



THE BI BUILDERS

"With the new business intelligence system from BI Builders we can provide our management team, agents, and clients with the timely and accurate data they need to assess current market conditions."

- Marty Louie, VP Finance  
Marcus & Millichap Real Estate Investment Services

## Case Study

### BI SOLUTION BRIEF

**Customer**

Marcus & Millichap Real Estate Investment Services

**Industry**

Financial, Real Estate Investment

**Location**

Encino, California

**System**

SAP BusinessObjects Edge  
Business Intelligence (BI) with Data Integration

**Service**

### THE COMPANY

Encino, California-based Marcus & Millichap Real Estate Investment Services specializes in investment real estate brokerage, providing real estate investment sales, financing, research, and advisory services. With over 70 offices across the United States and more than 1,300 sales agents and 500 employees, Marcus & Millichap closed an estimated \$21 billion of investment transactions for private and institutional investors in 2007. Marcus & Millichap leverages technology to make sense of market data, match properties with investors, and share the most current information regarding commercial real estate and capital markets with its agents and clients.

### THE CHALLENGE

The company requires deep insight into real estate data to enhance its ability to pair qualified buyers with sellers. However, a cumbersome and unintuitive development process resulted in lengthy report turnarounds and limited the type of information the company could produce. The company looks at numerous market indicators including transaction velocity, a variety of proprietary metrics, and changes in capitalization rates by region, property type, and price point.

With its old reporting system, the data aggregation process took hours or days—if it was done at all—and the company was challenged to generate the reports its sales managers needed to make accurate and rapid decisions.

#### Getting at the data for analysis

"It's very difficult for us to aggregate the information we need and then analyze it and efficiently distribute results to our managers and agents" says Marty Louie, vice president of finance at Marcus & Millichap. "To remain competitive, we have to be able to go through tens of thousands of transactions. We need to compile and make sense of all this data and identify forward-looking trends, so that our investment professionals can provide clients with an unparalleled perspective on the investment real estate market locally, regionally, and nationally."

### THE SOLUTION

To support information sharing and on-point reporting and analysis for its sales management team, Marcus & Millichap turned to a business intelligence (BI) solution from the BI Builders. The firm was already using Crystal Reports® to create a range of reports for its sales management team. Additionally, the company uses core modules from SAP® ERP for real estate accounting, accounts payable, and core transactions—all data that feeds the BI system.

The BI Builders conducted extensive business analysis to determine the best way to implement business intelligence with Marcus and Millichap. The BI Builders worked with Marcus and Millichap to develop a data model, and integrate their SAP accounting data and custom built transactional data system into the new business intelligence environment. The BI Builders then created new reports and dashboards to provide the various types of users timely access to current, historical, high-level and granular information.

### A best practices data model - purpose built

The BI Builders created a data model for Marcus and Millichap, which had relevant dimensions for Offices, Agents, Properties, Clients and other entities. It was constructed with a view towards conformed dimensions across all four of M&M's business units; this would provide the basis for a Kimball-style Enterprise Bus Matrix.

The BI Builders created Extract Transform Load processes, using SAP BusinessObjects Data Integrator, to update their data warehouse from their custom built real estate transactional data system and from their SAP R/3 accounting data. The source systems and target data warehouse used SQL Server 2005, with separate instances on different servers. The team created a number of stored procedures to validate the data warehouse against the source transactional data.

### Timely reporting for all users

The new Business Intelligence system, data model and the new Universes (abstraction layers) afforded Marcus and Millichap greater flexibility in reporting. BI Builders developed reports that would have been impossible before, or would have required months to create, in a matter of days. Of critical importance was historical reporting – the ability to get a snapshot of information from a specific time in the past.

The BI Builders constructed a number of reports for different types of users. Agents were given a fine grained level of detail. Regional managers were provided reports to track listings, agents commissions, and the changing value of deals over time, amongst other things. Reports were made available on demand, with dashboards for daily updates, and monthly financial reports distributed to managers automatically. Specialty reports were developed for super users, like the CEO. Users can drill down to the level of detail they require.

## THE REWARDS

In the process of its initial deployment of Business Objects Edge, with a rollout to 100 sales managers and executives, Marcus & Millichap looks forward to giving sales agents visibility into numerous key performance indicators (KPIs). "Our focus is to give agents as much transparency into their businesses, right down to the transaction level, in order for them to succeed as investment real estate professionals," says Louie. "They can easily determine for themselves whether they're underperforming or high achieving."

### Better client services

Now, the company can efficiently distribute current market information to its agents. Marcus & Millichap already sees their new business intelligence solution as indispensable to its success.

### Improved client satisfaction

"Our mission is that we are going to be the best at providing real estate services to our clients and agents, which includes providing timely and accurate data to allow them to make informative decisions, which will ultimately lead to maximizing their investment returns on commercial real estate,"

### Dynamic solution, dynamic company

"Our challenges are greater because of the limited amount of human resources that we have available to analyze the effects of regional and national market influences compared to those available in larger companies. To that end, we are looking for software that is going to be as dynamic as we are, so we can change it to suit our needs for the day. That is why this business intelligence solution from BI Builders is excellent."

"We probably will save two full-time people with the efficiencies that we're going to gain. For a department our size, that is a lot of freed up resources"

- Marty Louie, Marcus & Millichap  
Real Estate Investment Services

## CONTACT US

**Phone:** 866-797-8032

**Fax:** 413.771.5613

**Email:** [info@bibuilders.com](mailto:info@bibuilders.com)

**Head Office:** 110-1020 Mainland St., Vancouver, BC, V6B 4T2



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[www.bibuilders.com](http://www.bibuilders.com)