

A close-up, slightly angled view of a laptop keyboard. The keys are dark with white lettering. A semi-transparent dark grey rectangular box is centered over the keyboard, containing the title text in yellow. In the background, a map is visible on the laptop screen, showing a street labeled 'Upper Gro...' and a green marker labeled 'AA202'. Text on the map includes 'Copyright and database rights 2016 Microsoft Corporation' and '50 m'.

# Proptech och BIM - hänger det ihop?

DATSCHA

# PropTech?

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“**P**ROPTech IS ONE SMALL PART OF A  
WIDER **DIGITAL TRANSFORMATION** IN  
THE **PROPERTY** INDUSTRY. IT **CONSIDERS**  
**BOTH** THE **TECHNOLOGICAL** AND **MENTALITY**  
**CHANGE** OF THE **REAL ESTATE** INDUSTRY, AND ITS  
**CONSUMERS** TO OUR **ATTITUDES, MOVEMENTS**  
AND **TRANSACTIONS** INVOLVING **BOTH**  
**BUILDINGS** AND **CITIES**.

- JAMES DEARSLEY

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Digitala lösningar specifikt  
för fastighetsbranschen.

Gigantiskt stort

## #PROPTECH AT A GLANCE

If you are not here, or see anyone missing, please e-mail: [james@thedigitalmarketingbureau.com](mailto:james@thedigitalmarketingbureau.com)



This infographic was produced by TOMS, a small digital agency concerned with marketing for the now and next.





Inget nytt



File Edit View Go Communicator Help



Back



Forward



Reload



Home



Search



Netscape



Print



Security



Stop



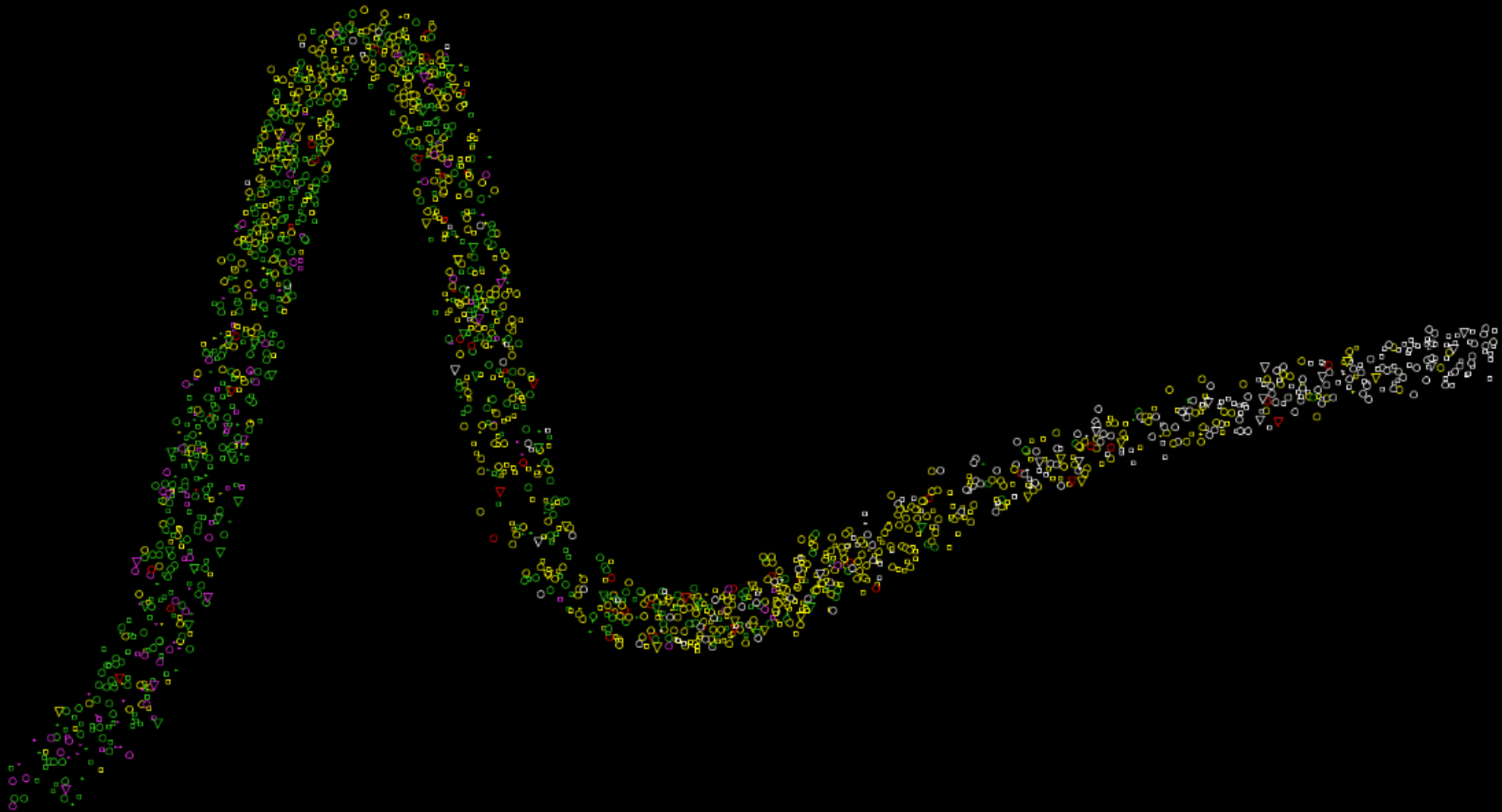
Bookmarks

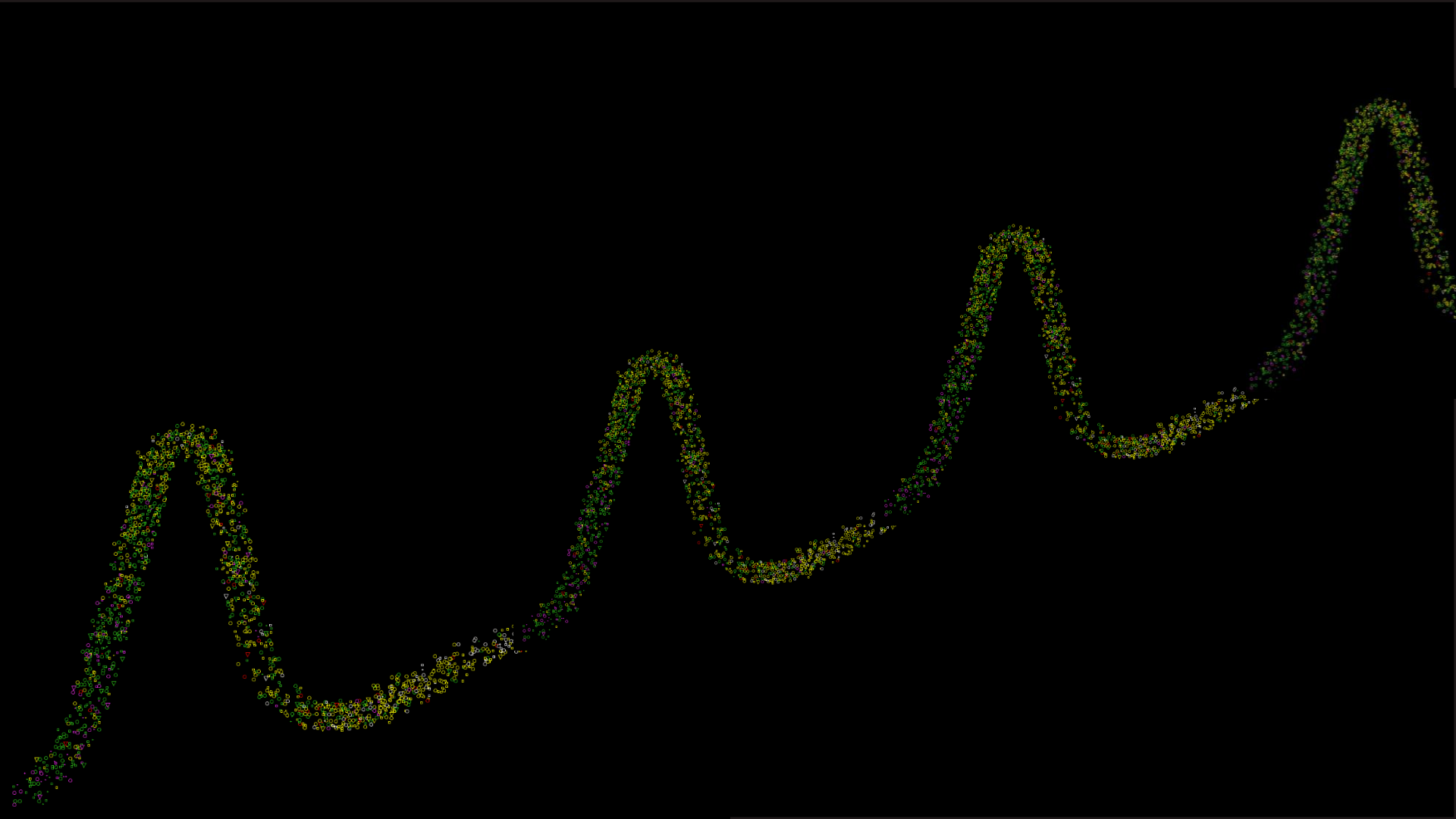
Location: <http://www.altavista.com/>**AltaVista®**  
**Connections**

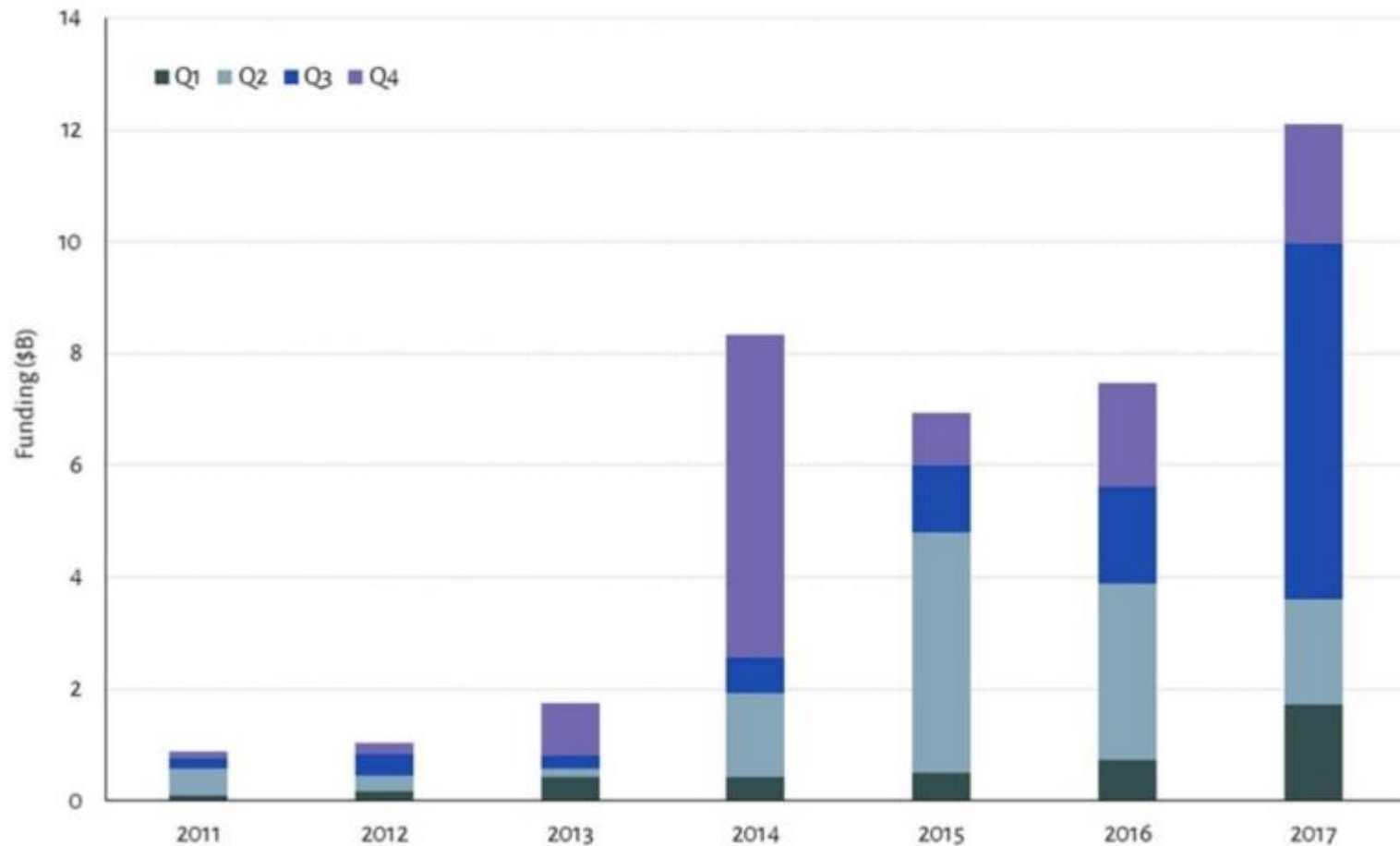
The most powerful and useful guide to the Net

October 23, 1999 PDT

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Varför allt kapital?

## Future-Proofing the CRE Industry

Is Commercial Real Estate's Innovation Curve Moving Fast Enough?



CRE firms spends **50% less** on technology than Financial Services...

Nearly **33%** of the global CRE industry is still using spreadsheets as their primary tool...



Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000

Pierre Nanterme  
CEO of Accenture



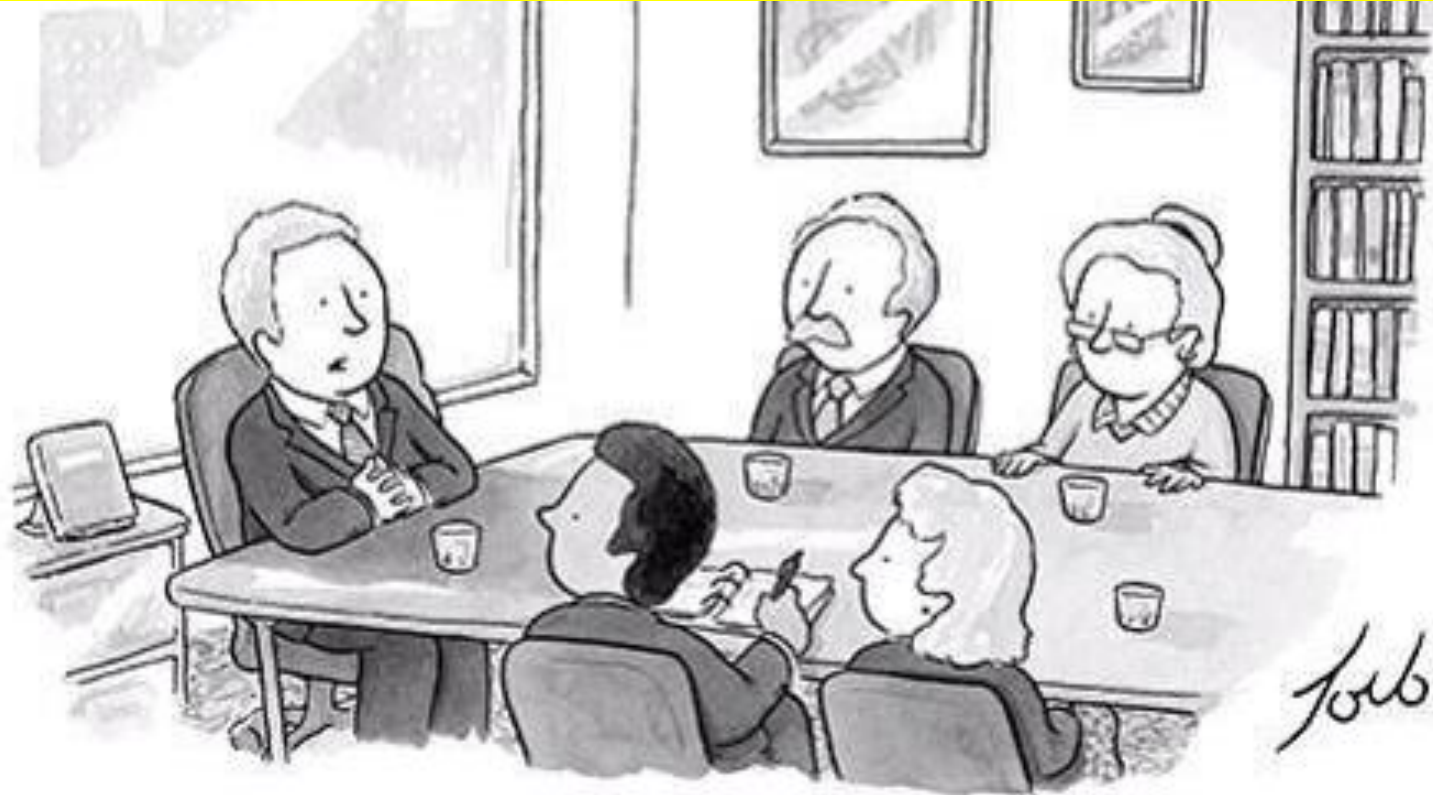
# International trend?

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# #1

Giganterna rör på sig

***“We need to rethink our strategy of hoping  
the Internet will just go away”***



# CBRE Acquires Floored: Poised For A Big 2017



**Nav Athwal**, CONTRIBUTOR

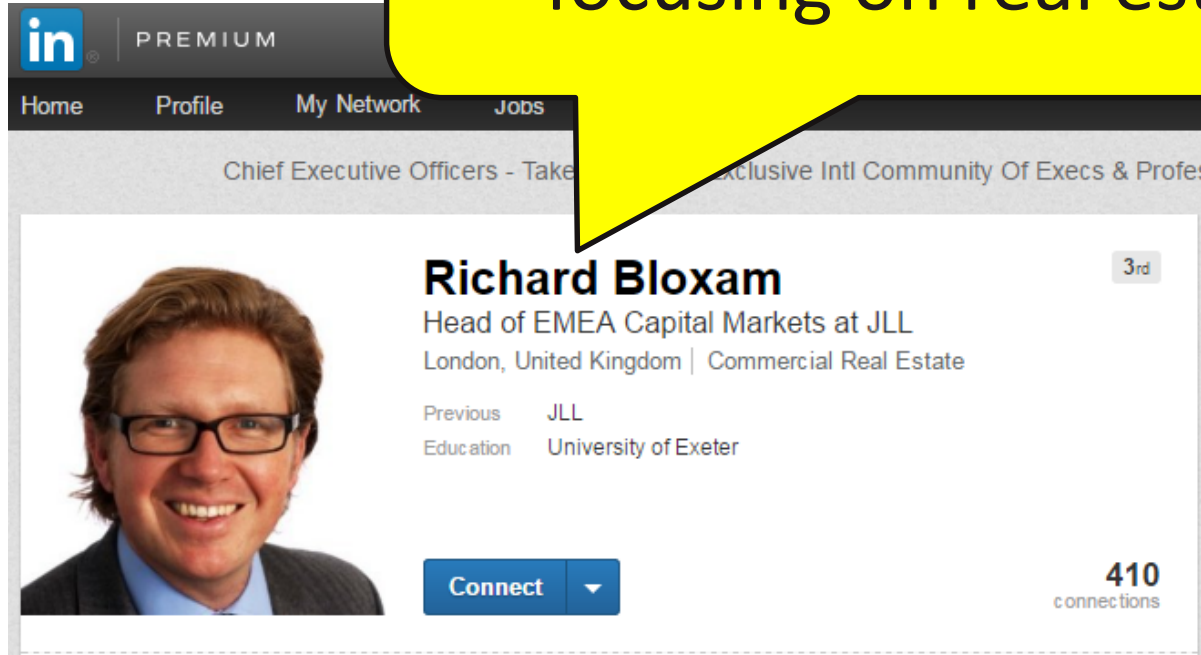
*I cover real estate, technology and online investing*

[FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

CBRE, the largest commercial real estate company in the world, made an interesting [acquisition](#) last week. The mega property development, management, and financing firm purchased [Floored](#), a technology startup focused on interactive 3D imaging.

“JLL is a tech company  
focusing on real estate”



The image shows a screenshot of a LinkedIn profile for Richard Bloxam. The profile is displayed on a desktop browser. At the top, the LinkedIn logo and 'PREMIUM' badge are visible. Below the navigation bar, the profile header shows 'Chief Executive Officers - Take...' and 'Exclusive Intl Community Of Execs & Profes...'. The main profile section features a profile picture of Richard Bloxam, a man with glasses and a suit. To the right of the photo, his name 'Richard Bloxam' is displayed in bold, followed by his current position 'Head of EMEA Capital Markets at JLL' and location 'London, United Kingdom | Commercial Real Estate'. Below this, his previous company 'JLL' and education 'University of Exeter' are listed. A 'Connect' button is visible at the bottom left of the profile section, and '410 connections' is shown at the bottom right.

in PREMIUM

Home Profile My Network Jobs

Chief Executive Officers - Take Exclusive Intl Community Of Execs & Profes

**Richard Bloxam** 3rd

Head of EMEA Capital Markets at JLL  
London, United Kingdom | Commercial Real Estate

Previous JLL  
Education University of Exeter

Connect

410 connections





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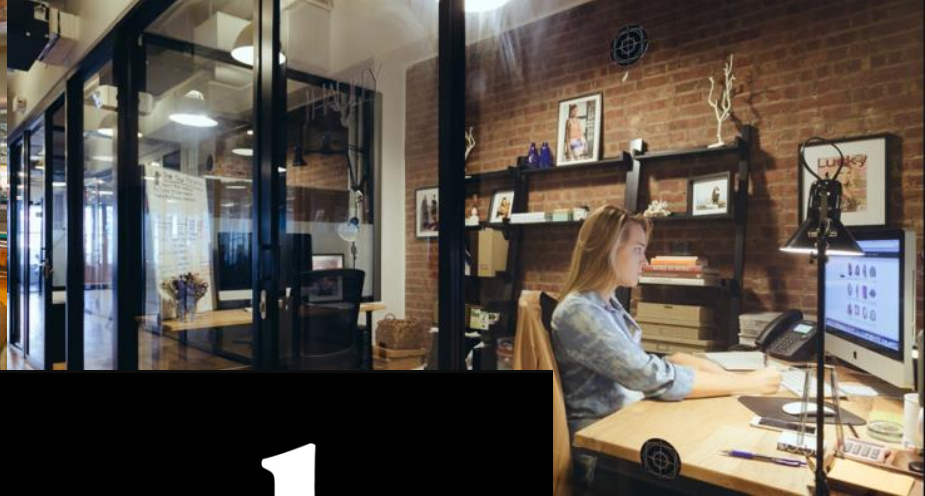


Henrik Saxborn, koncernchef i Castellum. Foto: Castellum

## Castellum satsar på digitalisering

# #2

Vem äger kunden?



wework



**221 kontor**

**53 städer**

**23 länder**

**1,5 miljoner kvm**

**Värdering \$20 mdr USD**

# WeWork Signs Landmark Deal With IBM For Full Manhattan Building

April 20, 2017 | Ethan Rothstein, East Coast Editor 

**20%**

**Uthyrning kontor i London 2017**



British Land Co PLC

+ Add to myFT

## British Land goes flexible with WeWork-like offering

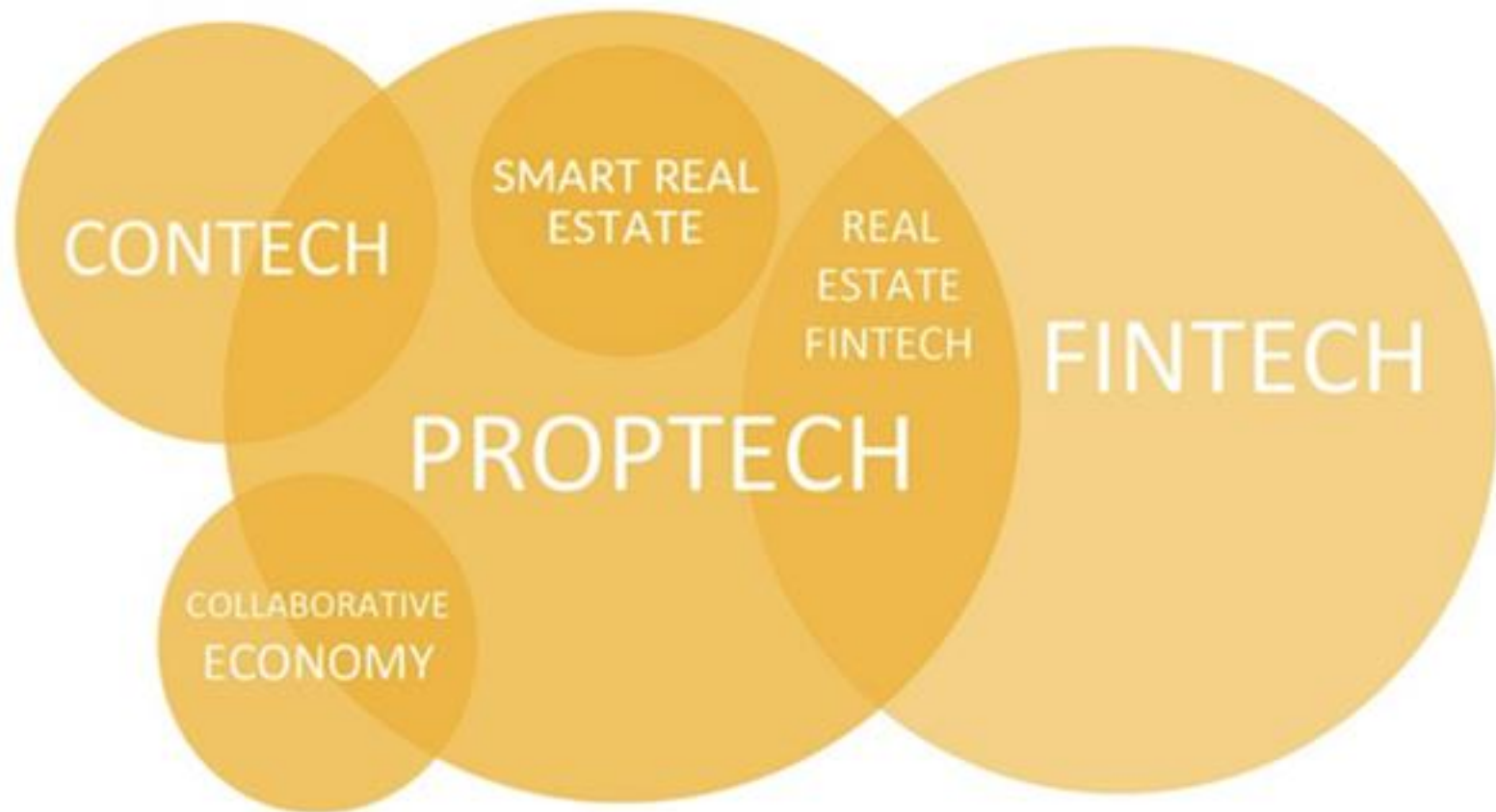
Property group taps into boom for short-term shared office space in London

**#SpaceAsAService**

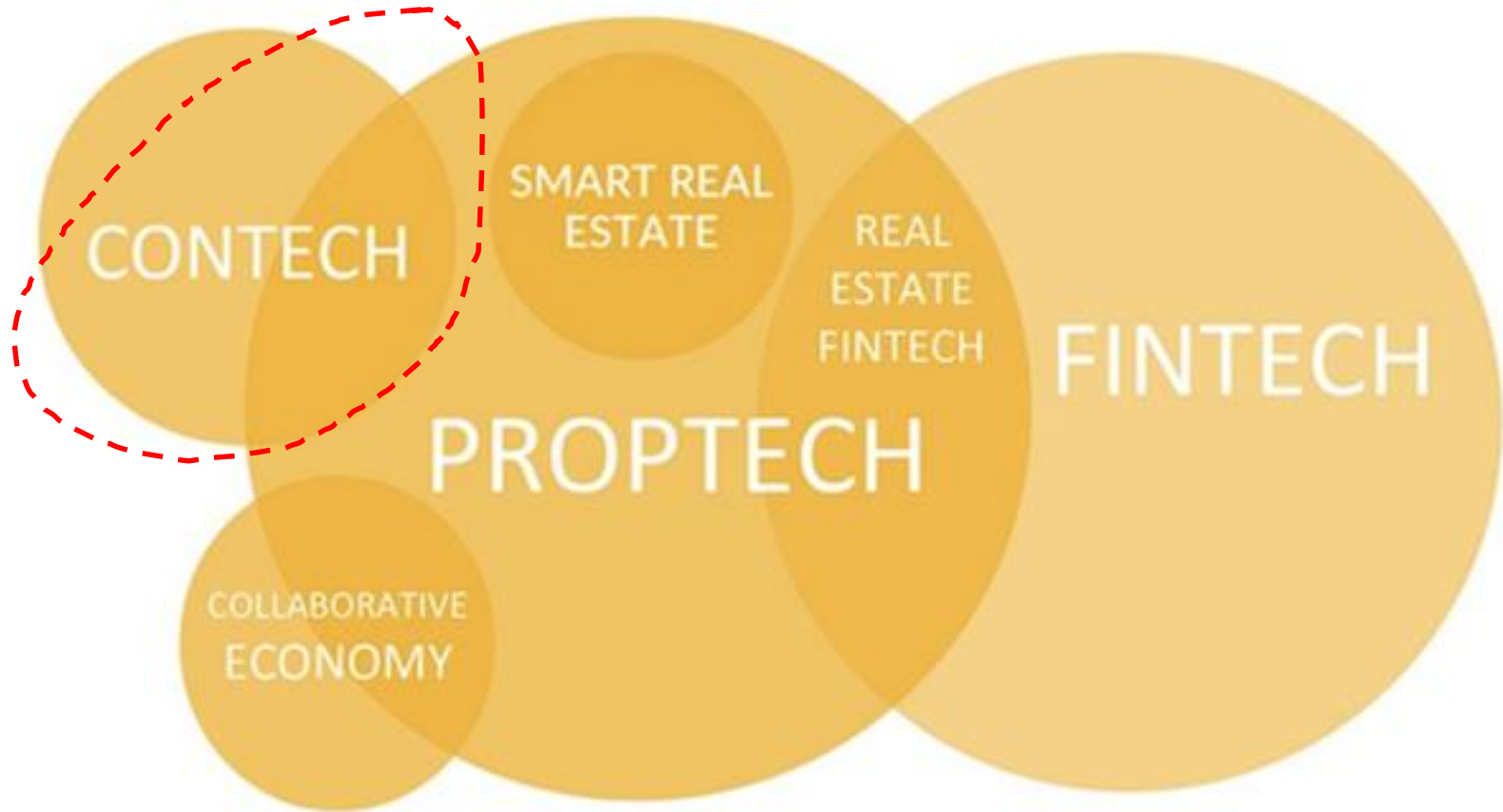
# PropTech vs BIM

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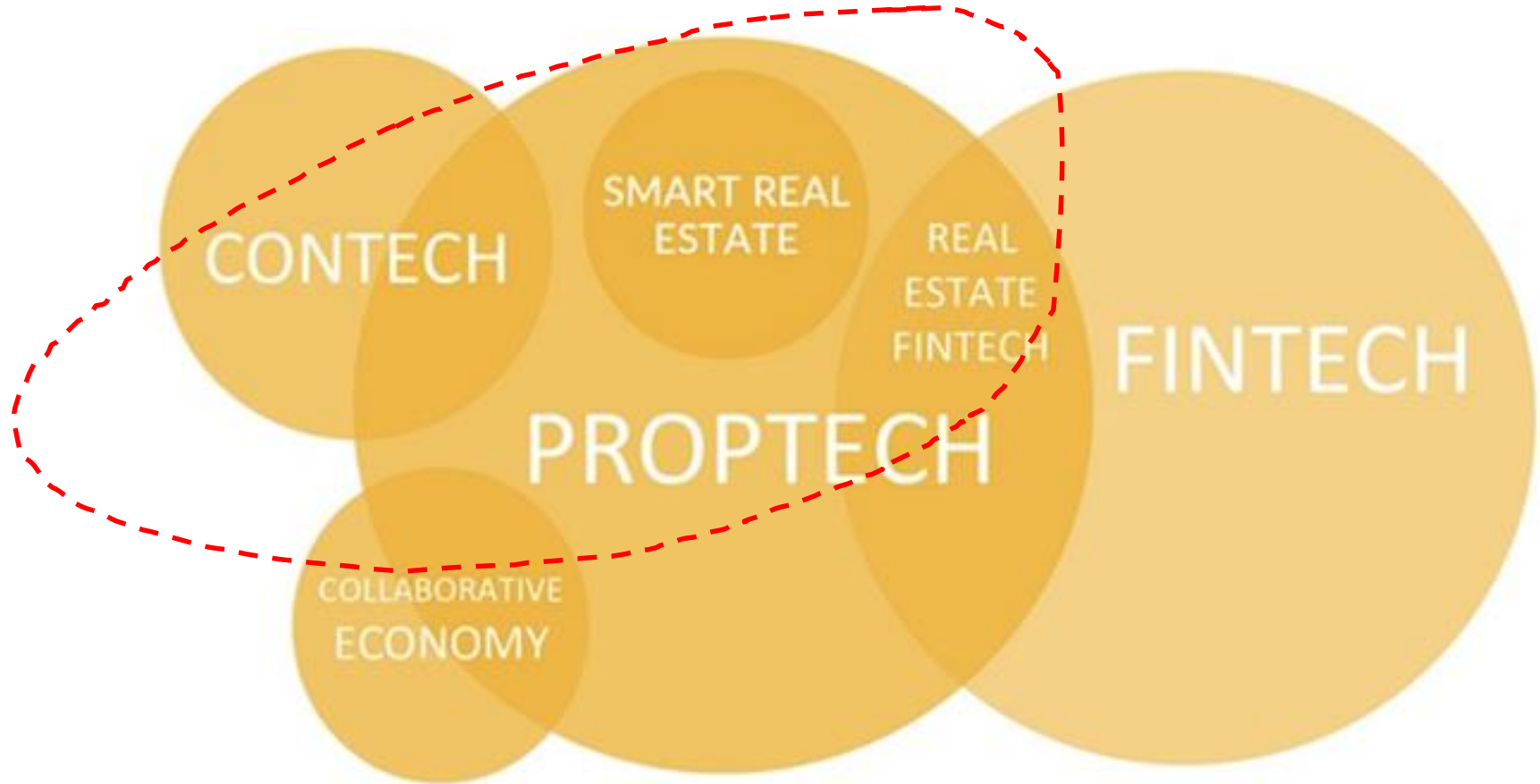
# PROPTech MARKET



# BIM idag



# BIM imorgon





“Everybody knows this is where things are going,” he says. “It’s kind of obvious. If you’re going to build a 3-D thing”—like a building—“and the 3-D media is available, why wouldn’t you use those, rather than turning everything in 2-D slices?”

# SHARE

SHARE  
1938

TWEET



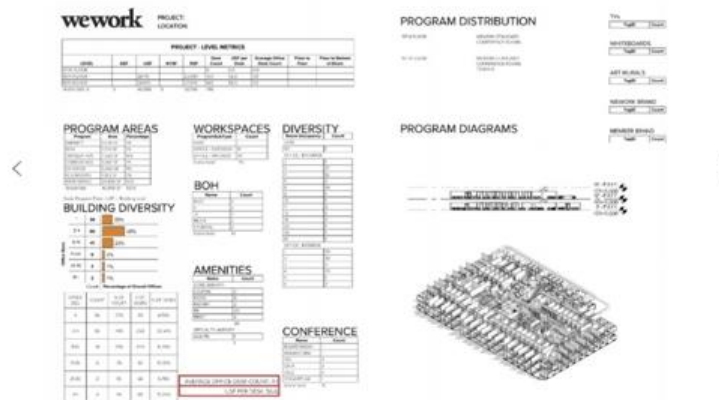
COMMENT



EMAIL

## QUANTITATIVE DESIGN ANALYSIS

Metrics are used to compare design benchmarks



**wework**

DATSCHA



# Tack

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Magnus Svantegård

[magnus.svantegard@datscha.com](mailto:magnus.svantegard@datscha.com)