

# Software Meets Services in Facilities Management

Facilities management has long relied on on-site personnel for tasks such as cleaning, grounds maintenance, and hardware upkeep. However, today's technology is reshaping the synergy between people, place, and process, creating a model that melds services with software.





Operators who empower teams to remotely diagnose and service systems and enable tenants to initiate tasks digitally will gain the biggest benefits: optimized costs, resilient workforces, and elevated customer experiences. Here's how.

01

**Cost  
Management**

02

**Labor  
Resilience**

03

**Customer  
Experience**



# 01

## Cost Management

Facility managers can use technology to identify potential issues before they become expensive problems. **For example:**

### **Improve asset management:**

Reduce maintenance costs and extend asset lives with advanced monitoring platforms for HVAC, lighting, and security systems that signal preventative maintenance.

### **Optimize space utilization:**

Identify underutilized spaces with real-time data and consider spatial repurposing to increase efficiency and reduce costs.

### **Increase energy efficiency:**

Control energy consumption, reduce energy waste, and lower costs with smart HVAC systems.

### **Enhance safety and security:**

Deter crime and accelerate emergency response times with comprehensive security systems. Explore equipment add-ons that detect potential safety hazards, such as gas leaks, before they cause significant damage.



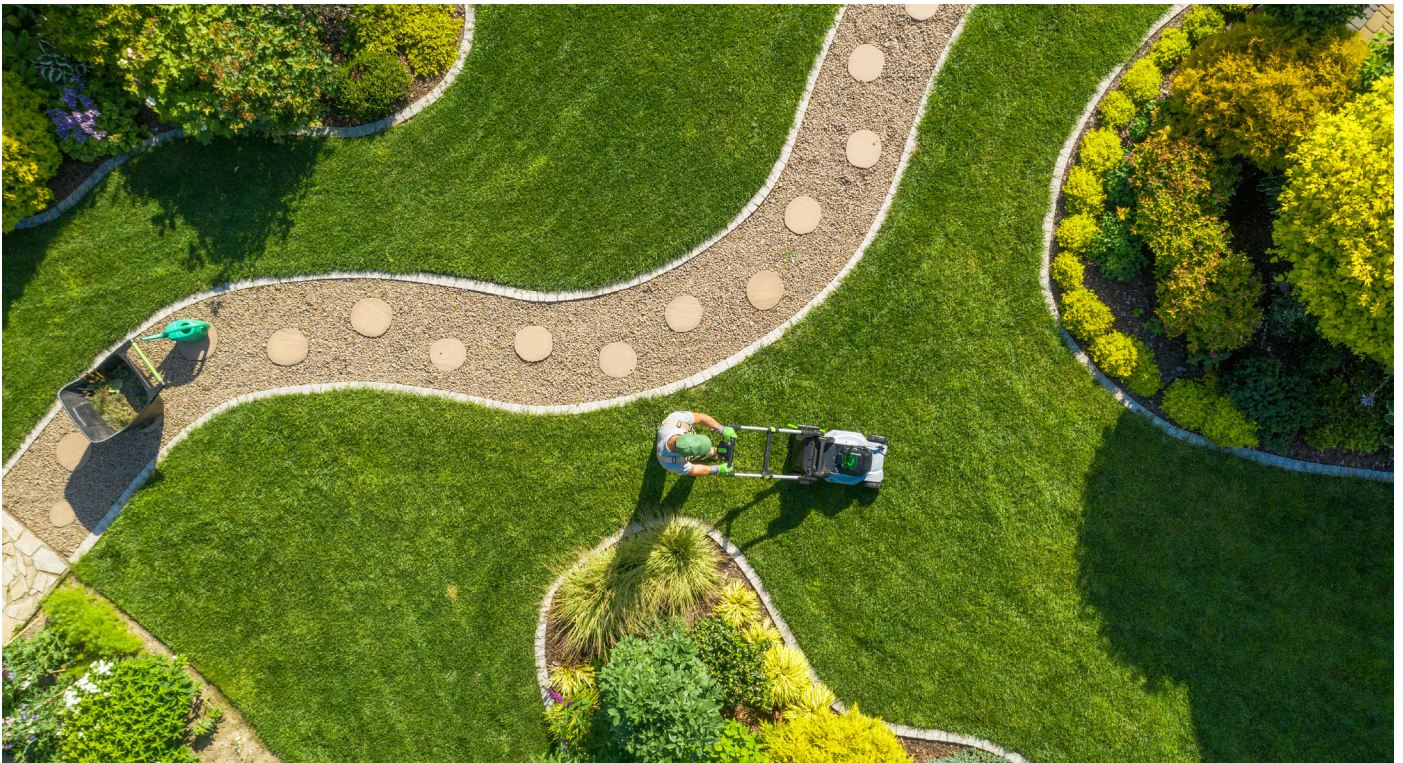
While every new tech application requires a capital commitment, the opportunity for proactive cost savings and value-added infrastructure pays dividends.

# 02

## Labor Resilience

The pandemic impressed the need for teams to recover, adapt, and thrive in the face of workplace disruptions. For facilities management workers, this meant doing the job in person when many other workers were remote. As the world rebounded and the labor market softened, facilities management employees sought hybrid work solutions – or early retirement – leaving a labor shortage.<sup>i</sup>

Through predictive analytics, remote diagnostic assistance and support, no-code workflows, and intelligent automation, technology can complement the on-site workforce by optimizing existing resources, allowing hybrid work options, and attracting new employees by up-leveling perceptions of the industry. For example, technology opens career opportunities for engineers and technicians skilled at installing, diagnosing, and servicing sophisticated systems for commercial and residential properties.<sup>ii</sup> Technology can also bridge communication gaps with subcontractors by geofencing messaging within worksites to confirm worker arrivals and task completion and manage payment.





## 03

## Customer Experience

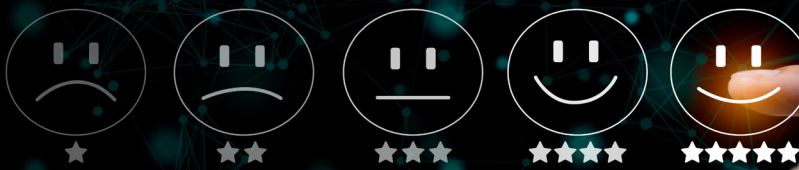
Cutting-edge technologies like AI-driven dashboards and Internet of Things (IoT) sensor solutions are frequently hailed as the future of facilities management – but true futureproofing comes from fostering customer loyalty through usability, quality service, and customization. To apply technologies in the service of these objectives, operators must first understand customer and tenant needs – and expectations – and invest accordingly.

For example, property management software (PMS) is used in multi-family residential and commercial buildings to execute and expedite leasing agreements, rent payments, tenant interviews, and maintenance requests remotely via mobile devices.<sup>iii</sup> Operators who deliver frictionless ease and speed create elegant invisibility—*things just work*—and remove any reason for replacement.

In the single-home residential sector, providers with better marketing and technology are poised to capture a new, tech-savvy cohort of customers—now that over half of Millennials are homeowners.<sup>iv</sup> A competitive edge matters in this high-volume, low-cost-per-service, highly fragmented marketplace.

### Real-Time Feedback: Elevating Airport Restroom Experiences

A final example of customer-centric technology can be found in airport bathrooms. Here, touchscreens featuring a smiley face rating system empower users to communicate feedback quickly and easily. Ratings are received by an internal task center, where operators then deploy cleaning crews to exact locations. The process is intuitive and automatic, resulting in an improved experience.



# In Closing

The integration of technology with facilities management is transforming the industry. By leveraging remote diagnostics and empowering tenants through digital platforms, operators can gain significant benefits, including cost optimization, workforce resilience, and enhanced customer experiences. This convergence of services and software is not only reshaping the traditional landscape but also capturing the attention of a broader range of private equity investors and boosting valuations.



At G2, our deep strategic and sponsor networks help us match aligned interests and give sellers private equity entrée. Plus, our capital markets and restructuring services support operational and financial course corrections and capital infusions with the goal of improving valuations on exit.

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## Endnotes

- i Labor shortages are rocketing demand for facilities management software skills. JLL Technologies. (2022, August 31).  
<https://www.jllt.com/blog/facilities-management-software-skills/>
- ii Future-Proofing Facilities Management with A Tech-Enabled Hybrid Workforce. Facility Executive. (2022, December 14).  
<https://facilityexecutive.com/future-proofing-facilities-management-tech-enabled-hybrid-workforce/>
- iii Future-Proofing Facilities Management with A Tech-Enabled Hybrid Workforce. Facility Executive. (2022, December 14).  
<https://facilityexecutive.com/future-proofing-facilities-management-tech-enabled-hybrid-workforce/>
- iv Millennial Homeowners Finally Outnumber Millennial Renters. The New York Times. (2023, April 6).  
<https://www.nytimes.com/2023/04/06/realestate/millennial-homeowner-majority.html>

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