



SMART BUILDING SERVICES



SERVICE CATALOGUE

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ONLINE SERVICES PORTAL

People who Live and Work In Buildings Need Services

We all pay for services every day and most of these services are related to our home or office locations. Whether it is cleaning, repairs, catering or waste removal we all need to get these services from someone and usually the process of finding a trusted provider is a painful inconvenience. With so many people searching for trusted service providers, building operators are unintentionally ignoring a huge market right at their doorstep.

Most Facility and Property Management companies work on large contracts with the building owner to maintain common areas, build systems, rent space and manage contracts. These business-to-business (B2B) relationships

have tight margins and even tighter SLAs. With so much pressure to meet their performance obligations; providers tend to forget the occupants of the buildings they service, only communicating with them in response to issues and complaints.

This often creates tense relationships with dissatisfied customers that limit contact with their own building service provider. This is further aggravated by the fact that building managers and their 'built by engineers, for engineers' technologies are focused on the engineering of buildings rather than the 'customer' or 'end-user'. So what is the alternative?

The Opportunity to Instantly Grow your Market with e-commerce

The most attractive opportunity for facility management and property management companies is to provide value added services to the people who live and work in the buildings they operate. The revenue potential of this nascent market is clear but rarely capitalised on. Moving from a handful of large corporate (B2B) relationships to managing thousands of small consumer (B2C) transactions per month is impractical using traditional facility and property management systems. Consequently, service providers ignore the opportunity to grow their **EBITDA by up to 30%** because of the inherent challenges that lie in servicing this market. This no longer needs to be the case.

Unlike traditional CAFM systems that do not have the infrastructure to support customer management and online

sales the Urbanise platform was designed from the ground up specifically for selling services directly to building occupants.

Urbanise.com is the **first and only platform** that combines the power of e-commerce with service management engine that can plan, work and deploy the field-force dynamically. Facility and property management companies can now design, deploy and sell new services to thousands of occupants in a matter of minutes allowing a whole new innovative way to take services to homes, shops, towers and entire cities. It is a new paradigm of service provision and one where the leader will take the spoils.

Generating additional revenue from services



At Urbanise we believe in improving the customer journey. With a click to pay model, buying services has never been easier.



The platform's easy to use interface creates an interactive and fun shopping experience. Building occupants can log into their own account from their PC, tablet or smartphone and purchase services using their credit card. The Urbanise.com catalogue wizard enables any service to be modeled and published online with no IT skills required. You can package and sell pretty much anything from gardening, car washing, pest control, IT repairs, energy savings, and contents insurance.

A New Lucrative Business Model

The Urbanise.com platform represents an opportunity for traditional building managers to take a proactive stance and generate new revenue streams.

- It embodies a new business model where customers access services in an easy and convenient manner, improving their interaction and satisfaction with their service provider.
- The reach of the Internet broadens service providers' potential market with absolutely no extra resource or cost.
- Improved satisfaction teamed with broad service offering and customer reach inevitably result in significant increases in revenues.

A longtime client of Urbanise perfectly illustrates the substantial benefits of our e-commerce platform. They enjoyed a **210% increase in recurring revenue** over a two-year period, organically growing from 3,000 to 30,000 active customers.

Through the course of that period they generated in excess of **20 million dollars** simply by offering building residents the same job tasks they perform every day packaged as an online service offering. **Now that's Smart!**

ABOUT URBANISE

Urbanise is the first cloud-based Building Service Delivery platform. With remote asset monitoring, dynamic workforce management, property accounting and an e-commerce portal for building occupants, the Urbanise platform completely transforms the traditional approach to building operations. Its disruptive technology seamlessly outperforms conventional building management solutions and offers service providers real time visibility and control, reduced costs and new revenue streams.


Listed on the Australian Securities Exchange (ASX), the Urbanise platform is integrated in over 6,900 buildings including some of the most iconic towers and communities across Australia, Malaysia, Singapore, South Africa, UAE and the UK.

Find out more at www.urbanise.com

Features & Benefits

- ✓ Increase in revenue with no additional costs and no additional resources
- ✓ Packaged service offering encourages brand engagement
- ✓ No capital expenditure with a pay as you grow subscription model
- ✓ Possibility to get started within days with no IT infrastructure needed


1Billion
online buyers


Pay as you grow
subscription
model


210%
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