



# Harnessing the Power of Data **TO OPTIMIZE YOUR FACILITIES MANAGEMENT PROGRAM**



**NEST**

CLARITY THAT INFORMS.  
CONTROL **THAT TRANSFORMS.**

## Whether it's “smart” or “big,” qualitative or quantitative, structured or unstructured, data dictates how business leaders make decisions in today's tech-focused environment.

Leveraging data—and by extension, analytics—is no longer simply a useful strategy, it's a necessary one for businesses seeking to perform at peak efficiency.

Like many modern technologies, facilities technology is advancing at a rapid pace, and it continues to generate new types of data in increasingly large quantities. The information contained within these data sets allows facilities management (FM) professionals and senior leadership to easily understand where there's room to improve and which opportunities to pursue.

To make the most of these critical insights, you need to have total visibility into your facilities operations. Viewing your FM data from a holistic perspective will help you understand your FM needs in the context of your greater enterprise-wide goals.



## WHAT'S DATA GOT TO DO WITH IT?

# Turning Data Points into Actionable Insights

Data is defined as information output that “includes both useful and irrelevant or redundant information and **must be processed to be meaningful.**”<sup>1</sup> The latter half of that definition is key because data alone can't solve your problems. For data to deliver meaning, you need **analytics.**

You can do a lot with data analytics. Analytics go beyond basic reporting tools, which oftentimes rely on stale data not captured in real-time, by calling out anomalies or other actionable items. Slice your data one way to analyze asset and repair history, for example, or dice it another way to better understand capital expenditures and your budget.

The bottom line: Analytics provide live feed returns containing actionable data, allowing busy leaders to access essential information without having to comb through irrelevant or redundant items.



<sup>1</sup><https://www.merriam-webster.com/dictionary/data>

## TRENDS, PATTERNS AND ANOMALIES:

# What They Can Tell You

When it comes to harnessing data, discerning exactly which trends your organization should prioritize is half the battle. Your priorities, in part, will be dictated by the goals you and your company strive to accomplish. They also rely on the nature of your business itself.

Retailers selling food, candy or other perishable goods, for instance, depend on their HVAC equipment to keep stores at a cool, stable temperature in order to preserve the integrity of their products. A breakdown—even one that only lasts a few hours—could spell disaster for these retailers. This is an especially critical issue for companies located in warmer climates who may have to pull damaged products from the shelves in the event of an HVAC malfunction, resulting in massive losses of merchandise and revenue.

Tracking work order data related to HVAC functionality would allow the retailer to engineer a preventive maintenance plan informed by each individual unit's performance. By tracking data such as asset age, repair history and warranty status, facilities managers can anticipate when a particular unit is reaching the end of its lifespan. Rather than sinking more money into a failing machine, managers can replace the unit before a breakdown occurs, avoiding product damage and service disruptions while saving money on costly recurring repairs.



FM data can also highlight trends that inform logistics—what time of day or season is well-suited for scheduled maintenance—so that maintenance doesn't interfere with store operations, productivity or the customer experience. Year-over-year comparisons can help you project into the future, too, as you'll be able to identify cyclical patterns that materialize over time.

### Leverage the Past to Predict the Future

Before attempting to analyze your facilities data, you must first collect it. Gather information from each business location based on these criteria:

- Assets
  - Equipment age and model
  - Service needs
  - Capital expenditure replacements
  - Repair history
- Work orders
- Unresolved service requests
- Large-scale projects
- Financial spend

The more data you have, the better; even if some of it is repetitive or irrelevant, larger volumes of data will help bring anomalies to light so you can easily spot trends. With this raw data, you can run analytics to derive meaningful insights, which in turn will lead to informed decision-making. This practice, known as predictive analytics, is a means of learning from the past to optimize the future. Extracting information from existing data sets to identify patterns and exception events is an effective way to forecast more accurate outcomes.



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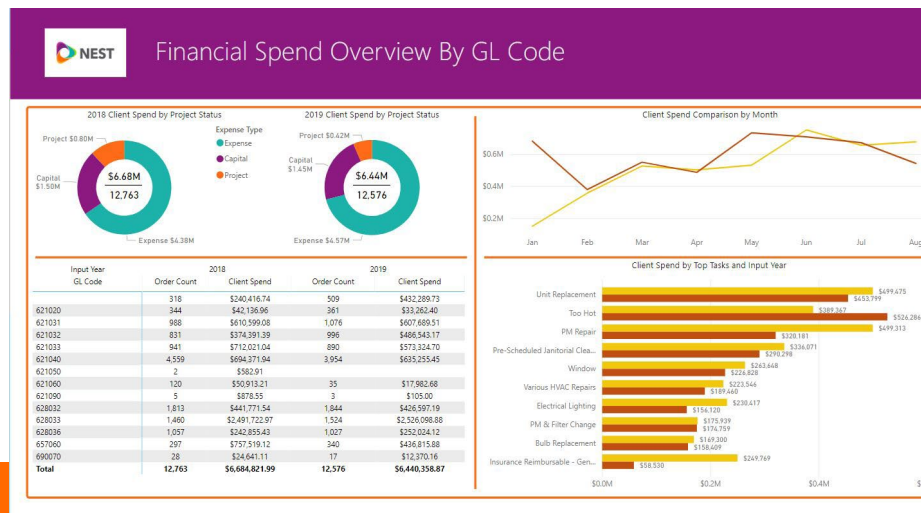
Once your FM data has been embedded into a comprehensive integrated facilities management (IFM) software platform, you can start to manipulate it.

1. **Establish Benchmarks:** Businesses change, as do entire economies, so it's important to establish benchmarks against which you can measure trends. An IFM platform allows users to measure their own data against industry benchmarks, which can provide even more informed context for future decisions.
2. **Identify Key Events:** Assess your FM needs to uncover where you should concentrate your efforts. For example, do you want to focus on improving service-related KPIs, or are your goals more closely tied to financial objectives? Every business has different needs—be selective and drill deeper into data sets that apply specifically to your company's FM program, industry sector, and organization-wide goals. Narrow the data even further by evaluating patterns and events per business location, geographic region, etc.
3. **Forecast the Future:** When your data is stored in a cloud-based system, your options for leveraging it are limitless. Calculating anticipated outcomes based on current and historical trends will help you make better decisions about asset management, resource allocation, workforce and service needs, and more.



## Gain Clarity with Data Visualization

Massive warehouses of data are useless unless they can be translated into digestible, actionable information. Given that 65 percent<sup>2</sup> of the general population learns visually, data visualization tools provide immense value by communicating seemingly incoherent numbers, figures and reports with ease. Implementing an IFM software solution with data visualization capabilities can help to paint a clear picture of your FM program, calling out weaknesses, strengths and anomalies, and indicating trends as they move up or down. It's also often the fastest and most efficient way for busy business leaders to extrapolate meaning from an array of data sets. Graphs, charts, maps and customized graphics facilitate the process of making sound, strategy-driven choices.



## Customize Visuals to Suit Your Needs

These visual tools are especially beneficial for businesses that operate multiple facilities. Location maps with different filters and views offer store-by-store analysis based on personal or industry-wide benchmarks. Through further customization of the dashboard, facilities managers can pull the information relevant to their day-to-day projects, while the CFO or VP of Operations can access financial metrics and year-over-year reports.

<sup>2</sup>Bradford, William C., Reaching the Visual Learner: Teaching Property Through Art (September 1, 2011). The Law Teacher Vol. 11, 2004. Available at SSRN: <https://ssrn.com/abstract=587201>

## Use Analytics to Boost Your Budgeting Power

Proper data utilization coupled with advanced analytics has the power to transform a business's bottom line.

Through the use of sophisticated analytical tools, it's possible to reduce overall facilities spend while enhancing asset management by:

1. **Aligning** analytics with business objectives
2. **Tracking** the efficacy of changes to your maintenance program, and adjusting accordingly
3. **Putting proactive measures in place** that prevent costly repairs and emergencies

One aspect of most FM budgets that often slips through the cracks is something known as the "other" category. When work orders pile up in the "other" category, which can happen for a number of reasons, it becomes difficult to get an accurate representation of where your FM dollars are going.



### Tackling the "Other" Category

In many cases, categorizing work orders as "other" is avoidable. For example, if a service provider is called to a job to repair a damaged wall with water gushing from it, the source of the water damage may not be immediately apparent. Until the service provider has arrived at the site, inspected the issue and begun work, they likely won't know whether the source is a burst pipe, broken toilet or some other type of leak. This can lead the service request to be categorized as "other," or even "plumbing – other." Without insight into exactly what type of repair it was, and which assets it affected, your analytics will not reflect the totality of your data.

Resolving the problem of the "other" closes this data gap, giving you a more precise projection of FM spend, which directly impacts your organization's budget. Moreover, data can depict how repair and maintenance costs compare to what's been budgeted, allowing you to proactively make changes to spend if necessary.



## Service Providers Enjoy the Power of Analytics, Too

Business owners, retail leaders and facilities managers aren't the only ones to benefit from business intelligence. Service providers can leverage analytics to better execute their jobs, too.

Everything from invoices to pending work orders and service requests can be organized with an IFM platform. Much like retailers can filter various data points according to their needs, service providers can gauge trends and extract meaning that enables them to act strategically. Equipped with these newfound insights, service providers can reduce the time they spend on tedious tactical responsibilities and focus on the task at hand: providing the support business owners and retailers need to thrive.



# How Integrated Facilities Management Drives Better Outcomes

The inherent challenge of harnessing data lies in the sheer volume of information that can accrue in just a short time. With millions of FM transactions occurring monthly and millions more spent each year, it can feel like an overwhelming amount of data is generated each day. While that is certainly true, it's important to utilize the data available to you and not be paralyzed by it.

IFM is a great way to house all your facilities data, processes and systems under one roof, and under the care of a single outsourced team of experts. It's an approach that increases your ability to be agile, efficient and strategic when managing a multi-site organization.

One of the chief facets of an IFM solution is its ability to run advanced analytics. By consolidating all of your facilities assets within one holistic platform versus multiple siloed systems, you have total control of all your data, all the time. Facilities managers have a range of reporting tools at their fingertips and can schedule requests, make payments and drill down into spend details. Senior leaders and corporate-level professionals get a bird's eye view of expenditures, budgets and project statuses without sifting through insurmountable volumes of unstructured data.



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**To learn more about how an integrated solution can streamline your business and provide actionable insights, visit [www.enternest.com](http://www.enternest.com).**