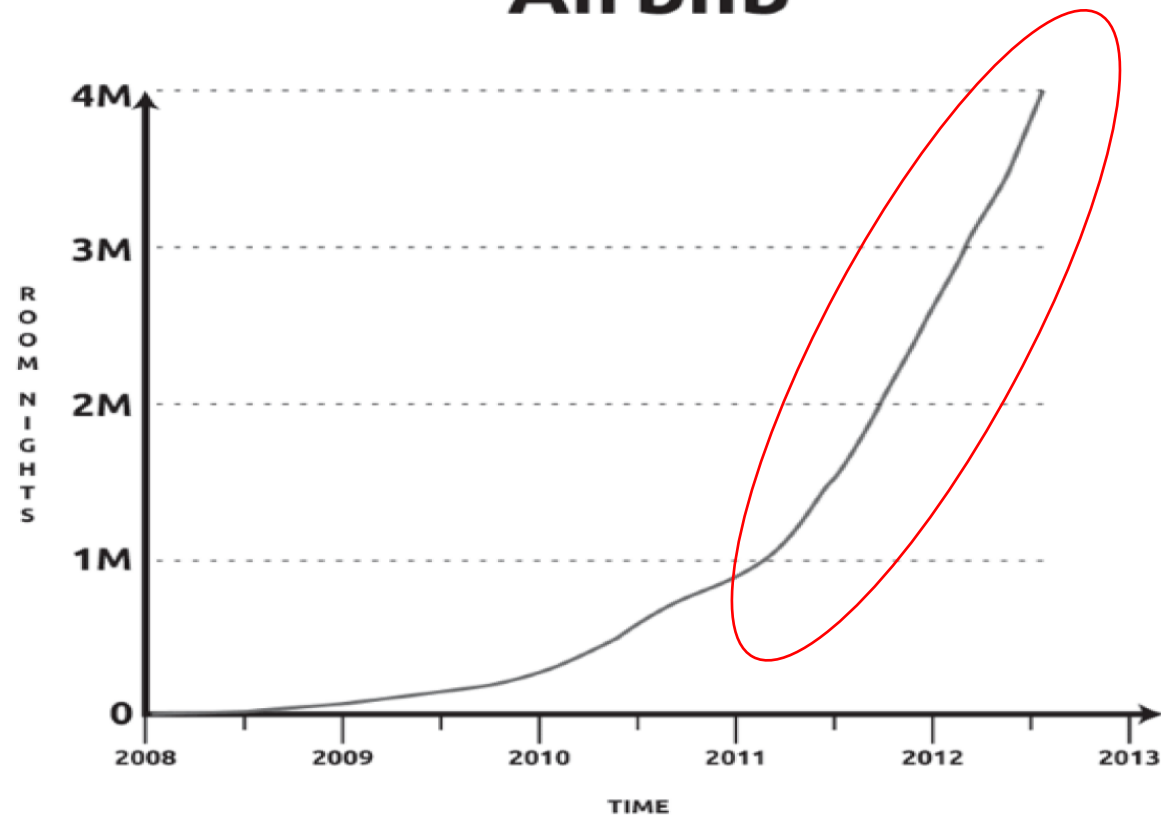
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NEWSEC



## Airbnb

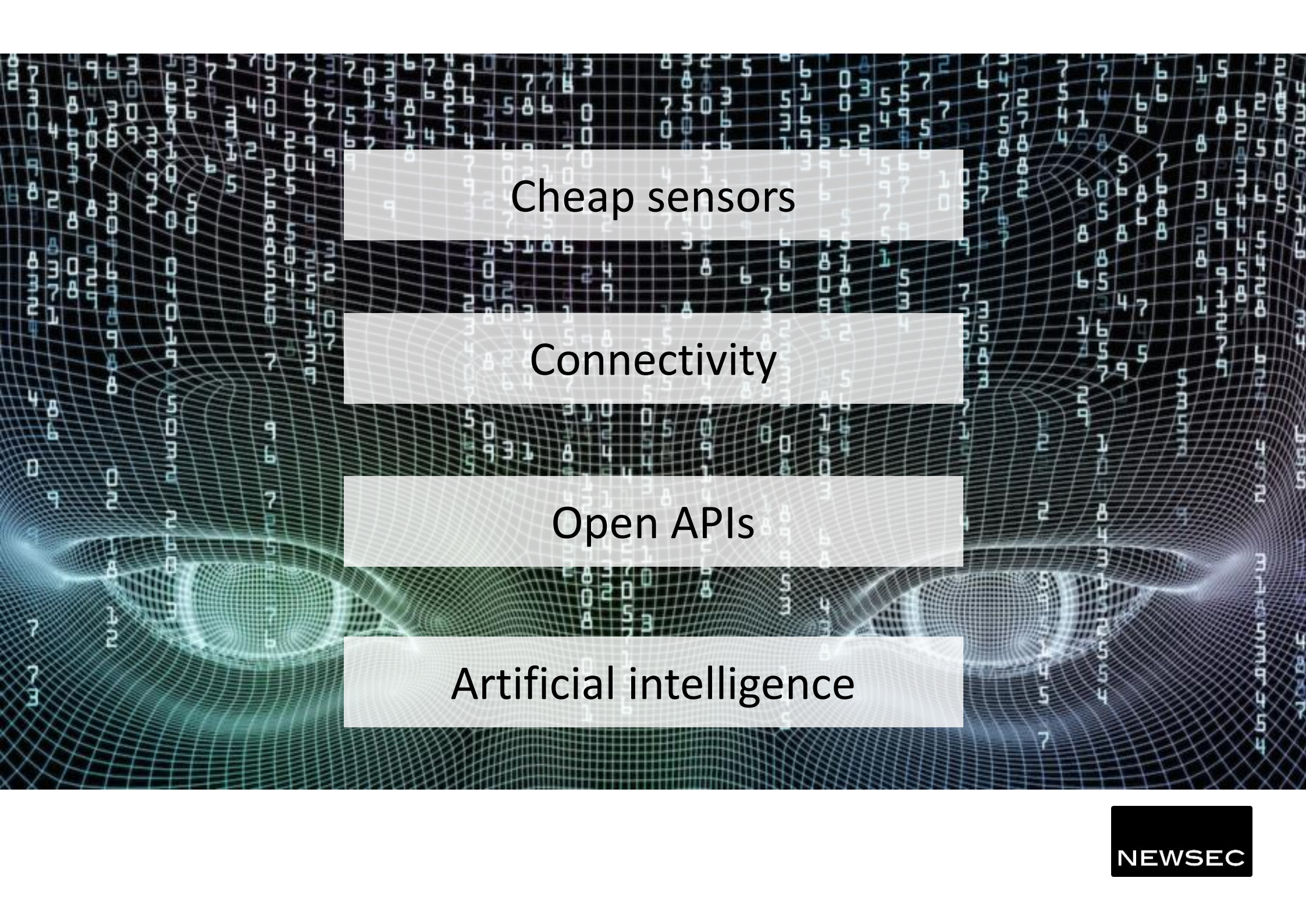


*WTF?!*



**Smart city initiatives are now the driving force  
for innovation in real estate**

**All enabled by technology**

The background of the slide features a digital theme. It includes a grid of binary code (0s and 1s) in various shades of blue and green, some of which are slightly blurred to create a sense of depth. Overlaid on this is a wireframe sphere, also in a grid pattern, which appears to be part of a larger, repeating pattern. The overall aesthetic is high-tech and futuristic.

Cheap sensors

Connectivity

Open APIs

Artificial intelligence





Smart buildings have higher occupancy, higher productivity and higher tenant satisfaction



# Buildings will begin to have a voice

My radiator  
need fixing

My  
windows  
are dirty

Fire alarm!

Water is  
leaking

It is  
cold...

The AC is  
broken



# Tenants are consuming services

I want a steak  
(uber eats)

New shoes  
(Amazon)

Superbowl  
(Pay per view)

Redecorating bedroom  
(Ikea)

Cleaning  
(Hilfr.dk)

Need more milk  
(nemlig.com)

# BUSINESS MODELS ARE EMERGING WITHOUT PROPERTY OWNERS





**EVERYONE WANTS IN ON  
THE ACTION**



# HOW WILL THIS IMPACT FACILITY MANAGERS?







How it feels for decision makers

## CHALLENGES – THE FUTURE DEMANDS FOR TECHNICAL SERVICES

- Demand for digitalization with 24/7 accessibility, tracking, feedback and reporting
- The clients challenge the delivery models
- Client looks after one stop shopping concepts
- Proactive property operations vs reactive service handling

- Workplace setup to support growth, collaboration, activity based work style
- Retain and attract the right competences
- Outside in – customer focused services
- Commercial viable digital platform





The end – thanks for your attention...

## CONCLUSION

# BUILD A GREAT “MUSIC” SCHOOL

