The Promise and Perils of AI, Machine Learning, Mobile Apps and Other Tech for the Corporate Workplace

By Liz Wainger, Wainger Group

As corporate real estate decision makers seek to bring enhanced experiences and efficiencies to their employees and customers, they are exploring how best to integrate AI, machine learning, mobile apps and other smart technologies to optimize their work environments while maintaining the security of their data and the privacy of their employees. To meet these needs, culture and technology must fuse, which requires more thorough collaboration among the Corporate Real Estate (CRE), IT and HR functions than ever before, according to leading technologists and CRE professionals who presented at CoreNet Global Mid-Atlantic’s Second Annual CRE Technology Symposium.

“After our first CRE Technology Symposium last year, we observed an interest in going deeper into consumer experience of the tech applications,” said Peter Van Emburgh, Global Director, Corporate Workplace and Facilities at CBRE and the organizer of the symposium. “Corporate Real Estate was one of the last industries to be hit by technology, but it’s now becoming a huge part of this work. Last year’s event was about the prop tech landscape, and this year we focused on the human element, and how you make the tech work for people.”

Technology Makes Anywhere a Workplace

Mobile technologies make it possible for employees to work anywhere, any time. But if employees are no longer tied to a fixed desk, how do CRE professionals, IT and HR teams develop solutions and processes that connect these far-flung workers to each other and to the corporate brand?

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Letter from the President

15 Years and Counting…

Howdy Mid-Atlantic Chapter Friends,

It’s hard to believe that we are 2/3 of the way through the first quarter of 2019 and what a start it has been. We kicked off the year with a bang as we held our second annual CRE Tech Symposium that stood on the shoulders of our inaugural event last year. With over 130 attendees at this year’s symposium, we continued to grow this marquis event for our chapter, with an engaging keynote speaker and expert panelists, all focusing on how technology continues to change our industry through the maturation of machine learning and AI in the realm of real estate.

With a launch like that, I hope you can feel the energy surrounding all that we have in store for the rest of the year. Before we look forward further, though, I would like to take this opportunity to thank Peter Van Emburgh for his passionate leadership and heart last year. The momentum he provided for our chapter, across all dimensions, continued to elevate us to the next level. Thanks, Peter, for setting an incredible example and all that you did last year.

I am truly excited to pick up where Peter left off and continue the adventure. Our stellar Board of Directors has returned, with the addition of a few new members rounding out the BoD family. Everyone’s passion for their respective committees and our chapter are already being seen in the events we have had or have planned for the year. We’ve had a multi-market CRE Roundtable dinner focusing on Gen Z’s impact on our workplace, and we just finished our education tour event hosted at Capital One, ‘Transforming Tysons,’ earlier this week. Our anchor events are well underway in planning as well as mapping out new events to continue to elevate our chapter to be at the forefront of thought leadership in our industry. There’s no time like the present to be part of the adventure; please consider getting involved in one of the committees so we can make our organization even better.

I’m thrilled to announce our Gala will be held at the Organization of American States (OAS) on May 30th. You all know our beloved Gala Chairs as they are no strangers to our chapter - Junius Tillery (Newmark Knight Frank), Tony Womack (Tishman Speyer), and Pierce DeGross (Hilton Worldwide). They are going to plan a grand celebration as we commemorate these past 15 years. Please contact our Chapter Administrator, Briana Kovar, if you’re interested in sponsoring a table for this exciting event. You won’t want to miss this milestone event!

Thanks, and I’m looking forward to all that our 15th year has in store!

Best regards,

Stefanie Spurlin
Capital One

If for any reason you are not able to remember your User ID or Password please e-mail membership@corenetglobal.org and a person from members services will help you.
CoreNet Global Mid-Atlantic Chapter Young Leaders invite all members to join us for our 2019 Kickoff Happy Hour event. We hope to get the year started off right with an opportunity to network and meet more of our fellow members and to have some fun while doing so! Cheers to a great group and another great year - We hope to see you there!

EVENT DETAILS

March 12, 2019 | 5:30 PM - 7:30 PM
Location: Franklin Hall
Address: 1348 Florida Ave NW, Washington, DC 20009
Fee: $35/Young Leader, $40/Member, $80/Non-Member

CoreNet Global Mid-Atlantic Chapter Young Leaders invite all members to join us for our 2019 ERS heads to Boston June 3-4!

Location:
Boston University
George Sherman Union
775 Commonwealth Avenue
Boston, MA 02215

Mark your calendar with the following dates:

January 2019: Member End User registration opens - click here to register
March 2019: Sponsor registration opens
April 2019: General member registration opens

Event Features:

- Young Leaders Breakfast & Program
- Three Optional Tours: Boston Landing, Seaport District, and Kendall Square
- Keynote Presentation: Holly Sullivan, Director of World Wide Economic Development, Amazon
- Two General Sessions
- Six Breakout Sessions

View Program Agenda

Hotel: Discounted room blocks are available at the Hotel Commonwealth and Residence Inn Boston Back Bay Fenway. More information

CORENET GLOBAL • EASTERN REGIONAL SYMPOSIUM
ERS
The Future is Now

The 2019 CoreNet Global Eastern Regional Symposium (ERS) heads to Boston June 3-4!

Location: Westfields Golf Club
Address: 13940 Balmoral Greens Ave, Clifton, VA 20124

Save the Date!
Annual Golf Outing

September 10, 2019
Location: Westfields Golf Club
Address: 13940 Balmoral Greens Ave, Clifton, VA 20124

Register Here!
Proprietary Mobile Apps Create Awesome Experiences

The explosion of mobile apps has given employees the ability to exercise greater control over their lives at home, and now workers want the same thing at work. The quality of that work experience, which includes the physical space and communication and collaboration tools, has become an essential part of the equation to recruit and retain the best talent.

The most important features on mobile apps at work include access to food, coffee and other amenities, information on shuttles and other transportation schedules, the ability to easily book meeting space and workspace, and wayfinding through a facility. It's through this lens that major businesses are developing their own mobile apps for employees.

"We know our associates are looking for food and beverages, along with other amenities. It's also really important for people to be able to connect with their peers at the office," said Erin Mical, Senior Director, Capital One Workplace Solutions. "Our associates are building the best products for Capital One customers, so it's critical for us to have the best workplace possible."

"Now that we're reserving spaces, people need to be able to see what's available for use. People also get lost inside the building, so indoor navigation is important," said Paul Westenberger, Strategy and Execution Leader, Real Estate Technology and Innovation, at EY. He also noted that they are using apps to gather employee feedback about the facilities, but employees really use it for anything. "We want our employees to drive what the app looks like because that's the best way to ensure its effectiveness as a tool.”

Technology Deployment Requires New Ways of Working

The increasing use of mobile apps, AI and other technologies means that companies need to de-silo the CRE, HR and IT functions. It also means that CRE professionals need to be sure they have people on their teams who understand these new technologies and have capacity to innovate – without having to focus on putting out fires every day.

"We really had to think differently about what we were doing with technology, but also how we were going to support it moving forward," said Scott Phillips, Director of Corporate Real Estate at McDonalds Corporation. "Moving the CRE side of our business over to tech has required new skillsets, so we've had to bring in new positions – people who can coordinate with IT and integrate systems. It forced us to think differently about staffing skills.”

Rogers agrees. "On the IT team, people have to have a facility counterpart. You have to find the right talent to bring in to work with the facilities team, but on the facilities side, they have to be able to work with IT. And HR should be at the table, too!"

What Are You Doing With My Data?

While these new technologies are helping to shape positive and productive workplaces, they also present security risks that must be carefully managed. The Internet of Things (IOT) embeds data gathering capabilities in HVAC systems, conference room chairs, and kitchen appliances and so on, increasing the risk of data breaches. Because employees have concerns about how their employer is tracking them, top executives must exercise both transparency and vigilance.

Speakers talked about the need to carefully explain to employees what data is being collected, how it is being used and the benefits to them and the company in doing so.

"I don't want your data. I don't want to store it. I don't want to handle your PII," said Rogers. "A lot has to do with change management and messaging."

With regard to cybersecurity, speakers recommended that companies rely on providers of cloud-based services that have invested billions of dollars in security.

"All of the solutions we've been talking about, any kind of workplace solutions technology involves integrating with multiple systems. It's never just one thing. You also have to think about what data you're collecting, where you're going to keep it, how to avoid collecting personally identifiable information. What are you tracking? What are you expecting people to supply," said Chris Fine, Senior Strategist Smart Spaces and Iota, Aruba Networks. "You really don't want to be on the wrong side of cybersecurity. Help them understand the what and why, early in the game. Make sure that your IT cohorts are doing that proactively. It's not just a box to check," he said.
Annual Holiday Party Was a Magical Evening

By Jodi Paci, DPR Construction

On the evening of December 4th, CoreNet Mid-Atlantic members, guests and sponsors kicked off the holiday season at the annual holiday party. Attendees enjoyed a festive night at Flagship, the Army Navy Club’s party space that featured a roof deck overlooking the city (and a sliver of the White House!) Party-goers sipped on Abracatinis while a magician showcased fantastic sleights of hand - even stealing a few watches! Stefanie Spurlin, 2019 CoreNet Mid-Atlantic Chapter President, gave a touching farewell to outgoing President Peter Van Emburgh. The raffle prizes were well received by Hank Pohl (2019 CoreNet Membership donated by the Executive Committee), Brian Alvarez (champagne basket donated by Maven Consulting), and Ray Doyle (gift basket donated by Each Peach Market).

Cheers to a great 2018!
Welcome New Members

Christopher Andrews • ACI
Geoffrey Collins • CareFirst Blue Cross Blue Shield
Leland Colly • GSK
Erica Cummings • Form Architects
Zubin David • Colliers Pinkard
Matthew Doyle • Frederick County Office of Economic Development
Bryce Durke • Interior Construction Specialists
Joseph Esposito • CareFirst Blue Cross Blue Shield
Mitchell Ferrero • OPX
Nick Ferri • DPR Construction
Farrah Goal • Gensler
Timothy Hannaway • Faithful+Gould
Laura Johnson • Results Direct
Lauren Johnson • MOI, Inc.
Laura Marshall • Liberty Mutual Insurance Company
Mandy McGill • Inspire Consulting
Andrew McNeill • JK Moving Services
Angel Morgan • BDO USA, LLP
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Dom Sanchez • Gensler
David Saurter • Anaplan
Tamar Shoham • Gartner
Christina Smith • Capital One
Nicholas Stenson • Mohawk Group
Craig Villalobos • HOK
Megan Wilson • CareFirst BlueCross BlueShield
Terese Wilson • LSM

Join the Mid-Atlantic Chapter on LinkedIn

Volunteer Opportunities

Share your expertise and support your Chapter... Volunteer today! In 2019, the Mid-Atlantic Chapter plans to add even more value to its members by delivering quality events and educational opportunities. To do that, we need the help of energetic volunteers just like you! Click here to view our committees. Each of them could use support with current objectives and help in creating new ones.

Note: You must be a member of CoreNet to participate on a committee.

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CRE Roundtable Series: Booz Allen Hamilton, Inc, Capital One, Engility, Grace Wozniak, Hilton Worldwide, Sheryl Estelson, T Rowe Price