DIGITAL TWINS FOR
# REAL ESTATE

willow
know your world

Contents

01

Getting beyond the hype

As the digital and the physical worlds continue to align, we are excited by the possibilities digital twins have to offer for real estate.

Benefits that are starting to be realised include: increases in operational efficiency, improved resource optimisation, cost savings, workforce productivity and boosting tenant engagement.

But what do professionals in real estate need to know if they are considering a digital twin for their portfolio or project?
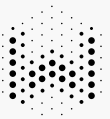
02

Why your portfolio or project needs a digital twin.

Today, data in the built world isn't creating the value it could be.

The analysis and actioning of data across portfolios is a time consuming, costly and manual process. This is caused by data siloed in discrete systems, each with their own structure, tagging or naming hierarchy. Further to this, millions of new IoT devices are coming online each hour. Without an integrated or cost-effective way to analyse this information, the data challenge is only set to amplify.

We believe that the use of digital twins can answer this fundamental challenge in the built world.

A digital twin synthesises otherwise siloed data sets such as spatial data, static data, system and device data, external market data and business data into a virtual replica of the building. This technology can be applied at scale to multiple buildings, allowing real estate professionals to integrate Big Data into the heart of their decision making.
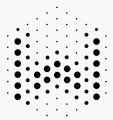
03

WillowTwin™ - The digital twin for the built world.

Developed with the exact requirements of real estate in mind.

WillowTwin™ is a ground-breaking software platform for real estate. It empowers users to make proactive, data-led decisions in real time to reduce expenses, increase revenue and better manage risk.

The platform provides a single interface empowering actionable insights for all asset data, driving value across multiple business functions, project stages and types of built assets.

Reduce Expenses

Increase Revenue

Better Manage Risk

Applicable to :

Commercial Real Estate
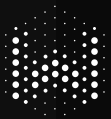
Campuses

Health Care

Data Centres

Stadiums

Airports

Key components of WillowTwin™

There are three essential components of our platform, which intersect to create a solution that is powerful, flexible and easy to use.

An Interface for exploring and actioning your data.

A modern, highly-customisable and intuitive interface for all aspects of your digital twin, showing operational performance, live information, dashboards and inputs from native Willow and third-party applications.

Data Intelligence that helps you drill down into every detail.

Analytical tools and reporting to support meaningful interactions with information that promotes better decision-making. Our data intelligence also ensures that things are structured, named and tagged according to industry best practice.

### A Marketplace to access best-in-class technology.

Willow Marketplace gives users access to native Willow applications and best-in-class applications from across the globe through a single and secure integration point.

A solution that was born from within the industry

Willow's digital twin capability is founded upon deep subject matter expertise in Construction, Architecture, Building Information Modelling (BIM) Management and Asset Management. We have a long history delivering complex projects in the new construction, existing buildings and smart building spaces across a range of sectors and have leveraged this expertise as we deploy digital twins for the built world.
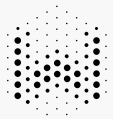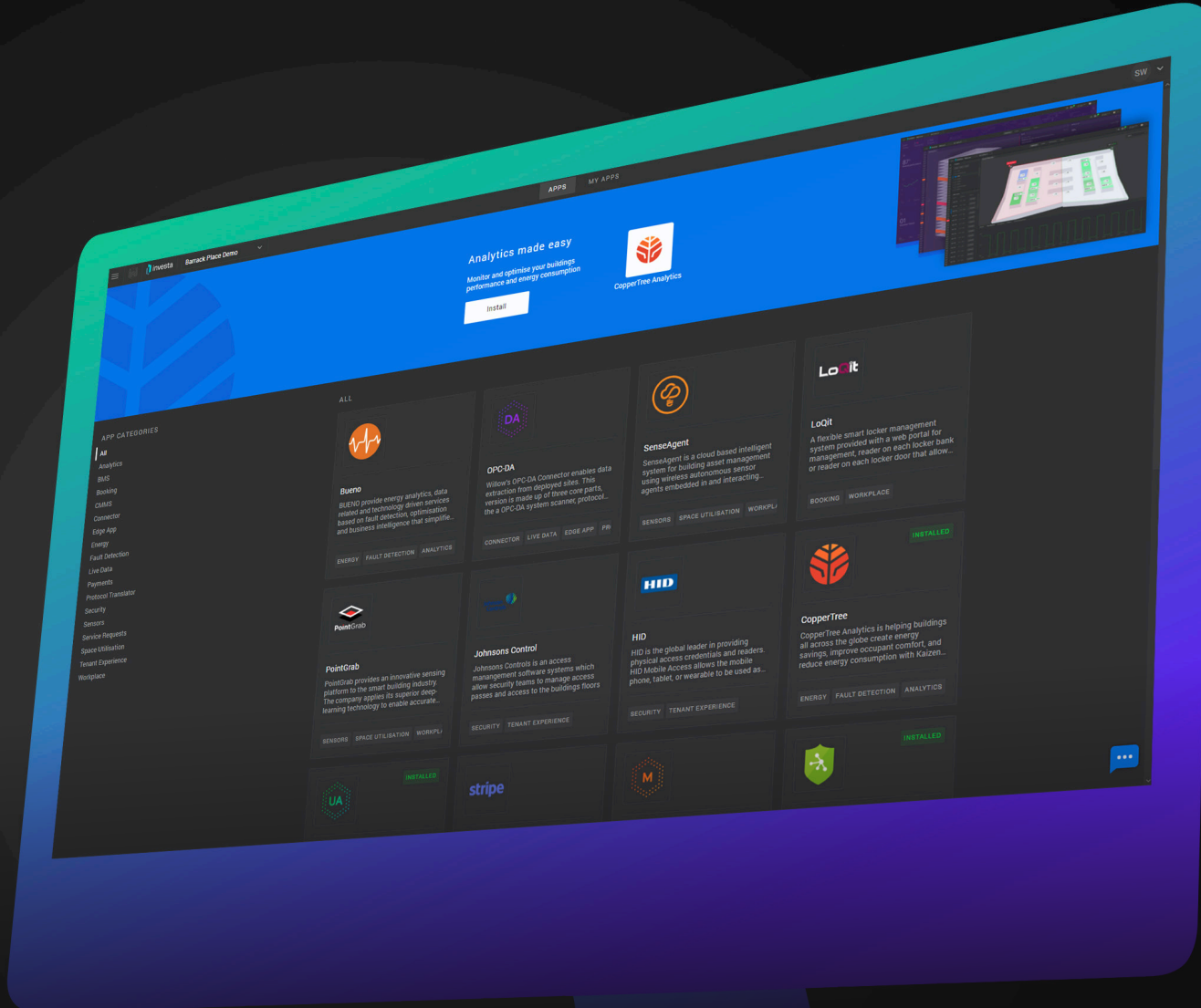
The Willow Marketplace unlocks a world of innovation

Willow sees that the digital twin is more than just a tool for data storage. Instead, it is an integration layer to enable a fast and secure connection to third-party software providers and the ability to generate powerful, contextual insights from these applications.

WillowTwin™ provides portfolio owners access to a marketplace with a full ecosystem of applications to drive actionable decisions. The Willow Marketplace allows Owners, Managers and Occupiers to deploy the latest smart building technology onto their assets without the need for time-consuming and costly integrations.
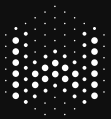
04

# Willow enables Owners to better understand and manage their assets in order to drive long-term performance and adaptability.

Owners are responsible for the overall strategy and performance of their business and portfolio and require accurate and reliable data to make informed decisions. To ensure their assets are meeting performance standards, Owners look to metrics on financial performance, sustainability, health and wellness, risk and compliance, customer satisfaction, tenant retention, occupancy, weighted average lease expiry and cyber security.

Whilst this data is essential for making quality decisions, it is predominantly spread across multiple different systems and reported on a monthly or quarterly basis. Furthermore, data is presented in a range of different formats making the comparison of metrics across many assets difficult. WillowTwin™ has been designed to address these pain points and ensure that Owners have complete visibility and ease of access to quality asset data to inform decision making.

The Benefits

- Single portal for real-time status on important issues
- Confidence in quality of data
- Access to historic performance and trends of assets or portfolios
- Ability to log into WillowTwin™ remotely and view building data from anywhere, anytime
- Minimised disruption and loss of data when changing management teams or third-party vendors
- Access to many data sets to make strategic decisions
- Real-time insight into risk and compliance items
- Ability to measure impact and ROI on new initiatives
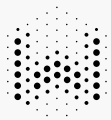
04

Willow is a powerful, data-driven tool to make Operational and Facilities Management teams more efficient and effective.

Facilities Managers are responsible for overseeing the operation, maintenance, safety, security, cleaning, comfort and compliance of the buildings they manage. They are also responsible for managing Contractors, building works, capex and opex budgets, tenant requests and tenant fitouts. Due to the broad spectrum of responsibilities in their scope, Facilities Managers typically rely on numerous systems for the management of their assets.

The use of multiple systems is problematic for Facilities Managers as they are relying on multiple sources of truth for decision making and management tasks. This results in inefficient workflows, increase in error and risk, limited access to real-time information, data in many incompatible formats and difficulty accessing information remotely.

WillowTwin™ has been designed to alleviate these pain points and to drive efficiencies for Facilities Managers as they manage their assets.

The Benefits

- Single source of truth reduces error and risks
- Ability to access data remotely via the cloud, improves response times
- Mobile access to source information from all sites reduces wasted time
- Ability to view data in spatial context, saves time
- Integrated systems improve workflow efficiency and removes risk of lost data
- Ability to capture data efficiently removes risk of lost data
- Easy access to historic data saves time and reduces repeated errors
- Ability to share information with Contractors and Tenants saves time, reduces risk of miscommunication and risk of mistakes
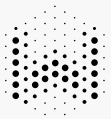
04

In a building with WillowTwin™, Occupants receive a better experience, through more comfortable and connected spaces.
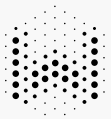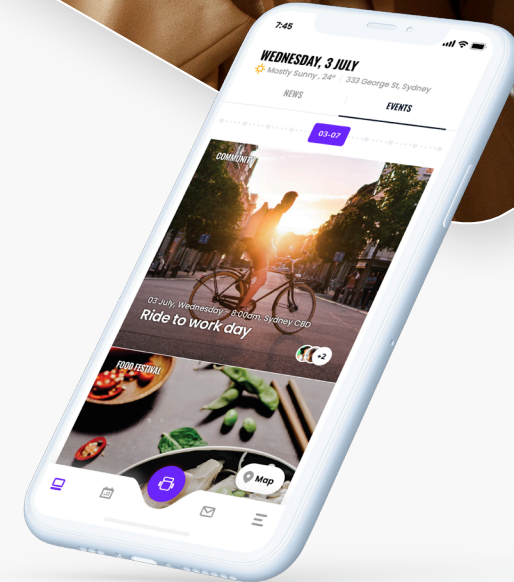
Business leaders are interested in attracting and retaining the best talent within their organisations. As a result, they are looking to provide more connected and personalised experiences for their Occupants by investing in tools and technology that will enable their staff to be as effective and productive as possible. Additionally, business leaders want to ensure their organisation remains on the front foot by positioning their brand for future longevity.
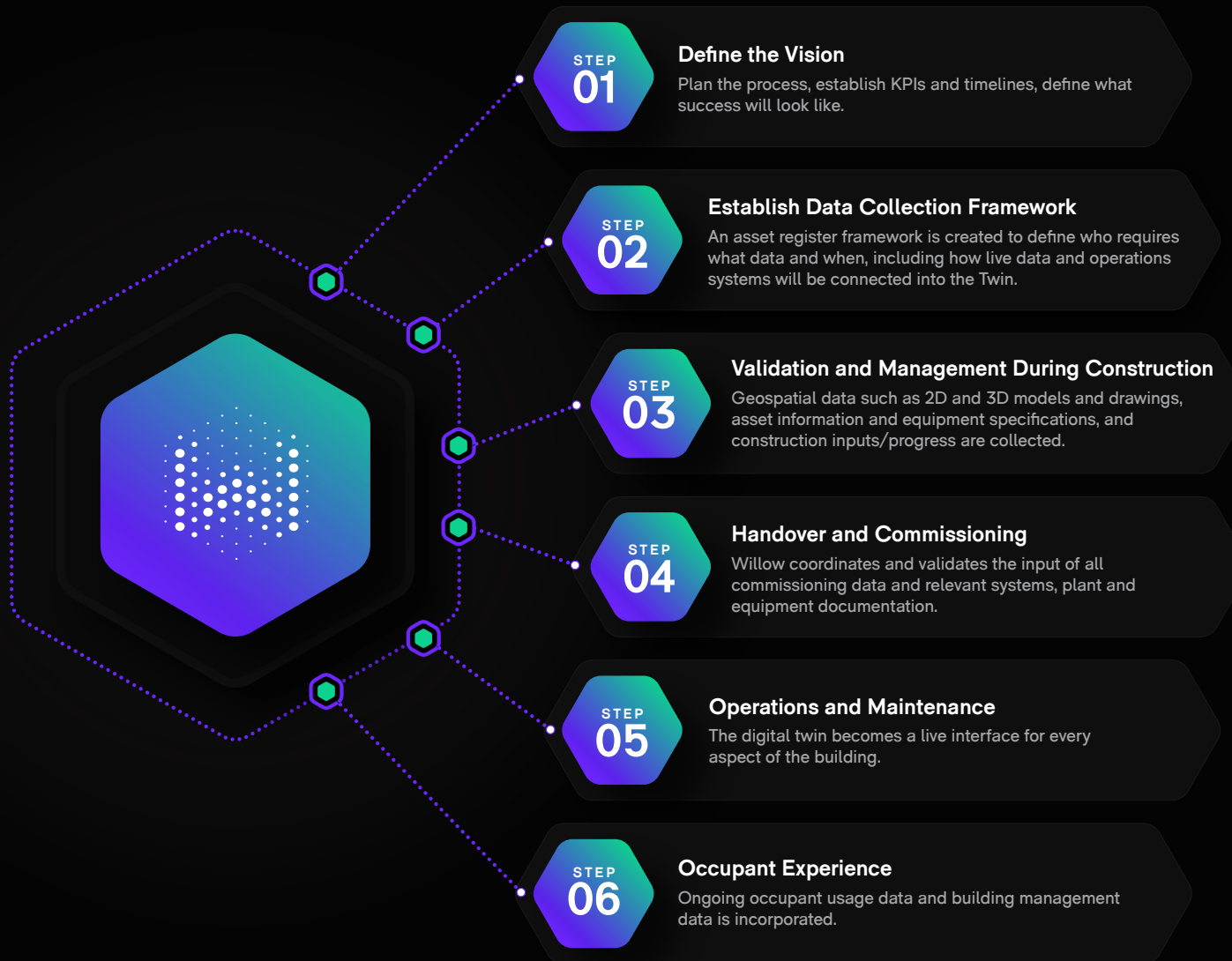
Whilst business leaders are looking to improve occupant experience, they are often relying on gut feelings to inform their decisions as opposed to quality occupant data. Furthermore, leaders lack comprehensive visibility and access to accurate, real-time information on how their buildings are performing and whether Occupants are satisfied.

WillowTwin™ has been designed to provide business leaders with the data and functionality they require to attract and satisfy the best talent within their organisations.

The Benefits

- Integrate best-in-class smart building technologies to future-proof assets and optimise tenant retention
- Access and manage a range of smart-building applications in a single platform (ie. temperature control, space utilisation, security, fault detection and diagnostics, biometrics)
- Mobile access to source information from all sites reduces wasted time
- Improved occupant communication, access and experience through the Experience app
- Collect valuable occupant data and analytics through Experience app
- View a visual representation of buildings in your portfolio overlaid with all associated building insights and faults
- Identify and resolve issues through a single platform to improve maintenance efficiency and reduce service and facility downtime

STEP 01

Define the Vision

Plan the process, establish KPIs and timelines, define what success will look like.

STEP 02

Establish Data Collection Framework

An asset register framework is created to define who requires what data and when, including how live data and operations systems will be connected into the Twin.

STEP 03

Validation and Management During Construction

Geospatial data such as 2D and 3D models and drawings, asset information and equipment specifications, and construction inputs/progress are collected.

STEP 04

Handover and Commissioning

Willow coordinates and validates the input of all commissioning data and relevant systems, plant and equipment documentation.

STEP 05

Operations and Maintenance

The digital twin becomes a live interface for every aspect of the building.

STEP 06

Occupant Experience

Ongoing occupant usage data and building management data is incorporated.

How does WillowTwin™ work across the project lifecycle?

Willow is a single interface with actionable insights across all stages of the project lifecycle and is applicable to both new construction and operational buildings.

This is an indicative process for developing a digital twin of your project in new construction. Please note that an existing building would have a more streamlined platform deployment.
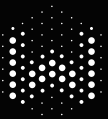
Getting started with WillowTwin™

Contact Willow today!

REQUEST A DEMO

About Willow

Willow is the digital twin for the built world. We enable our users to make proactive, data-led decisions in real time, to grow their profits, reduce their expenses and better manage risk. Willow's capability is founded upon deep expertise in Construction, Architecture, Building Information Modelling (BIM) and Asset Management.
The company has a long history delivering complex projects in the new construction, existing buildings and smart building spaces across a range of sectors and have leveraged this expertise as we deploy digital twins for the built world. Willow is a global technology company with offices in Sydney, Melbourne, Seattle, New York, London, Utrecht, Manila and Tel Aviv.