

High Tech / High Impact Technology Tools

Introduction

Erik Mall

General Manager, Propertyware

Previously VP of Sales

19 Years of Software Sales Experience

Previously at

- Salesforce.com
- Netsuite
- SuccessFactors
- Oracle

Objectives

- Industry Overview and Trends
 - Impact on Property Managers
- Evaluation Strategies
- Implementation Strategies
- Free & Simple Tools that You Can Use Today



Staying Away from Social Media



Industry Overview & Trends

Software As A Service (SaaS) / Cloud

Computing

- Internet Based
- No Loading Software on Your Computer
- No Versions based on Operating Systems

Impact:

- Small & medium sized companies can access programs that used to only be available to large corporations

Industry Overview & Trends

Mobile Computing

- Light Applications
- Internet Based Applications

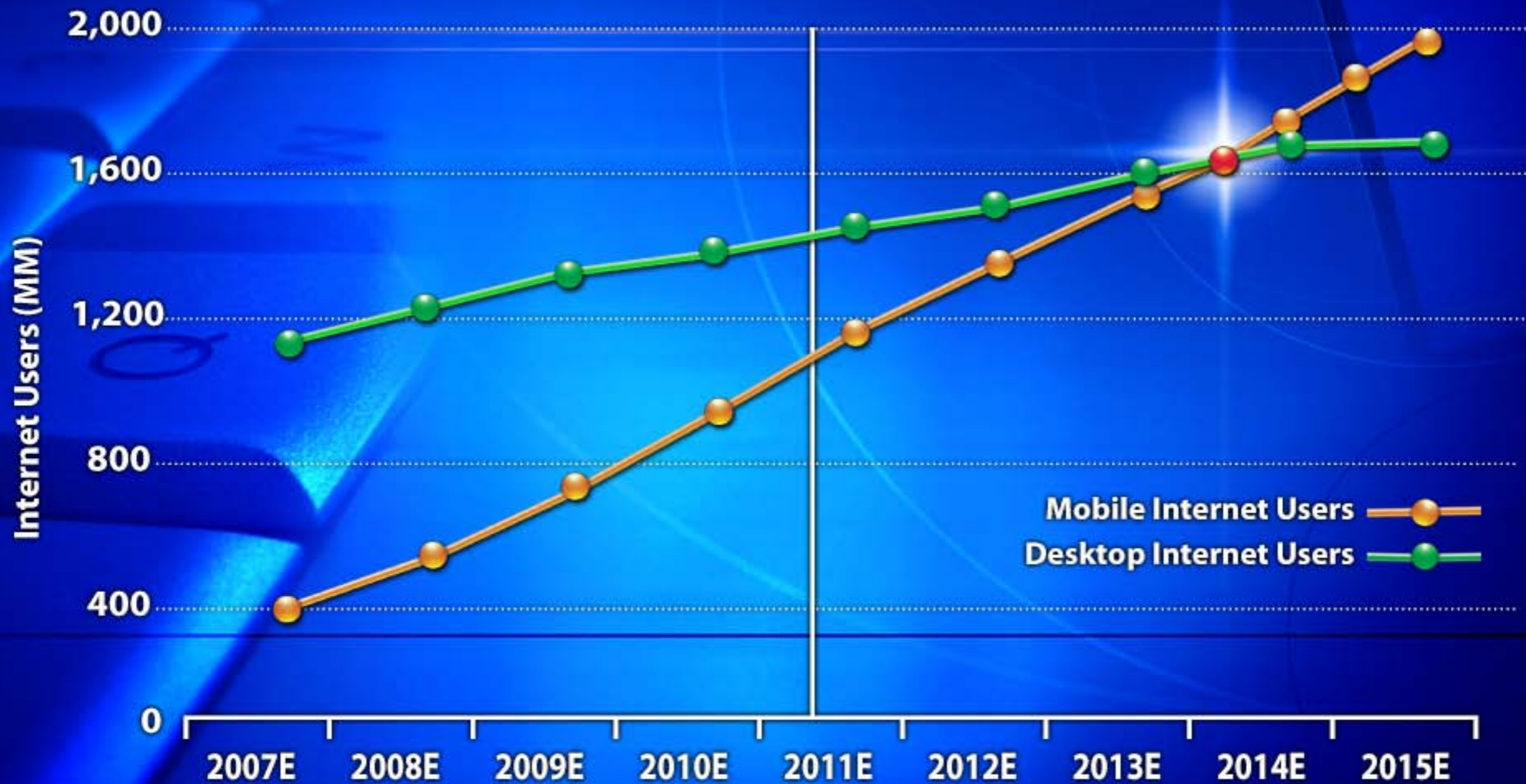
Impact:

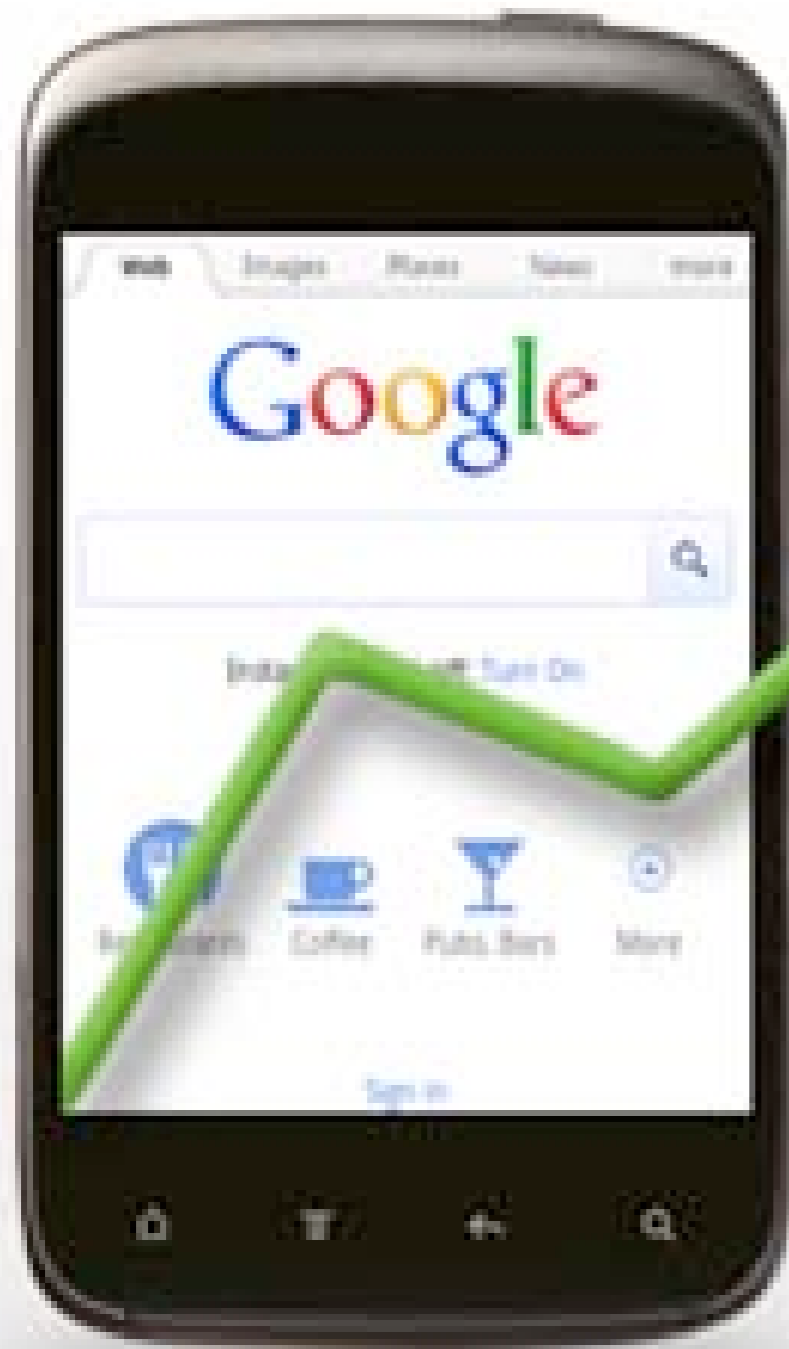
- Companies can move beyond the constraints of an office



Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Internet User Projection, 2007-2015E





Google has seen

400%

increase in the
number of searches
on mobile devices

Industry Overview & Trends

Big Data

The ability to take massive amounts of data and run scenarios and make instant decisions

Ex: Rent Range, Airline Pricing, Internet Search, Behavior Modeling

Impact:

- Market based pricing
- Screening (Rental History)

Industry Overview & Trends

Big Data

The Age of Big Data

NY Times, 2/11/12

Industry Overview & Trends

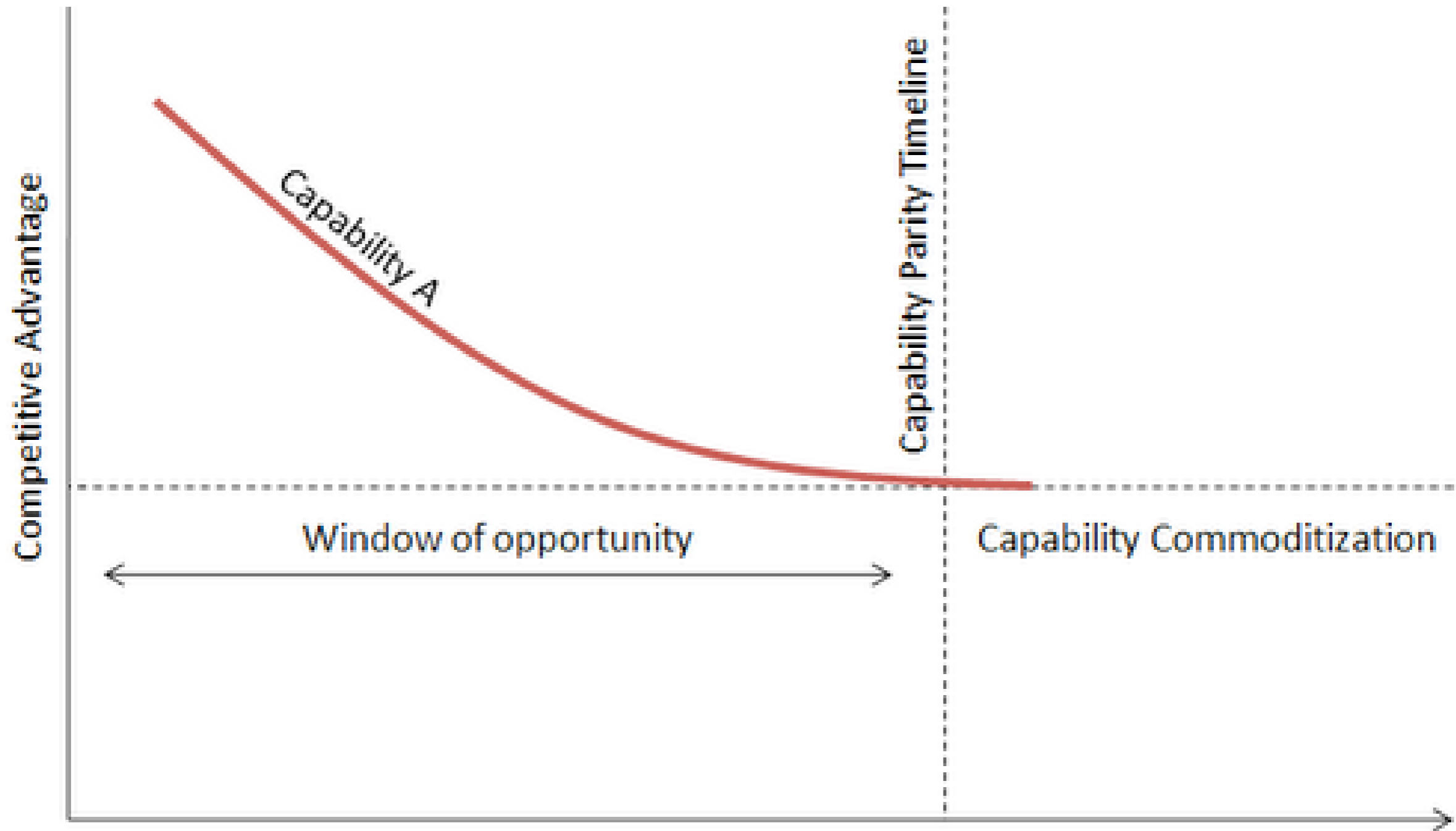
The Democratization of Technology

Anyone can develop an application in weeks

Impact:

- Products are being developed and improved upon more rapidly
- Software is moving towards being a commodity

Industry Overview & Trends



Industry Overview & Trends

The Longview Projection

Mobile Payments

The ability to pay via cell phone
Near Field Communication



Impact:

- One system to manage both online and offline payments

Evaluation Strategies

Define Your Objectives:

A Few Questions to Ask Yourself:

- Why now?
- What happens if I don't do this now?
- What will I be giving up to do this?
- What do I expect from this project?
- What is necessary as compared to what is nice to have?



Evaluation Strategies

Establish Goals & Metrics

Reduce Tenant Calls

- Metric: Tenant calls by category

Reduce Time To Provide Owner Statements

- Metric: How long does it currently take

Reduce Duplicate Data Entry

- Metric: How Often is Prospect Data Entered

Evaluation Strategies

No Decisions By Consensus

Gather Input but Centralize Decision Making

Document Your Requirements and Share Them

- Need to Haves
- Nice to Haves

Don't Try to Recreate Your Process in a New System

Implementation Strategies

80% of the Benefit Comes from 20% of the features

Ex: Tenant Portals/Online Payments

Change Your Best Practices to Take Advantage of the Newest Technology

Implementation Strategies

Establish the Final Decision Maker and Send out an Email

Make Decisions at the Lowest Possible Level

- Perfection doesn't scale

Implementation Strategies

Penny Wise, Pound Foolish
Pay Up Front or Pay Later

Focus on Education

Be Prepared
(We spend more time waiting)

Great Tools



Concept: Email Filtering and Proactive Communication

Benefits:

- Stop checking email looking for updates
- Ensure that important email reaches you real time

Great Tools

Google AdWords

Google Adwords Keyword Tool

Concept: Get Market Statistics Prior to Investing on Online Marketing




Benefits:

- Understand how the market is looking for your services

Great Tools


Google AdWords

Search terms (1)

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches 	Local Monthly Searches 
<input type="checkbox"/>  property manager las vegas	High	590	480

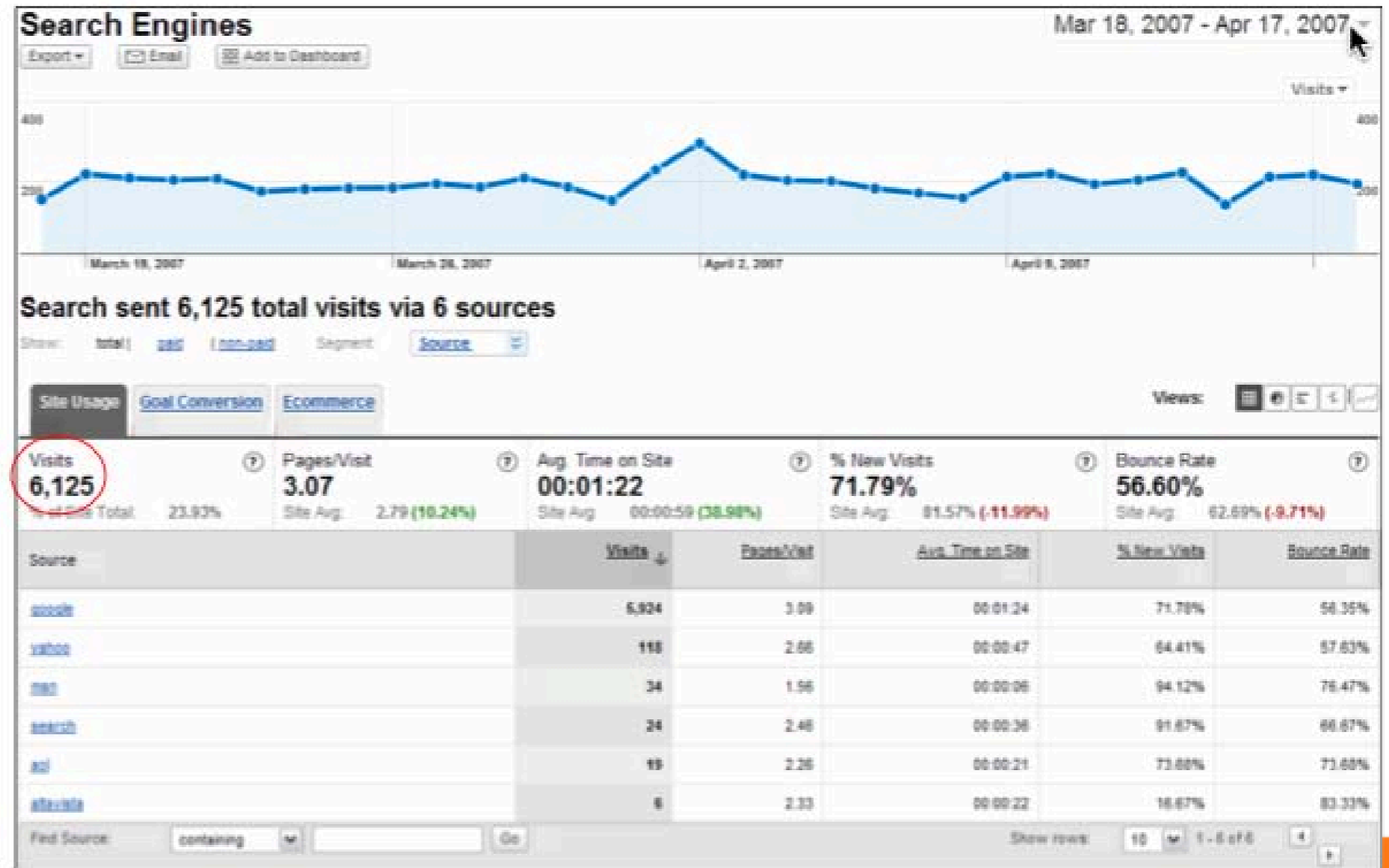
Go to page: Show rows:   1 - 1 of 1  

Keyword ideas (100)

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches 	Local Monthly Searches 
<input type="checkbox"/>  property management las vegas	High	8,100	8,100
<input type="checkbox"/>  property management las vegas nv	High	880	880

Great Tools Analytics

Concept: Track the Effectiveness of your Website with Free Google Tools
real time



Great Tools

Concept: Online and Offline Drag and Drop Document Storage

Benefits:

- Access documents from anywhere
- Share documents, always have the latest version



Great Tools



Concept: Mass email marketing tool for the masses

Benefits:

- Continually market to your prospects, at low to no cost

Great Tools



Econtact Pro

Concept: Take a picture of a business card with an iPhone and it will automatically create a new contact

Benefits:

- No more collecting business cards and transcribing

www.econtact-pro.com



Available on the iPhone

App Store

Great Tools

*Not*Not

Concept: Take a picture of a document and it will automatically create a pdf

Benefits:

- Replaces your scanner
- Scan documents anywhere

Available on the iPhone
 App Store

Great Tools **tether**

Concept: Mobile hotspot without the additional cell phone charges

Benefits:

- Iphone, Android, Blackberry
- Easy to Use and Set Up
- \$15 first year, \$30 per year after
- Not available through the App Store

Great Tools



Concept: Transcribes your voice mail messages and sends them to you as an email

Benefits:

- Convenient way of getting through your voicemail back log

Blackberry, Iphone, Android

\$\$

Great Tools



Concept: Crosses the bridge between social media and how you operate today

Benefits:

- Provides insight into your prospects
- Scan documents anywhere

Great Tools

xobni

Inbox - Microsoft Outlook

File Edit View Go Tools Actions Xobni Help

New Reply Reply to All Forward Send/Receive Search address books

Mail

Favorite Folders

Mail Folders

- Mailbox - David Alder
 - Deleted Items
 - Drafts
 - Inbox
 - Junk E-mail
 - Outbox
 - RSS Feeds
 - Sent Items
 - Search Folders

Inbox

From	Subject	Received	Size
Mark Jenkins	Lunch tomorrow?	Mon 7/21/2008	3 KB
Robert Radez	Year 2008 Accomplishments	Fri 7/18/2008	2 KB
Jared Sylvester	Bad proposed decision	Fri 7/18/2008	252 KB
Dave M. Lopez	EOG well	Fri 7/18/2008	2 KB
Cuong Tran	RE: Please submit time reports today	Fri 7/18/2008	14 KB
Cuong Tran	Edison Mission Energy	Fri 7/18/2008	6 KB
Roberta Simms	Open Season Notices	Fri 7/18/2008	2 KB
Drew R. Hodgsworth	December Course Offerings	Fri 7/18/2008	6 KB
Len Smith	EOG Pronghorn Location	Thu 7/17/2008	731 KB
Matt Brezina	outstanding invoices	Thu 7/17/2008	66 KB
Jared Sylvester	reconnect on el paso	Thu 7/17/2008	23 KB
Drew R. Hodgsworth	Tuesday meeting	Thu 7/17/2008	141 KB
Jessica Vance	October 2008 - PHR Billing	Thu 7/17/2008	2 KB
Jessica Vance	TableTalk Session with Stan Horton	Thu 7/17/2008	17 KB

Lunch tomorrow?
Amy Villanova
Sent: Mon 7/21/2008 6:51 PM
To: David Alderman

Hey David,

Wondering if you wanted to catch up on the last couple weeks' events with lunch tomorrow. I have a couple of recommendations near the office. Give me a call or send an email if you have a chance.

-Amy
415-555-2345

Amy Villanova
amy.villanova@csco.com
villanova_amy_2009@gnail...
O (415) 555-2345
Director of Business Develop...
Amy's Network
Matt Brezina
Rob Radez
Ryan Gerard
La Donna Higgins
Conversations
Let's eat!
17 emails, Jul 25
Correction: Wed not Tues
1 email, Jul 24
Files Exchanged
calendar_march.doc 6/17/2008
prospectus.pdf 6/10/2008
at-the-beach.jpg 5/25/2008
report2008.doc 4/14/2008
Appointments
Dinner Tomorrow
Meeting with Mr. Keat... 4/13/2008
Phone Confirmation D... 4/10/2008

xobni plus

Great Tools

xobni

search xobni

Amy Villanova

amy.villanova@silvercrest...
villanova_amy_2009@gm...
(415) 555-2345
Director of Business D...

Location: San Francisco Bay Area
Title: Director of Business Develo...
Company: Silvercrest Industries
Industry: Computer Software
People: 213 connections

GratisSoftware.nu

Profile LinkedIn

Do.com

Concept: Group project management



Benefits:

- Shared task management
- Email integration
- Templates

Lockitron

Concept: Remote door unlocking

Benefits:

- Open locks from a phone or website
- Electronically track all access to a house
- Share access to other people

Available in March '13 – 13,000 pre-orders

