

## Portal for real estate management at Evonik

Evonik is a global company which is active in more than 100 countries. The specialty chemicals group based in Essen, Germany, has estates, buildings and facilities worldwide with a wide variety of different types of occupancy which are managed by the local operative departments and subsidiary enterprises. Evonik's Corporate Real Estate Management (CREM) covers real estate administration and transaction processes according to company codes as well as access to real estate information from one central, obligatory database.

### Background information

For safeguarding and improving a company's asset by implementing a functional CREM, the CREM department and the local real estate managers have to constantly communicate and reliably co-operate. Also, all information relevant to real estate has to be documented centrally.

Evonik required a web-based tool which

- Is an obligatory storage location and database
- Supports defined internal processes as well as co-operation between the CREM department and the local real estate managers
- Implements detailed information about German real estate regulations and processes
- Is flexible enough to allow for varying international legal requirements and make unified documentation possible for all real estate data and transactions

Evonik had been using GEOMAGIC's land rights management software LaRA since 2012. LaRA has been enhanced with additional functionality to document global real estate data. A web portal has been added to provide access to data to employees all over the world via the company intranet.

The data items gathered and displayed include:

- Sites, assets and furnishings
- Plots and occupancy types
- Companies, departments, persons and their relations
- Contracts (rights and obligations)
- Status, economic and legal affiliation of individual assets with companies, management units and locations

*»The LaRA database, combined with the user-friendly and internationally applicable CREM portal, provides improved efficiency and transparency for the CREM department and for the local real estate managers. Processes can be managed and information accessed quickly and easily. Information can be exchanged continually, and the data in the database remains highly current. This solution is a solid foundation for a global successful CREM.«*

– Ralf Kranich, Head of Corporate Real Estate Management (ERE-CREM), Evonik Real Estate GmbH & Co. KG

### Implementation

Up-to-date real estate information is achieved by intensive communication with employees at all company locations. This serves as a foundation for deciding on and implementing company-wide real estate guidelines and strategies. A common platform is used for all communication, and a required structure is defined for all data items. In a first step, Evonik has gathered and analysed all relevant data within the company. It was especially challenging to find a unified format for country-specific information such as local authorities, cadastral information, land registers, currencies etc. that could be used within the database.

The LaRA database is used as a backend for storing basic real estate data (parcel IDs, addresses) as well as information on the kind of affiliation with the Evonik group (contract data, legal form, period of occupancy). There is a huge number of additional data items, as well as geographic data representation. The LaRA database also includes document storage functions. The database is used by employees of the CREM department.

The frontend for this database, the CREM web portal, is a web page within the overall Evonik network that can be accessed by all company employees worldwide. The real estate information here is related to each employee's location and presented graphically. Employees can report information to the CREM department via the web portal. A fine-grained permissions concept is used to define the scope of access for individuals and organizational units. For example, Heads of Site can access detailed information on their own site, managing directors can access contracts related to their legal unit, and employees of each department can check information that relates to their own department.

*Evonik, the creative industrial group based in Germany, is one of the world's leading specialty chemicals companies. Profitable growth and sustained value creation form the heart of our strategy. We concentrate on high-growth megatrends, especially health, nutrition, resource efficiency and globalization. Evonik's driving forces are innovation and integrated technological platforms.*

*Evonik works in more than 100 countries worldwide. In 2013, Evonik's more than 33,500 employees generated sales of € 12.7 billion and an operating result (adjusted EBITDA) of € 2.0 billion.*

### Result

The combination of database and web portal provides an approach to real estate data management and reporting for CREM at Evonik that is both flexible and structured. Employees worldwide access a unified English-language pool of data, and site managers can work with real estate information without having to install additional software on their desktop computers.

### Benefits for Evonik

- Web-based: Access to a single, centralized pool of data for all employees
- Up-to-date: Access to information current to the day
- In-depth information: Detailed data on the company's real estate
- Clear and concise: Statistical analysis available for all fields
- Transparent: Traceability for defined inputs and processes
- Adaptable: Integration with the existing IT infrastructure

### Process support for

- Centralized gathering and management of global real estate data
- Group-wide access to real estate information
- Management of relevant regulatory structures and authorities in a unified international format and representation of the competence of an authority over a certain site or asset
- Integrated geo-spatial reference using internationally available map services in order to localize any site or asset
- Fine-grained and structured permissions management, including information for compliance with data privacy regulations
- Research and statistical analysis functions using maps and charts
- Expert search and reporting functionality, for example for company management reports

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