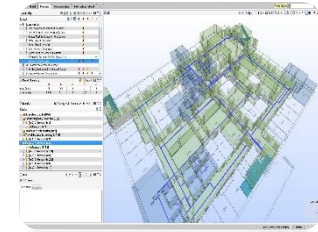
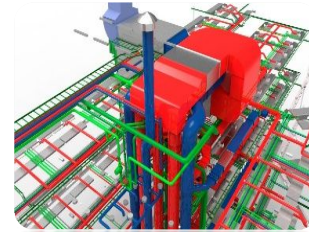
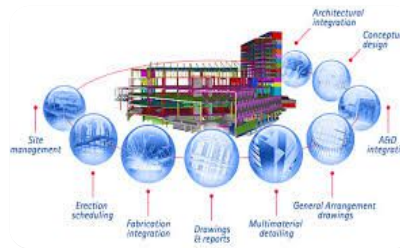
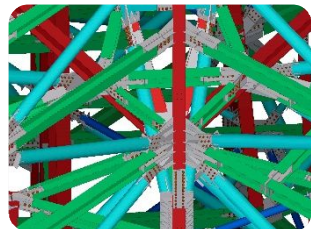


in2it

Corporate Real Estate Management &
Information Communication Technology

Company Profile



Milan, 2017

Agenda

- Who We Are
- Our Competences and Services

Our Background is with leading management consulting companies

ATKearney

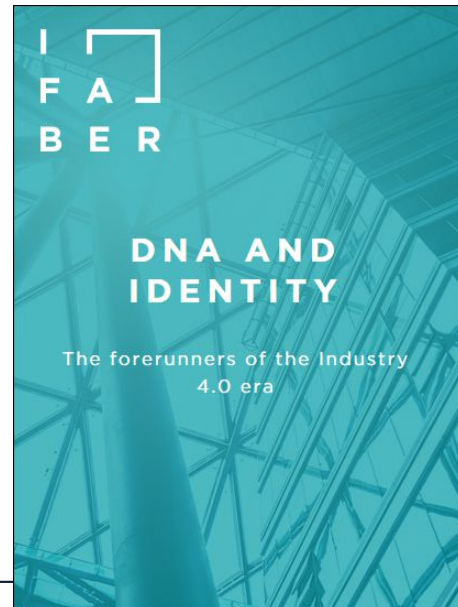
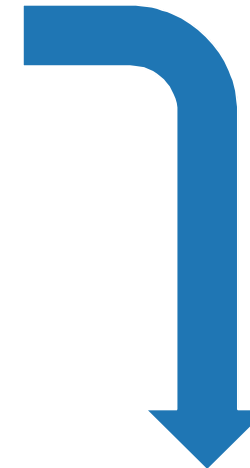
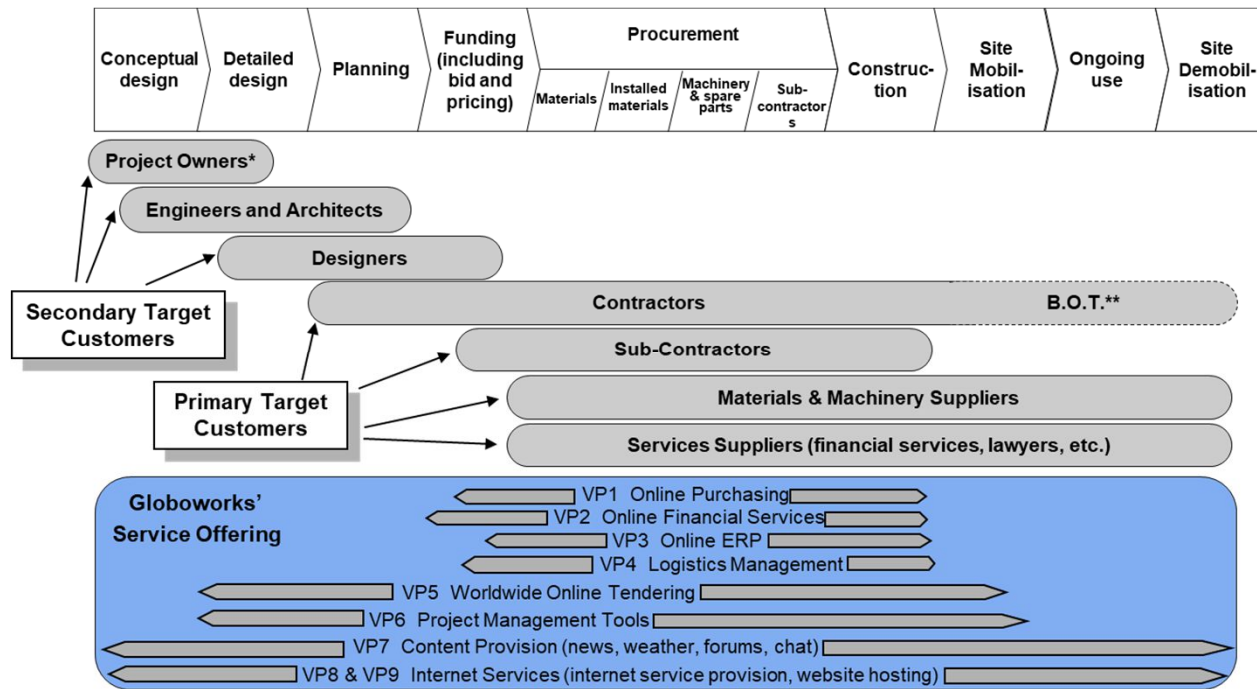
In 1995, Electronic Data Systems, the US information technology services group, bought AT Kearney, the global strategy consultancy in a deal worth \$596m. The acquisition of a hugely successful management consultancy by a global IT group was unprecedented. The challenge Several concerns were raised. One was the difference between AT Kearney's individualistic, entrepreneurial style and the more bureaucratic approach of EDS. Another concern was the alignment of incentives when combining the high-rewards culture of a partnership with the bottom-line-focused mentality of a big publicly quoted company.

MITCHELL MADISON GROUP

In 1992, a group of McKinsey partners in New York left the firm to start a Financial Services Group at A.T. Kearney, a Chicago-based competitor. The relationship soon soured as A.T. Kearney was in the process of selling itself to EDS,^[1] an IT outsourcing conglomerate. As a result, the original Mitchell Madison Group was co-founded by [Vikas Kapoor](#) in a management buy-out with about 120 professionals in 1994, and doubled its revenue year on year.

The firm experienced rapid growth in the 1990s, primarily in its [strategic sourcing](#) practice, serving many large financial institutions. With 16 offices and almost 1,000 employees, *Fortune* magazine named it one of the top 50 firms to work for in 1999. The firm was sold in late 1999 for about \$300 million to [USWeb](#), a Web design company which expanded during the [dot-com bubble](#) into management consulting.^[2] Subsequently, USWeb merged with Whitman-Hart, another consulting firm based in Chicago.^[3] The combined company, a merger of equals, had over 10,000 employees with annual revenues exceeding \$1 billion and soon renamed itself "marchFIRST". With the burst of the dot-com bubble, marchFIRST went into bankruptcy in April 2001 and its assets were liquidated.^[4]

Our first Project in the intersection between Real Estate and ICT (Year 2000)



INCUBATOR

We accelerate the development of companies through a process of open collaboration between buyers and sellers



INFORMATION

We collect, store and transform data into information



INTELLIGENCE

We analyze information, transforming into new services of value



INTERACTION

We enable interaction between the key players in the supply chain within a single platform

in2it operates in the intersection of Corporate Real Estate and ICT

Know How

Focused know-how within three “industries”

Corporate Real Estate Management (CREM)

Information Communication Technology (ICT)

Professional services:
Design, Engineering, HR,
Finance, Logistics,
Marketing

Services

Add Value to Design, Building, Operation and Maintenance of real estate assets and civil infrastructures

Digitalization Planning

Real Estate Wealth Advisory



3 senior partners

Management Team



Mario Caputi
Managing Director

- 27 years experience in international consulting
- Industrial Expertise: Construction, ICT, Finance, Energy & Facility Management
- Founder of the Observatory ICT in Real Estate
- Focus: Business models, Innovation
- Languages: Italian, English, German, French, Spanish

► **BIM based Digitalization, Business Strategy, Business Improvement**



Carlo Molho
Associate Partner

- 9 years experience in consulting
- Industrial Expertise: Retail and Real Estate Agency
- Focus: Investment and Agency
- Languages: Italian, English, French

► **Real Estate Wealth Advisory**



Roberto Marino
Partner

- Engineering Degree at niversità di Genova,
- 30 years experience in multinational companies (ICT and FM operators)
- P&L responsibilities at Business Units and Corporate Level for leading Service Providers
- Industrial experience: finance, retail & utilities, automotive, construction, manufacturing, ttransportation and airports
- PA experience: schools, universities, public offices and Healthcare
- Languages: italian, English

► **smart Facility Management**

..Senior advisor and strategic partners for our service areas

Advisor



Conrad Herrmann
Germany, UAE

- 34 years professional experience
- Founding partner of ICSI
- Industrial Enterprises: Construction, Real Estate and Facility Management, Architecture and Engineering
- Focus: Project Development, Market and Competitor Analysis, Corporate Real Estate Management

► **Corporate & Public Real Estate Management and Fund industry**

Strategic Partnerships



Agency & Valuation



BIM Software implementation



Digital Consulting Platform



Real Estate Management Consulting

MITCHELL MADISON GROUP
PIP - Partners in Performance International

Performance Improvement and Strategic Sourcing

Some of our recent clients



PRADA



Provveditorato LL.PP. Lombardia ed Emilia Romagna



Passante di Mestre Società Consortile per Azioni tra le Imprese



società italiana
per condotte d'acqua S.p.A.

Fondata il 7 aprile 1880

nodavia



Metropolitana di
Milano: Linea 4



Agenda

- Who We Are
- Our Competences and Services

Valorization Strategies for key Assets

Options	Description	High level assessment
1 Immediate Sell	Maximize current values Launch official tender to create iper-competition for the asset	Minimize owner's involvement This option can be pursued if interesting offers become available. Needed a strategic selling process
2 Add value and sell	Build value adding scenarios on the asset to increase its value and then sell Sell the asset after having selected valorization scenarios*) and obtained the necessary authorization	Maximize returns with minimum investment Assess different scenarios to select the most appropriate in terms of risks, returns and needed investment
3 Develop and manage directly	Build value adding scenarios on the asset to increase its value and then manage Select the most appropriate development scenario and invest (alone and/or through partners/club deals). Manage the development and the property	Maximum owner's involvement This option can be pursued on the basis of a detailed business plan that includes development, management and financial details on the development project.
4 Add value and outsource the management	Build value adding scenarios on the asset to increase its value and then select management companies Select the most appropriate development scenario and invest (alone and/or through partners/club deals). Source the management companies and set up legal agreement	Keep the property of the asset outsourcing all operative implications This option implies the focus on the owner's role

*) value can be added through a development and/or retrofitting intervention

Our services are tailored to the players of the full Value Chain, from investors to facility managers



Strategies

- REWA (Business and feasibility plans)
- Program / Project Management
- Supply Chain Assessment
- Compliance (BIM Guide, BEP/,EIR creation)
- Outsourcing Models (make or buy)

- Scouting and selection of providers
- Tender support
- Legal due diligence

Efficiency and Operations

- Process and organization design
- Roles and responsibilities
- Data management and workflow automation

- Cost Optimization
- Energy Management

Technologies and ICT

- Scouting of technologies
- Sourcing of providers
- Requirements definition
- System Integration

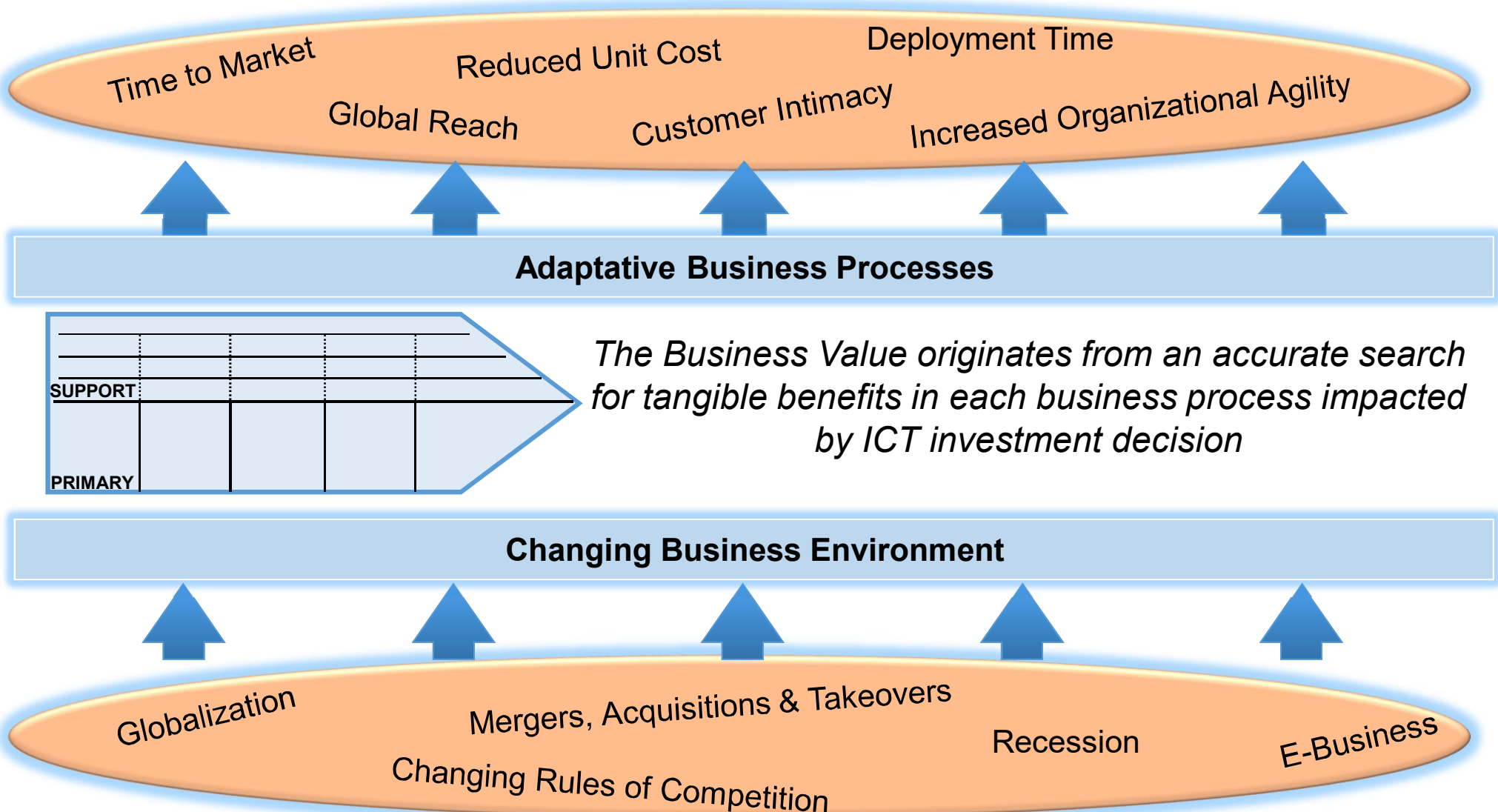
- Customization and Implementation:
 - Imaging
 - Mobile mapping
 - GIS
 - Surveying
 - BIM Authoring (3D)
 - Model e Code Checking
 - BIM 4D & 5D
 - CDE
 - IoT
- System Integration

Training and Interim Management

- Requirements definition
- Programme creation
- Delivery (classes and workshops)
- Interim Management and Coaching

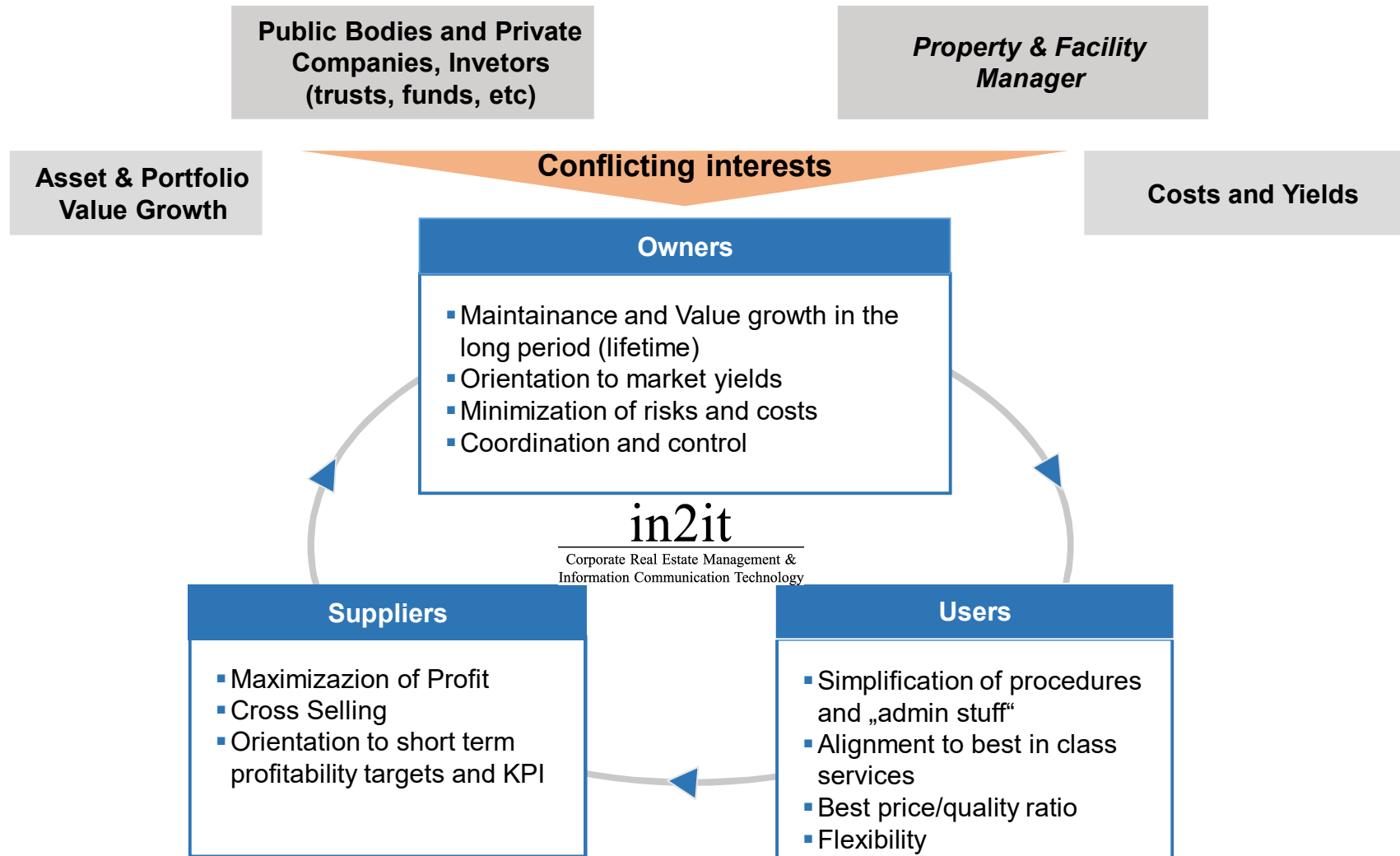
We know how to quantify the business value generated by Information & Communication Technologies (ICT)

ILLUSTRATIVE



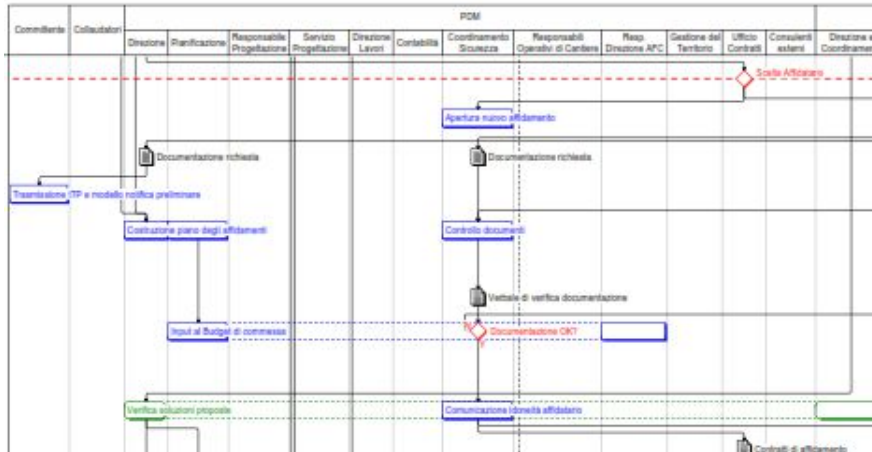
Source: Gartner

On each project we act as «trusted advisor» of the owner (Investor)



Our digital vision for the industry: redefine and simplify the operative and business processes involved in large projects, leveraging structured data warehouses and workflow automation.

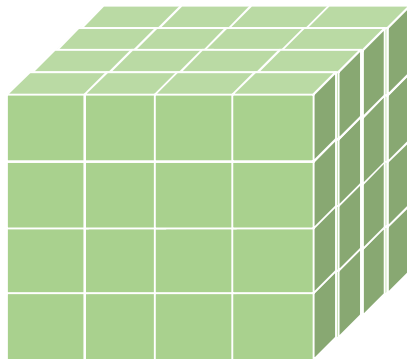
“to-be” Processes



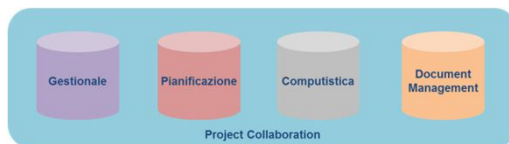
Data generation



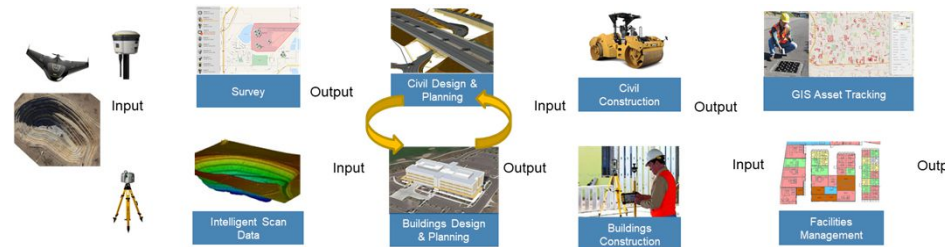
Data Warehouse



Legacy Systems



Digital Technologies



Automated Workflows



The flow from the real world to the digital model and viceversa



Design

Surveying

1. Outdoor surveying

[i.e. Sensors (Drones, Mobile Mapping, V10 - DTM, Clouds of points) → SW data analysis (RealWorks e TBC/HCE) → SW Design (Vianova, Tekla Civil)]

2. BIM Authoring

[Architecture, Structures, MEP, Civil Eorks → (i.e. Revit, Allplan) Space Planning → ((i.e. dRufus)



Build

Construction Site

3. Civil

[i.e. SW Design (Bentley, Vianova) → Machine control (TBC/HCE, Visionlink)]

4. Buildings

[i.e. SW Design (SketchUp, Tekla) → Trimble Connect → Sensors (Trimble Field Link/ Trimble Access - Total Station)]

5. Construction Project

Management (Primavera, Aconex, site reports, BIM to field, material/ equipment/ resource management, asset tracking, etc.)



Operate

Asset and Facility Management

6. Monitoring

(ie. Geomatic for hydrogeological risk, Structural and geotechnical for seismic risk)

7. Business Intelligence and IoT

(ie. historical and predictive analytics based on data coming from sensors, systems, people, etc.)

9. Surveying (ie. TIMMS)

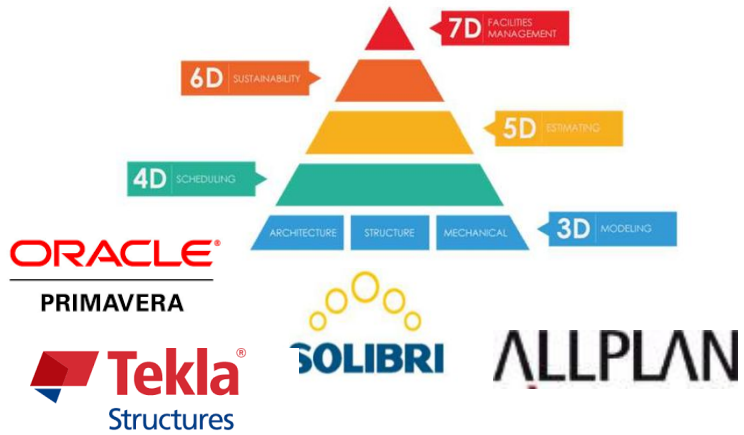
From the real world to the digital model



From the digital model back to the real world

Digital solutions

BIM Solutions



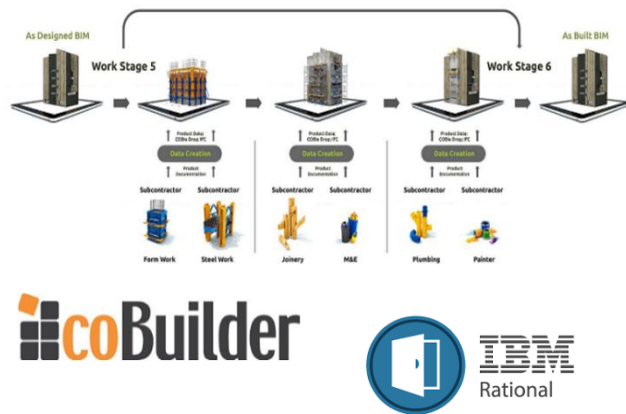
Project Collaboration



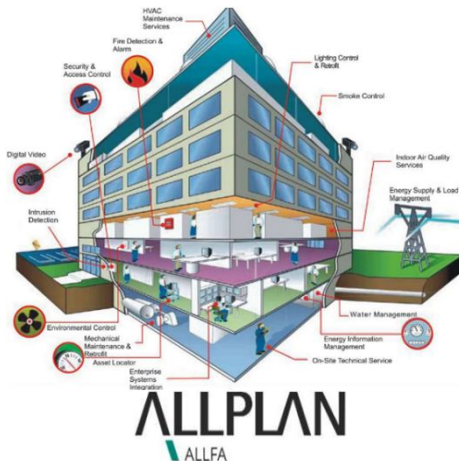
Procurement



Information Management



Facility Management



Bus. Intelligence & IoE

