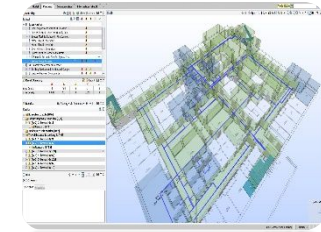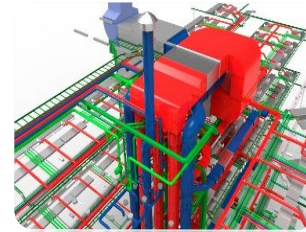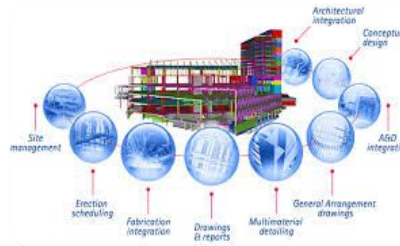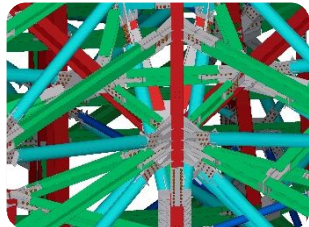# in2it

Corporate Real Estate Management &
Information Communication Technology

Company Profile

Agenda

- **Who We Are**

- Our Competences and Services

in2it
Corporate Real Estate Management &
Information Communication Technology

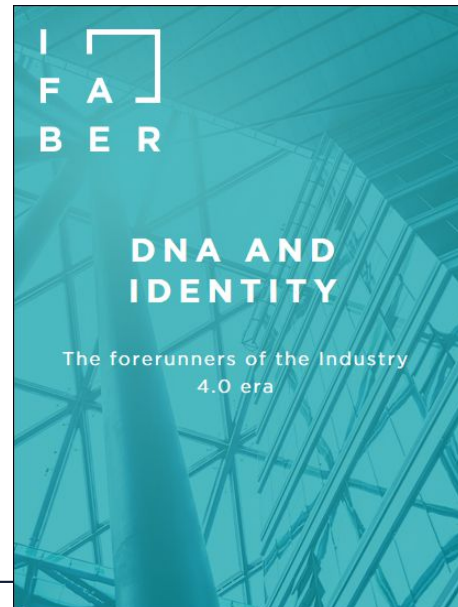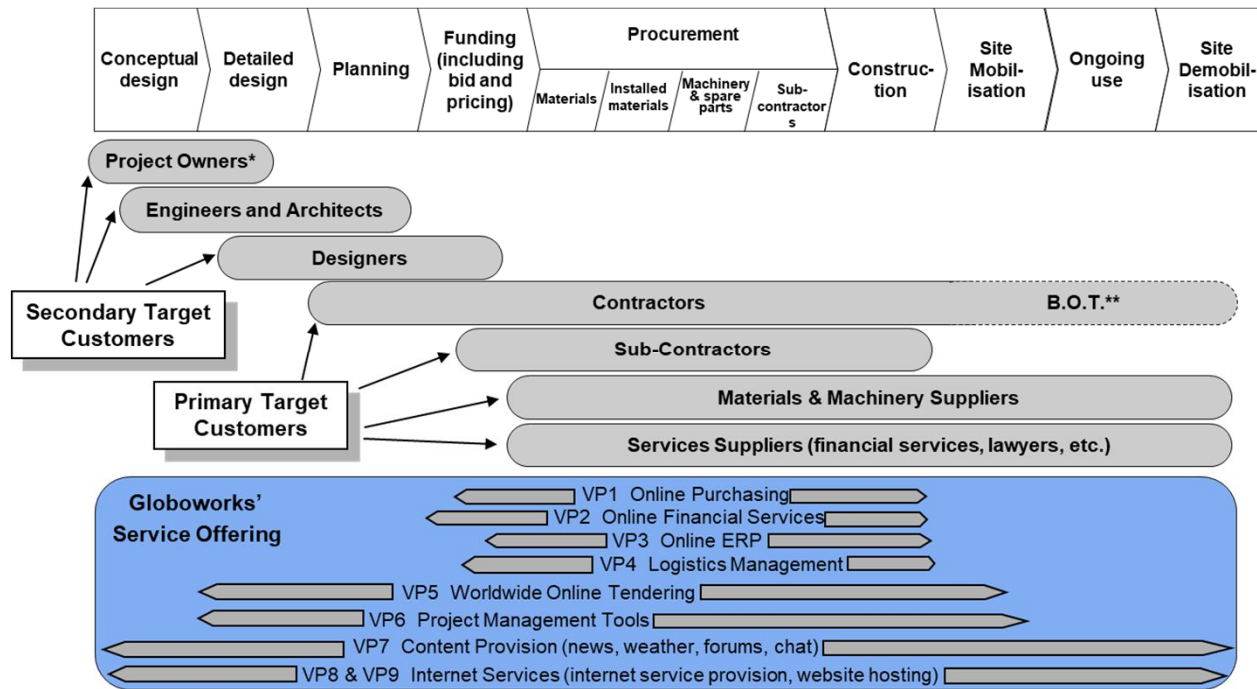# Our Background is with leading management consulting companies

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.

n 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]

The value chain stages: Conceptual design | Detailed design | Planning | Funding (including bid and pricing) | Procurement (Materials, Installed materials, Machinery & spare parts, Sub-contractors) | Construction | Site Mobilisation | Ongoing use | Site Demobilisation

Project Owners*
Engineers and Architects
Designers
Secondary Target Customers
Contractors — B.O.T.**
Sub-Contractors
Primary Target Customers
Materials & Machinery Suppliers
Services Suppliers (financial services, lawyers, etc.)

Globoworks' Service Offering
VP1 Online Purchasing
VP2 Online Financial Services
VP3 Online ERP
VP4 Logistics Management
VP5 Worldwide Online Tendering
VP6 Project Management Tools
VP7 Content Provision (news, weather, forums, chat)
VP8 & VP9 Internet Services (internet service provision, website hosting)

IMPREGILO

FABER
DNA AND IDENTITY
The forerunners of the Industry 4.0 era

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

Information Communication Technology

in2it operates in the intersection of Corporate Real Estate and ICT

Know How

Focused know-how within three "*industries*"

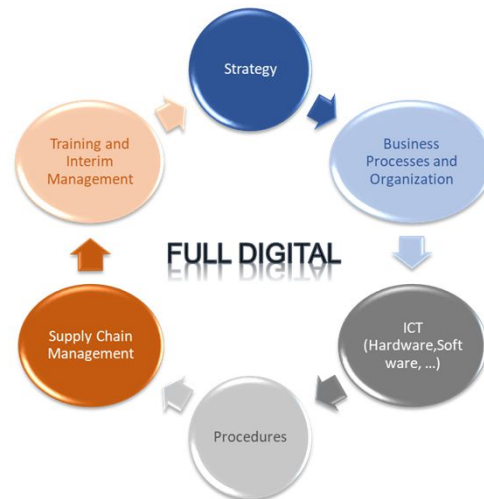Corporate Real Estate Management (CREM)

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

Valorization

in2it
Corporate Real Estate Management &
Information Communication Technology

3 senior partners

Mario Caputi
Managing Director

- Since 1991 international management consultant
- 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

▶ **Digitalization Strategy, BIM, Process and Change Management**

Carlo Molho
Associate Partner

- Since 2005 management consultant
- Industrial Expertise: Retail and Real Estate Agency
- Manager of the Observatory smart Farming
- Focus: Land, Agriculture e Renewable Energies.
- Languages: Italian, English, French

▶ **Valorization, Agency**

Roberto Marino
Associate Partner

- Since 1987 engaged with multinational companies (ICT and FM)
- Industrial Expertise: automotive, construction, finance, retail, utilities, transportation, PA (schools, health-care,)
- PL responsibilities at BU and Corporate levels
- Languages: Italian, English, F

▶ **Smart Facility Management**

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Two senior advisor and several strategic partners for our service areas

Senior Advisors

Conrad Herrmann
Germany, UAE

- 37+ 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**

Giacomo Sepe
Associate Partner

- Since 2000 professional investment and project manager with experience in business modeling
- Industrial Expertise: Real Estate, Hedge Funds, Private Equity, Family Offices
- 2003 MBA at the Columbia University
- Languages: Italian. English, French, Spanish and Portuguese

▶ **Venture Investment and Start-up Advisor**

Strategic Partnerships

AGEDI — *Agency & Valuation*

HARPACEAS the BIM expert — *BIM Software implementation*

Konsälidön the power of together — *Digital Consulting Platform*

ICSI Management Consultants — *Real Estate Management Consulting*

MITCHELL MADISON GROUP
PIP - Partners in Performance International — *Performance Improvement and Strategic Sourcing*

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Some of our recent clients

CityLife

UnipolSai ASSICURAZIONI

IKEA

PRADA

INTESA 🅜 SANPAOLO

Ministero delle Infrastrutture e dei Trasporti

Provveditorato LL.PP. Lombardia ed Emilia Romagna

PDM S.C.p.A.

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

LINEA M4 Metropolitana di Milano: Linea 4

ITALFERR
GRUPPO FERROVIE DELLO STATO ITALIANE

Civil Construction Tecnimont

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Thought leadership in BIM

In2is and Harpaceas **have** already achieved the leadership in BIM based training and coaching

First Italian Master Degree

Politecnico di Milano

Scuola Master Fratelli Pesenti

Short training modules

LUISS Guido Carli

MIP POLITECNICO DI MILANO SCHOOL OF MANAGEMENT

Scientific Directors of the Observatory ICT in Real Estate

OSSERVATORI.NET ICT & Management
www.osservatori.net

School of Management

DIPARTIMENTO DI INGEGNERIA GESTIONALE

MIP

Smart ICT Solutions nel Real Estate:
conoscere e gestire il patrimonio per creare valore

Osservatorio ICT nel Real Estate
Presentazione dei Risultati 2013

21 Maggio 2013

Authors of a BIM Manual

Progettazione Tecniche & Materiali

Il Building Information Modeling - BIM

Valore, gestione e soluzioni operative

Il Building Information Modeling – BIM

Valore, gestione e soluzioni operative

Mario Caputi, Paolo Odorizzi,

Massimo Stefani

Maggioli Editore, marzo 2015

Formato 16,5x24 cm, 300 pagg.,

www.maggioli.it

in2it
Corporate Real Estate Management &
Information Communication Technology

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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

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

Investment Management	Portfolio Management	Asset Management	Project Development	Property Management	Facility Management

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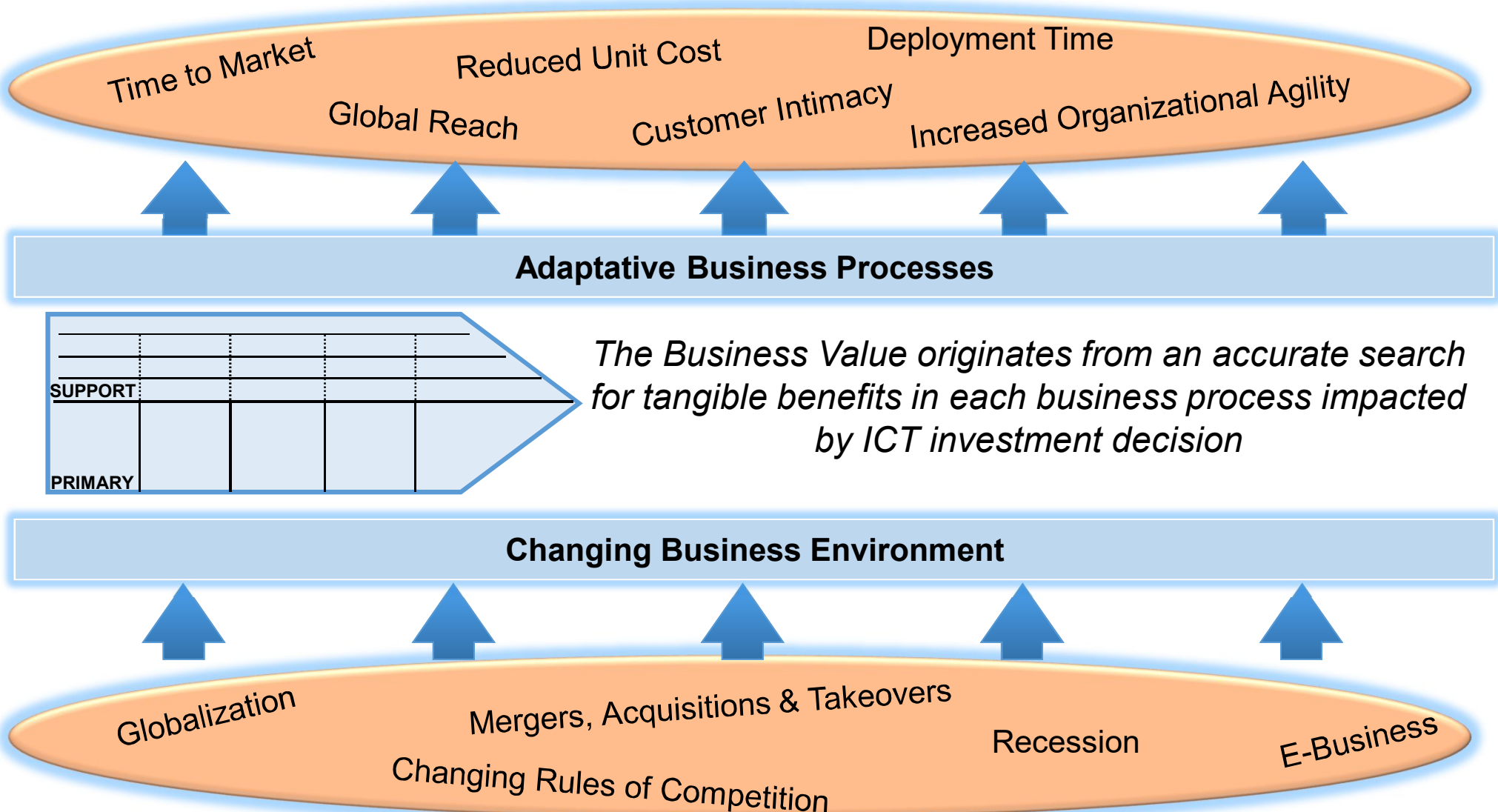
- Customization and Implementation:
    - Imaging
    - Mobile mapping
    - GIS
    - Surveying
    - BIM Authoring (3D)
    - Model e Code Checking
    - BIM 4D & 5D
    - CDE
    - IoT
- System Integration

Training and Interim Management

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

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

ILLUSTRATIVE

Time to Market

Reduced Unit Cost

Deployment Time

Global Reach

Customer Intimacy

Increased Organizational Agility

Adaptative Business Processes

SUPPORT

PRIMARY

The Business Value originates from an accurate search for tangible benefits in each business process impacted by ICT investment decision

Changing Business Environment

Globalization

Mergers, Acquisitions & Takeovers

Recession

E-Business

Changing Rules of Competition

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

Public Bodies and Private Companies, Invetors (trusts, funds, etc)

Property & Facility Manager

Asset & Portfolio Value Growth

Conflicting interests

Costs and Yields

Owners

- Maintainance and Value growth in the long period (lifetime)
- Orientation to market yields
- Minimization of risks and costs
- Coordination and control

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Suppliers

- Maximizazion of Profit
- Cross Selling
- Orientation to short term profitability targets and KPI

Users

- Simplification of procedures and „admin stuff"
- Alignment to best in class services
- Best price/quality ratio
- Flexibility

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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.
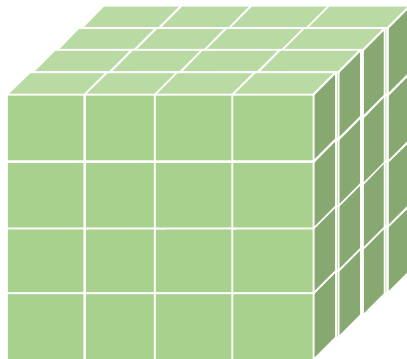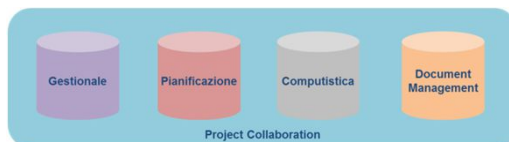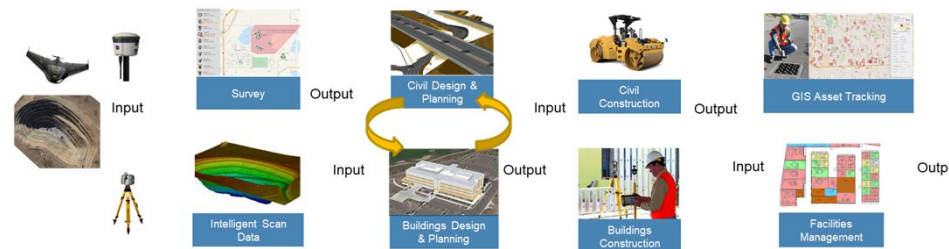
"to-be" Processes
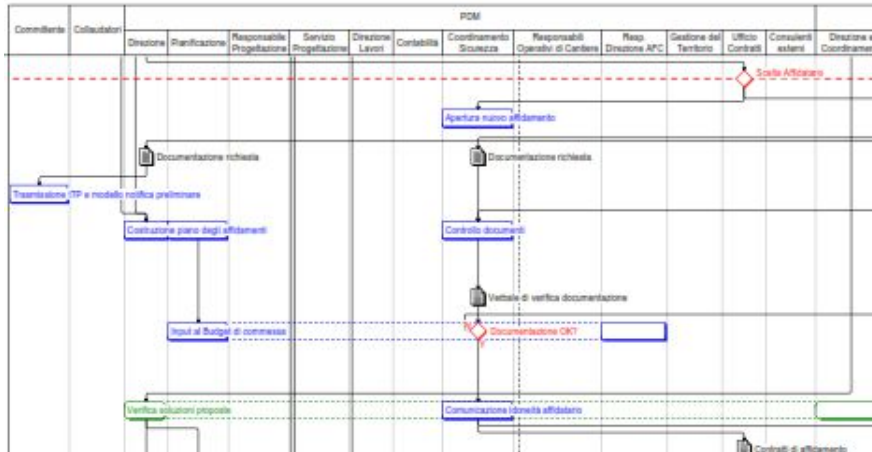
Data generation

Data Warehouse

Legacy Systems

Gestionale | Pianificazione | Computistica | Document Management

Project Collaboration

Digital Technologies

Input / Output — Survey / Civil Design & Planning / Civil Construction / GIS Asset Tracking

Intelligent Scan Data / Buildings Design & Planning / Buildings Construction / Facilities Management

Tekla Structures · **SOLIBRI** · **ALLPLAN** ARCHITECTURE 2016 · DATA DESIGN SYSTEM · INTERGRAPH · GRAPHISOFT ARCHICAD · VIANOVA · Autodesk · BENTLEY · strvision · AVEVA · PRIMAVERA · aconex · MagiCAD

Automated Workflows

Create Nested Layouts → Wait for Action (Checkpoint) → Print / Move to Table → Cut / Copy or Move File → Graphics / Warning

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.)
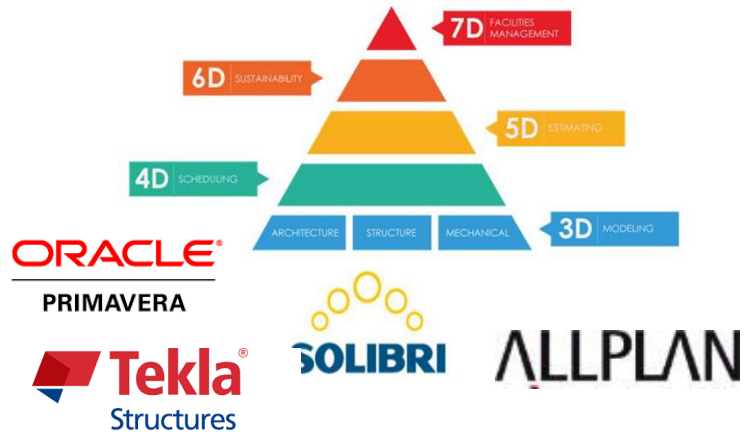9. **Surveying (ie. TIMMS)**

From the real world to the digital model

From the digital model back to the real world
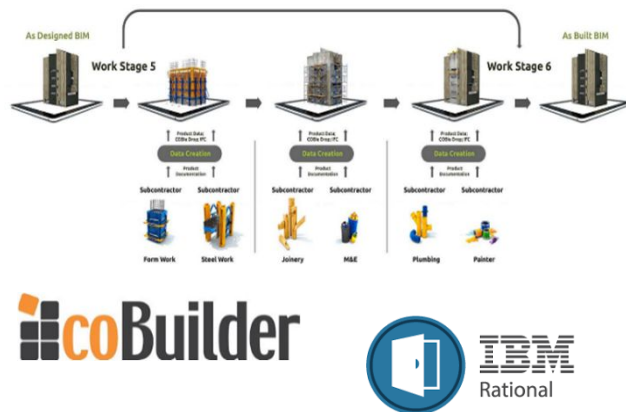
Digital solutions

BIM Solutions

Project Collaboration

Procurement

Information Management

Facility Management

Bus. Intelligence & IoE