

Right from their establishment in 1820, Cushman & Wakefield have always had the ambition to be the greatest real estate agency for business investors worldwide.

In order to succeed in such a complex and volatile environment, Cushman & Wakefield capitalizes on the power of geospatial analytics with GeoQlik combined with other Business Intelligence tools.



Cushman & Wakefield is a leading global real estate services company that helps business investors in over 60 countries transform the way people work, shop and live.

The Research Department of Cushman & Wakefield in Belgium and Luxembourg executes every year over 60 market reports, 300 maps and deals with 50 000 transactions, 8 000 buildings and 20 different data sources. In order to capitalize on their data, execute powerful market analyses and accurate forecasts, the company needed consolidated BI tools.



Agilos is a Business Intelligence solutions provider and a GeoQlik Reseller Partner based and operating in Belgium and Luxembourg. www.agilos.com



GeoQlik for QlikView and GeoQlik for Qlik Sense are powered by Business Geografic, a French innovative software provider with world recognition for their unique expertise in GIS and Geo-Analytics. www.business-geografic.com

GeoQlik is an intuitive and powerful professional GIS component for Geo-Business Intelligence within QlikView and Qlik Sense. GeoQlik enables you to easily geo-analyze your contextual and business data and indicators on dynamic maps that are integrated right within your Qlik applications. GeoQlik is the world leading Geo-Analytics extension for QlikView and Qlik Sense, providing a wide range of advanced GIS features.

www.geoqlik.com

Background

Their merger with DTZ in 2015 marked the beginning of Cushman & Wakefield's strategy to become the worldwide leading real estate company. With a yearly turnover of 4.44 billion euros and 169 billion euros in transaction value, the merged company is on the right path to win over the global real estate market. The Research Department is obviously at the center of this predicted success.

DTZ and Cushman & Wakefield Research departments used to manage different databases which resulted in data loss or misuse. Before implementing Qlik + GeoQlik for data analytics and visualization, they were relying on Microsoft Access, Excel and Apple FileMaker.

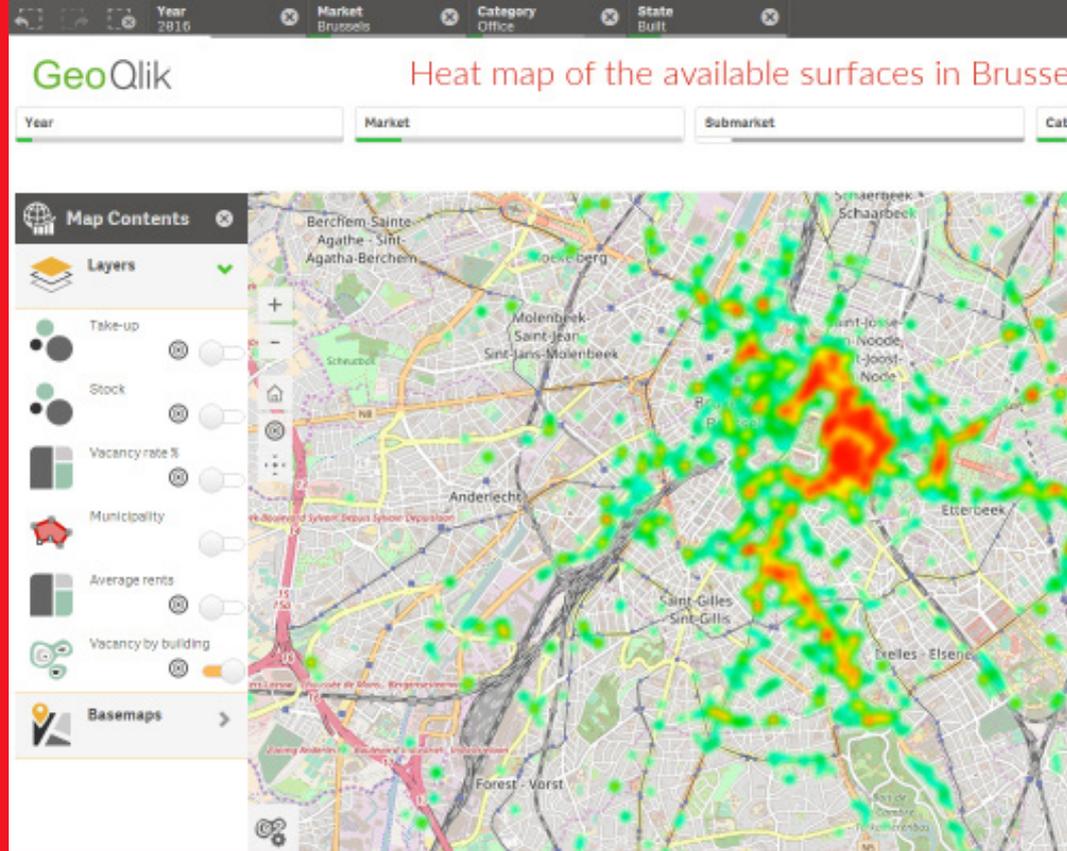
The first steps in improving their data processing involved homogenizing data formats and sources, and managing data from one central Qlik Sense-based BI tool.

It is while using the Qlik Sense mapping features that Cédric Van Meerbeek, Head of Research Department at Cushman & Wakefield, discovered the power of geospatial data visualization and felt the need to go further. Agilos, as a GeoQlik Reseller Partner in Belgium and Luxembourg, introduced him to GeoQlik for Qlik Sense, the leading geospatial component for Qlik Sense.

Cédric Van Meerbeek,

Head of Research Department
at Cushman & Wakefield:

We are now able to deliver custom, high-value geospatial analyses. Working with GeoQlik has made our daily routine more efficient. GeoQlik is a time-saving, interactive and collaborative tool. One can create maps autonomously, share them with other co-workers, re-use them later for new analyses, etc. all this either at the office or in the field.



20
data sources

300
maps

60
market reports

CHALLENGES

With such high levels of competitiveness as in the hospitality industry, lack of coherent data within companies' information systems can be pricey.

Thereby, consolidating BI tools at a European level had become one of Cushman & Wakefield's highest priorities.

Taking into account their wish to become the world leading real estate company, Cushman & Wakefield needed to provide valuable and more in-depth market analyses to their customers.

“ Using disparate tools causes delays in IT implementations. Our main concern was to find a single Qlik-integrated and powerful mapping solution within a short period of time. GeoQlik proved to be easy to use, fully integrated to Qlik Sense sheets and providing unique geospatial capabilities. (C. Van Meerbeek)

SOLUTION

The spatial dimension is inherent to the real estate business. Therefore, when Agilos introduced Cushman & Wakefield's Research Department to GeoQlik, they understood right away the business potential unlocked by this geospatial intelligence tool.

With over 8,000 geolocalized buildings, Cushman & Wakefield have found with GeoQlik the way to maximize their geospatial data. Their Research department has gained a global perspective over the Belgium and Luxembourg market, from street to country level.

“ We use heat maps in order to understand the population density or offices availability from one area to another; bubble maps in order to determine the real estate dynamics of a geographical zone; catchment area in order to test the purchasing power or the customer typology and to forecast the opening of a shopping center. (C. Van Meerbeek)

BENEFITS

“ GeoQlik's intuitiveness helps us save plenty of time while leading our analyses and, more generally speaking, in our daily work. The seamless integration of GeoQlik for Qlik Sense within our BI tools opens new ways of thinking and answering our customers. (C. Van Meerbeek)

GeoQlik discloses further data understanding by allowing to cross real estate data and knowledge with sociodemographic factors (population, purchasing power, local consumer behavior, etc.). Cushman & Wakefield's Research Department also appreciates that GeoQlik requires no advanced GIS or BI knowledge, offering full autonomy to all kinds of users.

“ In the near future we plan to extend GeoQlik to our Sales teams for their customer visits. The ability to show our customers geospatial analytics of targeted investment zones on mobile devices is a precious added value for our business. (C. Van Meerbeek)