



TRANSWESTERN[®]
The Performance Advantage in Real Estate

Real Estate Firm Empowers Workforce with Enterprise Social Software

How the TranSource intranet transformed communication for greater collaboration and asset management



The Challenge

- The company's diverse workforce didn't have the means to collaborate broadly, hindering the availability and sharing of news and best practices
- There was no effective method for discovering and sharing employee expertise in real time
- Silos of customer intelligence impacted the capture of best practices and hampered bi-directional corporate communication



The Solution

- Neudesic Pulse enterprise social software was implemented on premises to enable collaboration via secure activity stream
- Identification of team member expertise empowers optimal assignment of individuals and groups for maximum productivity
- Flexible and deployable in stages to steadily increase adoption, first among team members, then customers and partners working on different platforms
- Simple integration with existing SharePoint platform drives adoption



The Benefits

- Open communication boosts productivity and improves ROI
- Virtual team-building increases the value of highly-skilled workforce
- Sharing of relative experience adds local insight to business decisions
- Fosters development of culture across geographies
- Awarding of badges impacts team member satisfaction

“With Neudesic Pulse as part of our inner workings, we’re a much stronger, cohesive team that thinks bigger.”

– Eugene Kesselman, Chief Information Officer, Transwestern

“Pulse’s flexibility in both licensing and deployment gave us a collaborative tool that fit seamlessly within our infrastructure as well as our culture – and we think that’s a big part of its success.”

– Eugene Kesselman, Chief Information Officer, Transwestern

The Challenge

Transwestern is a diversified commercial real estate company specializing in agency leasing, property and facilities management, tenant advisory, capital markets, research and sustainability.

More than 2,000 team members fuel this organization, including 437 brokers in 34 U.S. offices and allied professionals in 40 countries. With some of the company’s largest clients doing business with brokers in Transwestern offices from Coast to Coast, the brokers were not benefiting from a single source of client-related information and insight.

“Our mission is to be the number one real estate value creator in America. It was imperative to recognize that this vision could not be driven by a single location,” said Eugene Kesselman, CIO, Transwestern. “Our business is so diverse that the experience of the entire organization can distinguish us as a leader and bring crucial, competitive insight to new commercial real estate initiatives.”

Transwestern understood that a wealth of useful information was being kept siloed at individual offices. They needed to give every broker or producer, every team member who contributes to the client relationship, access to a running dialogue focused on a specific client.

The idea was to allow each team member to contribute insight, populating the information thread with details of meetings, events, deals, news and more. This collaborative approach could extend beyond specific clients, enabling the same shared insights for specific company initiatives or projects.

The Solution

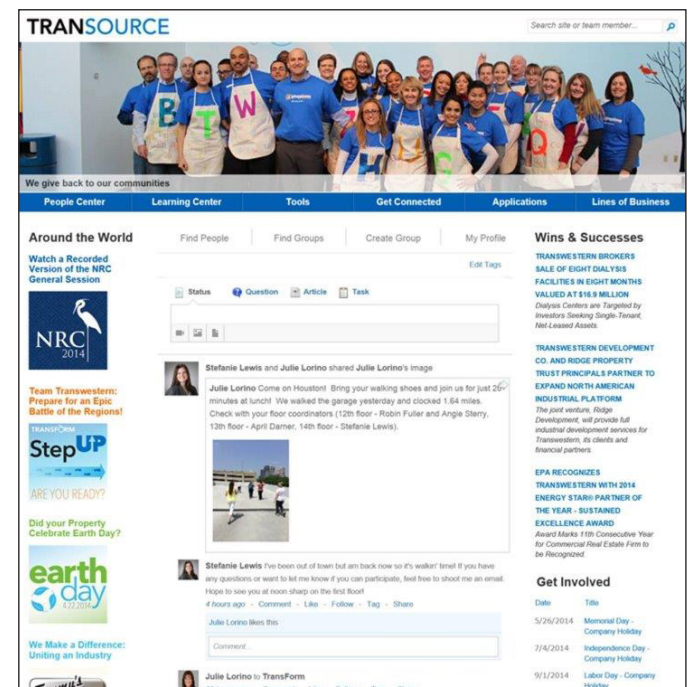
After evaluating several types of collaborative platforms, including cloud-based and mobile solutions, Transwestern found its ideal solution in Neudesic Pulse, a powerful enterprise social software that could be implemented on premises and deployed throughout the company in stages.

“Pulse’s flexibility in both licensing and deployment gave us a collaborative tool that fit seamlessly within our infrastructure as well as our culture – and we think that’s a big part of its success,” said Kesselman. “The application is written clearly and is easy to comprehend and use. For all the unique individuals and complex transactions that are at the heart of this firm, it’s the ideal blend of technology and communication. We were set up well for rapid adoption from the start.”

Pulse’s SharePoint integration made it simple to build deep social functionality into Transwestern’s existing SharePoint

framework. The new collaborative environment was integrated within the company’s existing tools and intranet without any coding or customization. Pulse’s flexible licensing is optimized for mega deployments like Transwestern’s, and the platform was implemented in stages ideally suited to the Transwestern team members working with a range of different applications. This promotes data ownership and control, now and in the future.

Transwestern’s Pulse-powered intranet portal TranSource



Groups are authorized by Transwestern’s regional and national marketing leadership teams and cover three specific categories: communication about clients, inter-company social activity and conversations about projects and initiatives.

“Pulse is an excellent tool for internal employee engagement,” said Kim Croley, senior vice president of national marketing and communications at Transwestern. “The social platform is great for reinforcing our culture and making our large company feel more like a family.”

The value of the system is widely recognized in the company and it is used by team members at all levels. The biggest challenge had been getting the executive team to participate, but once they were on board, they also recognized the interest and value generated by the material they post. Their example of involvement in day-to-day activity streams and group conversation has furthered widespread adoption throughout the company.

“Pulse is an excellent tool for internal employee engagement. The social platform is great for reinforcing our culture and making our large company feel more familial.”

– Kim Croley, Senior Vice President, National Marketing and Communications, Transwestern

The Benefits

Transwestern's collaborative platform has been characterized by content-driven adoption; there has been an uptick in participation as more and more relevant content has been posted to the Pulse feed. A few enthusiastic content producers have sparked a thinking process in others, who now have a forum to reply, discuss or simply post additional content.

Today, Transwestern's more than 2,000 team members use Pulse, logging into their browser to access a personalized home page incorporating a real-time collaborative feed of information. "We're looking at a phenomenon where five people at five different offices with 10 years' experience each are connecting and capitalizing on the value of 50 years in the business," said Kesselman.

"Virtual team building and experience sharing have been some of the most important elements enabled by Pulse. For instance, if a Transwestern engineer struggles with a technical issue, he can post a question for discussion and any of our other engineers can immediately offer suggested solutions and share similar experiences. That kind of open communication is empowering people. They're sharing valuable information and spending less time trying to figure things out behind closed doors. Before Pulse, they would not have even known that someone in their own firm could offer relative experience, nor would they have had the convenient forum to facilitate that type of discussion company wide."

Pulse enables Transwestern to leverage specific experience, amassing and considering local market knowledge in everyday business decisions. Kesselman sees the promise being realized routinely, "Our mission is only functional when team members bring value to the table. Pulse amplifies that significantly, and we are capitalizing on this team perspective every day," he said.

The Proof is in the Numbers

During the first five months of Pulse usage, Transwestern's corporate headquarters communicated with its entire workforce 933 times via posts. During the same time period, nine Pulse groups posted more than 100 times, including the firm's health and wellness group, IT group and several business unit groups.

The highest overall activity occurred during the first week of Pulse's rollout, when 863 users generated 7,862 activities. In another success story, Human Resources utilized Pulse to secure team member opinions by offering participants a chance to win a prize for taking a short survey.

More than 770 team members responded, even though the request was posted in the heat of summer when many workers are typically on vacation.