

## The Staubach Company

15601 Dallas Parkway  
Suite 400  
Addison, Texas 75001  
www.freshdirect.com

### **INDUSTRY:**

Commercial Real Estate

### **ANNUAL REVENUE:**

440,000,000

### **CONTACT US:**

#### **Ironbridge Systems**

1331 F St. NW  
Suite 815  
Washington, DC 20004  
Ph. 202.737.2104  
Fx. 202.737.2104  
www.ironbridge-systems.com

### **BACKGROUND**

Staubach Company is the nation's leading commercial real estate tenant representation firm. A principal Staubach service offering is providing large clients who own or lease a number of properties with the ability to strategically manage their portfolios.

### **PROBLEM STATEMENT**

The Staubach Company, which carved a niche in the field of commercial real estate tenant representation services, started experiencing major scalability issues as the number of projects around the country increased with 2005 revenues in excess of \$200 Million. Severe competition developed in the field, which called for immediate response to opportunities and requests. The distributed nature of geographic expertise and domain knowledge was making it difficult for the Staubach professionals to effectively collaborate and provide timely responses to clients. Further, centralized pockets of decision-making developed that made it difficult to scale effectively as the practice grew.

### **ISI SOLUTION**

ISI professionals analyzed the business process involved in developing and managing tenant representation the *Staubach way*. The keys systems level issues we identified were:

- Inability to readily incorporate changes in portfolios – changes happened at site(s) and the information was sent by email/fax/phone to the analytics team that incorporated the changes in the central data repository. It often took days to incorporate these changes and to measure their impacts on overall portfolio metrics.
- Lack of access to specialized information – Staubach's primary strength is its knowledge base on market rates, demographic profiles, and other external data that impact real estate locations. These data sets and experts who knew the data were centralized and not immediately accessible.

ISI developed a system that linked external information with portfolio data, and made it accessible online for Staubach professionals to readily view the portfolio metrics. Through a thorough workflow analysis, we decentralized several analytical modules to increase efficiency. Additionally, we developed a workflow model for Staubach where the data revisions were performed at the local offices through an online interface. This enhanced the ability to analyze the effects of alternative proposals.

Staubach's practice today is in excess of \$440 million and growing. ISI's online analytical framework is used to manage the real estate portfolios of nine state government agencies. Staubach and Ironbridge are partnering now to extend the model to their high-profile corporate clientele.

The state of Michigan recently honored Staubach for its use of technology to improve efficiency in managing the real estate expenses for their state.