VISUAL LEASE

Name	Newmark
Industry	Real estate
Employees	5000+ employees globally
Revenue	2+ billion USD
Countries	Global
Headquarters	New York, New York
Company type	Public

NEWMARK

## Embracing digital transformation: a trailblazer's tale

Customer overview

For decades, Newmark has delivered an array of strategic brokerage services to its broad client base, including owners, occupiers, investors and founders.

Following the onset of the COVID-19 pandemic and its tremendous impact globally, Newmark Global Corporate Services Technology Solutions (GCS Tech Team) fostered innovative techniques to help clients respond. The GCS Tech Team created a complete and accurate picture of the impact of the pandemic on lease portfolios - as well as an easy way to communicate actionable insights to their customers.

> **Visual Lease is a truly successful partnership for Newmark's GCS Tech Team and clients.**

Carla Hinson, Executive Managing Director of Global Tech and the GCS Head of Technology at Newmark
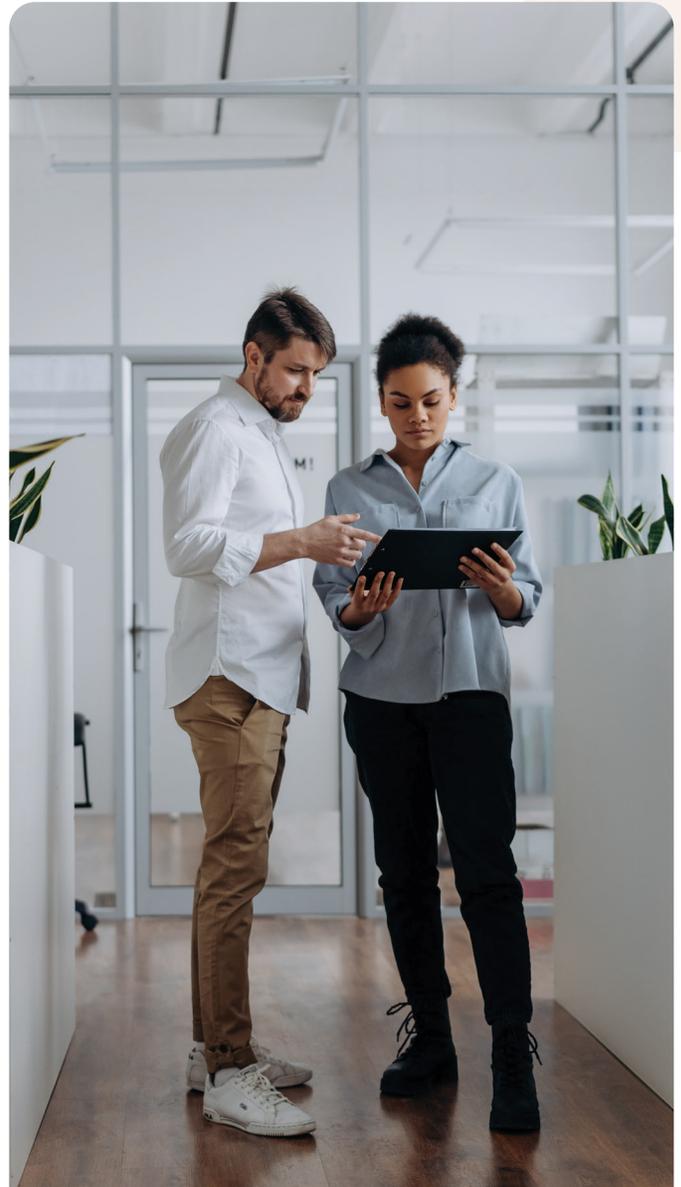
The opportunity

Deliver lease data, integrate seamlessly into existing technologies

Newmark's GCS Tech Team focuses on delivering the right data to its clients. After establishing a solid digital core - the technology platforms and applications that allow organizations to transform into digital businesses and meet the new needs of the digital economy - the GCS Tech Team looked at alternative methods to distribute lease data by integrating with existing technologies. They found Visual Lease to be the ideal partner to deliver innovative integration technologies to support lease accounting and management needs.

> **Once Newmark's GCS Tech Team took that step forward with the new Integrations Hub functionality to really integrate data, it has taken Newmark's data visualization dashboard to the next level.**
>
> Carla Hinson, Executive Managing Director of Global Tech and the GCS Head of Technology at Newmark

Partnership

Automate and streamline the exchange of data with the Visual Lease Integrations Hub

Newmark GCS Tech Team had already built its digital core to bring in communications from a wide range of systems and then visualize it into actionable insights produced in easy-to-digest dashboards. This information empowers the group's clients to make quick, strategic decisions.

Newmark GCS Tech Team was already using Visual Lease and determined that they could further leverage the software to support the digital core project by integrating its digital core with the new Visual Lease Integrations Hub. The Integrations Hub allows users to automate data exchange across ERPs, Business Intelligence (BI) tools and other systems of record to streamline the delivery of critical, time-sensitive business insights.

Newmark GCS Tech Team identified crucial data points and sources, such as response and fix performance on work orders, total periodic expenses and upcoming critical dates, and leveraged the Integrations Hub within Visual Lease to export data in a secure, reliable way. Visual Lease's Integrations Hub provided Newmark GCS Tech Team's developers with open access to powerful, pre-built system connections and a dashboard to monitor integration performance in real-time.

✓ Flexibility
The ability to import and export data in a multitude of ways (secure managed file transfer, email and SFTP output, automated imports and APIs) to ensure that the team can capture information that is critical to customers in a variety of formats from a variety of sources.

✓ Ease-of-use
The highly-intuitive user interface drives condensed implementation timelines.

✓ Trust
The software's widespread capabilities eliminate human error, producing trusted data quickly.

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> The Integrations Hub is a game-changer because it's bi-directional … it has truly opened communication for other systems and the ways that people interact with it.
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> "

Carla Hinson, Executive Managing Director of Global Tech and the GCS Head of Technology at Newmark
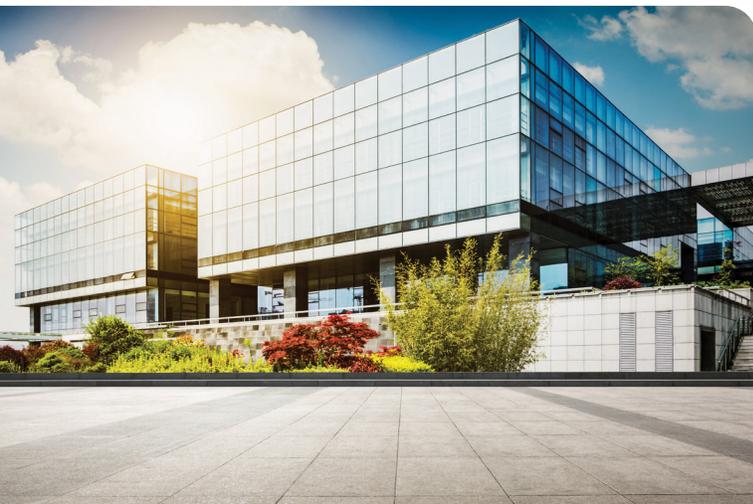
The results

Deliver data driven insights at every step of their clients lease lifecycle

With Visual Lease Integrations Hub, Newmark GSC Tech Team can:

- ✓ **Pull property data** into a data visualization tool and create customized dashboards for clients to inform critical dates, understand space occupancy and even expose potentially dangerous weather.

- ✓ **Create** a single source of truth for property data and maintain data integrity across systems.

- ✓ **Validate** and score clients' data based on business rules, identifying potential errors or areas of opportunity.

- ✓ **Offer** and implement Visual Lease (Lease Administration) in 40 hours or less for an expedited client transition.

- ✓ **Leverage** full lease lifecycle data to provide clients with a complete and accurate picture of their lease portfolio that identifies opportunities for financial savings.

> **The whole mentality of the workplace is changing, and that means that businesses are looking at their portfolios – with Visual Lease, organizations can understand their options and act on them in a timely manner.**

Carla Hinson, Executive Managing Director of Global Tech and the GCS Head of Technology at Newmark
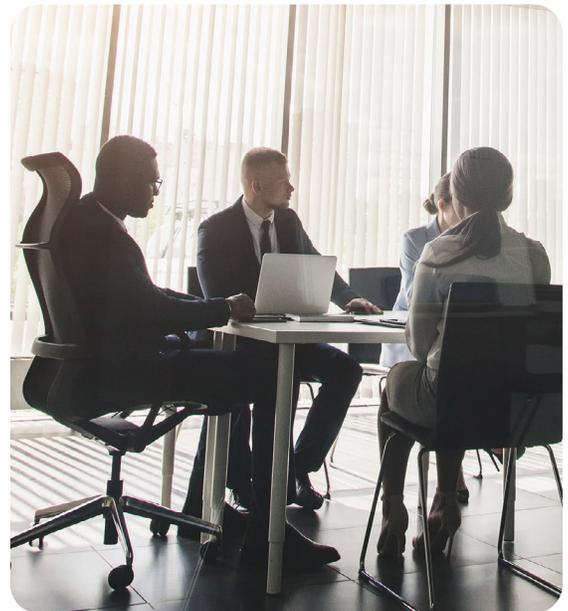
About Visual Lease (VL)

Visual Lease (VL) is the premier platform for integrated lease management and lease accounting, trusted by enterprises worldwide to navigate complex portfolios with precision and ease. As the centralized system of record for all lease-related financial, operational, and legal data, VL is purpose-built to support every team involved in managing a company's leased and owned assets. Informed by nearly three decades of experience, our platform integrates lease management, lease accounting, and sustainability reporting, enabling organizations to save time, mitigate risks, reduce costs, and support sustainability initiatives. Our award-winning software is used by 1,500+ organizations to manage more than 1 million real estate, equipment, and other leased asset records globally. For more information, visit **visuallease.com**.