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Ask the Tech Pros

Agenda

- Introductions
- Operating in the Cloud
- Data Challenges and Opportunities
- Enablement through Software
- Debunking the Buzzwords

	Jason Grovert	Matt Putman	James Hamrick
Company	Steadfast Companies	H.G. Fenton Company	Gables Residential
Portfolio Size	25,000 units	6,200 units 4.5M sq.ft. commercial	30,000 units
IT Staff	22 FTE + 4 external	8 FTE + external	24 FTE
Business Model	Owner/Operator/ Developer	Owner/Operator	Owner/Operator, Fee Manager, Developer
Core PMS	Yardi	MRI	Yardi
Revenue Management	Yieldstar	n/a	LRO
Reporting/BI	Yardi Orion + Custom BI	Datex	Microsoft SSAS, SSRS
Website Platform	Costar, moving to Yardi RentCaffeine	Lease Labs, P11, Apartments 247	3rd Party Web Developer
Leasing Platform/Apps	RentCafe CRM	Rent Dynamics, MRI, Corelogic, Engrain (pilot)	Knock CRM, PowerPro (at some lease ups)

Operating in the Cloud

- Conversation Starters:
  - Security
  - User Experience Challenges
  - Controlling your Brand

Data: Challenges and Opportunities

- Conversation Starters:
  - Data Privacy
  - Data Analytics
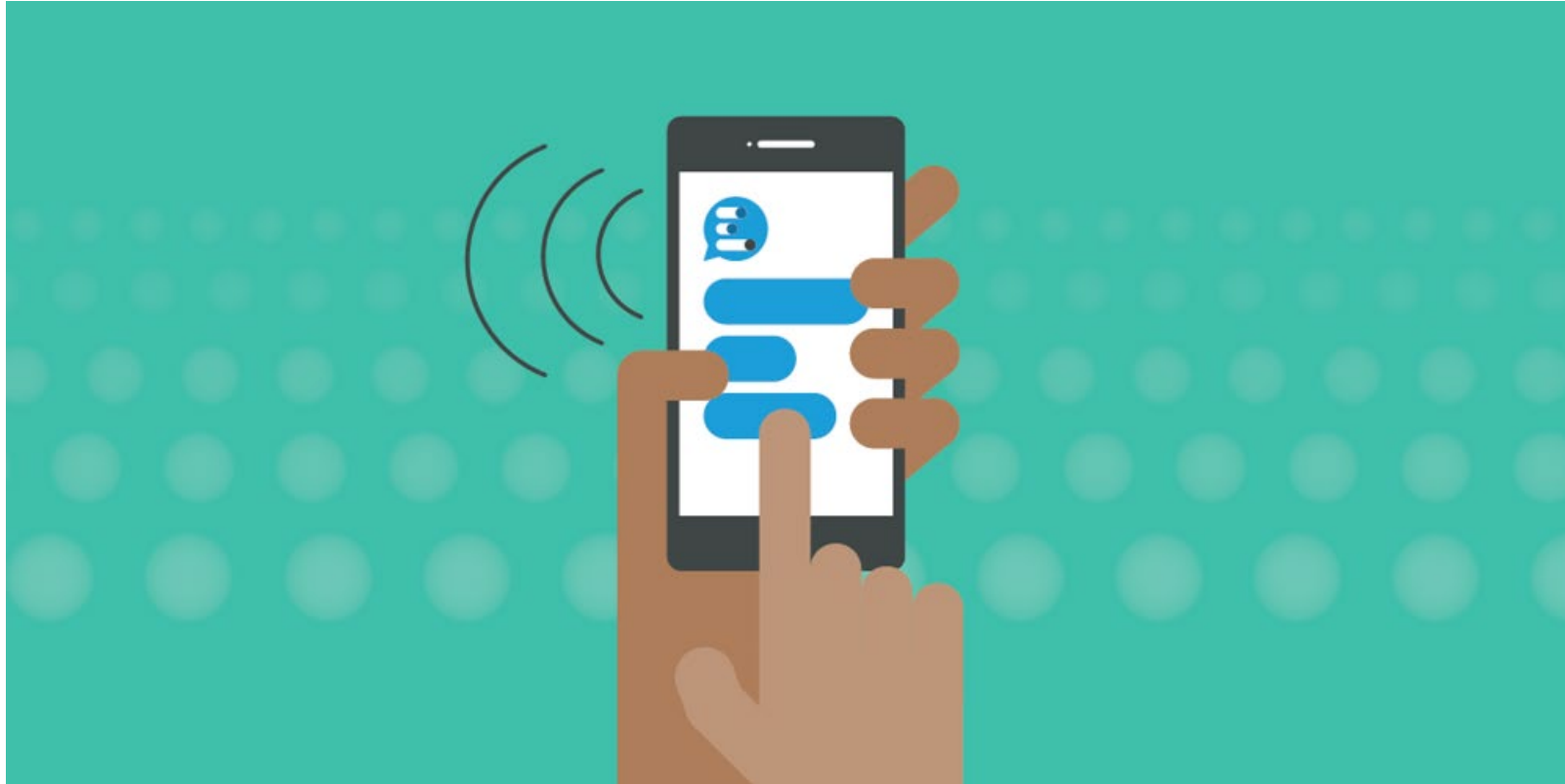 - Artificial Intelligence & Machine Learning

Enablement through Software

- Conversation Starters:
  - The Latest on PMS
  - Beware Shadow IT
  - Acquisition/Disposition Best Practices

Debunking the Buzzwords: Live Polling

Virtual Reality

- The computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.

- https://experience.eventmobi.com/event/335 17/question/479506/live-results/95686687747dd5367d43ec36b60c164 a8be90c06b06f00a9d3c45d2cb233e133/live poll/7644f88e-3be3-491c-ad06-81fcf392b987
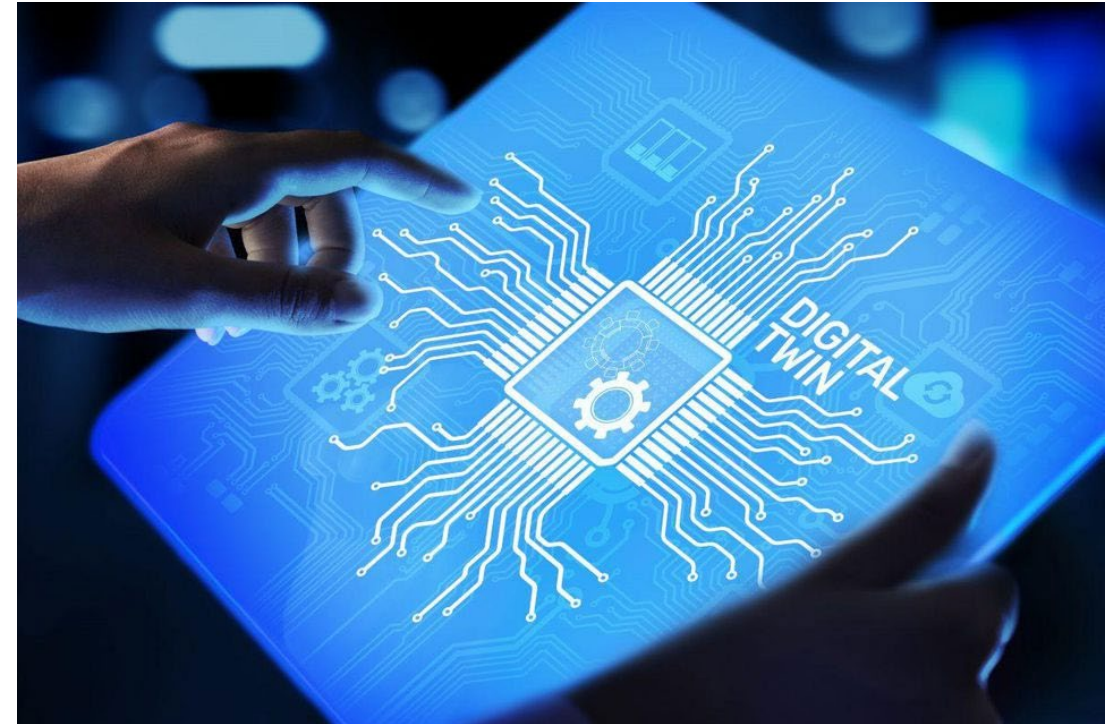
Augmented Reality

- A technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.

- https://experience.eventmobi.com/event/33517/question/479507/live-results/953b70047839657b6aa4a18a444525cce412335193c9f4c4a31c729c50dd0dc0/live_poll/7644f88e-3be3-491c-ad06-81fcf392b987

Digital Twins

- A digital twin is a digital representation of a physical object or system. The twin is constructed so that it can receive input from sensors gathering data from the real-world, allowing the twin to simulate the physical object in real time, in the process offering insights into performance and potential problems.

- The twin could also be designed based on a prototype of its physical counterpart, in which case the twin can provide feedback as the product is refined; a twin could even serve as a prototype itself before any physical version is built.

- https://experience.eventmobi.com/event/33517/question/479508/live-results/6dd0291d9668deab51c83152ed7a86e2afcd81775d57901f35c0cfa0c6ed6a5e/live_poll/7644f88e-3be3-491c-ad06-81fcf392b987

Smart Units (locks, thermostats, etc.)

- A smart apartment is defined by three key characteristics:
  - **Smart Amenities,** including devices like smart lights and locks, as well as integrated services like home cleaning and package delivery.
  - **Connectivity**. Smart apartment buildings are wired from the inside-out to connect devices, building systems, residents, and management.
  - **Community Management**. Smart apartments create a better living experience for residents by incorporating services that save time, money, and hassle.

- https://experience.eventmobi.com/event/33517/question/479509/live-results/8cf4c0941babd11be55e4f6a7e0834930123a41ac851bb8ec48a11a81813d86e/live poll/7644f88e-3be3-491c-ad06-81fcf392b987

Unaccompanied/Self guided tours

- A self-guided tour is a self-governing tour where one navigates a route oneself as opposed to an escorted tour where an agent directs the route, times, information, and places toured. Mobile technology is utilized to enable the self guided tour.

- https://experience.eventmobi.com/event/33517/question/479510/live-results/988e318de27cb59459d3206c65548e8d5ddb9e137f0f609f7ddce9b4c8ea69ce/live_poll/7644f88e-3be3-491c-ad06-81fcf392b987
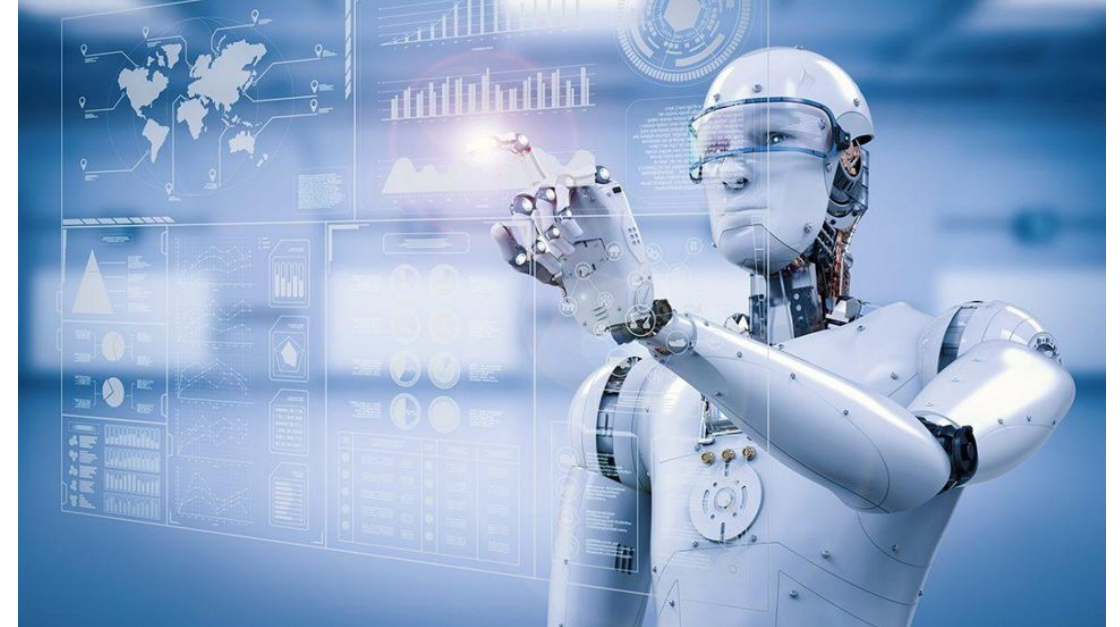
Conversational AI

- Conversational AI refers to the use of messaging apps, speech-based assistants and chatbots to automate communication and create personalized customer experiences at scale.

- https://experience.eventmobi.com/event/335 17/question/479511/live-results/284ced11a82b1c7fddeb225a7421f8c7 b70a831e8ad1f0cc7e5dfc184f978b30/live_po ll/7644f88e-3be3-491c-ad06-81fcf392b987

Users can communicate with **natural language**

Natural response to the user

Robotic Process Automation

- Robotic process automation (RPA) is the use of software with artificial intelligence (AI) and machine learning capabilities to handle high-volume, repeatable tasks that previously required humans to perform.

- https://experience.eventmobi.com/event/33517/question/479512/live-results/e86a6e8a704f0ce38b9d272fb03dd1f900d1f470534ed8c853956402116c73aa/live_poll/7644f88e-3be3-491c-ad06-81fcf392b987

Blockchain

- A blockchain is a time-stamped series of immutable data records managed by a cluster of computers but not owned by any single entity. Each of these blocks of data (i.e. block) are secured and bound to each other using cryptographic principles (i.e. chain).

- https://experience.eventmobi.com/event/33517/question/479514/live-results/e9d19960d9f685e964d00b5f8d978ec86cc333623bb4b368bf3ee59a5ce10be2/live poll/7644f88e-3be3-491c-ad06-81fcf392b987

Venmo-like payments

- Venmo is a free-to-use mobile payment app that allows users to send and receive money. The app is owned by PayPal and connects with users' and businesses' bank accounts or credit cards to send and receive funds online, and is currently only available for users inside the U.S.

- https://experience.eventmobi.com/event/335 17/question/479515/live-results/e5fe14bbdffee48718742e7923636c65 3c41c483bdc980f5567a443c0aea50f9/live_po ll/7644f88e-3be3-491c-ad06-81fcf392b987

Q&A

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Parting Thoughts

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