

# Case

# Study



**DiggSpace , a platform that is capable of supporting our business vision for the future.**





# an introduction to our world...

Ceetrus, former Immochan, is a company owned by the Mulliez Family Association (AFM). With more than 40 years of experience in the real estate industry, today is one of the leading real estate companies in the world, present in 12 countries, across Europe and Asia.

The company manages around 393 shopping centers worldwide representing more than 4 million m<sup>2</sup> of gross leasable area (GLA) and around 7.5 billion euros in assets. With the company's Vision 2030, we are aiming to move on from being a real estate company to a major urban entity on a global scale, diversifying our activity and truly answering to the territory's needs. Considering this, we are developing projects that include retail, housing, offices and other type of services, either in our current locations or in new sites.

## Did you know?

In June 2018, Immochan changed its name to Ceetrus, as the tipping point of the company transformation process, that had started two years before. The new name, Ceetrus, embodies its evolution from a commercial real estate company to a mixed-use real estate developer.

# ... and our country

In Portugal, Ceetrus is present in 11 municipalities, managing over 200 thousand m<sup>2</sup> of GLA, distributed by more than 700 stores and kiosks in shopping centres.

Its portfolio includes:

- Jumbo Commercial Galleries located in Alverca, Canidelo, Cascais, Famalicão, Maia, Santo Tirso and Sintra
- Alegro Shopping Centres in Alfragide, Castelo Branco and Setúbal
- Forum Montijo, Forum Sintra and Sintra Retail Park.



# Ceetrus Portugal in a nutshell

## **We deliver.**

2<sup>nd</sup> place in the national ranking of companies that own and manage medium-large sized shopping centres.

## **We invest.**

In 2018, the acquisition of three new shopping centres, which represented an investment of 411 million euros, enabled Ceetrus to consolidate its market position; and move one step closer to reach its Vision 2030 ambitions.

## **We envision.**

Ceetrus's vision is to create sustainable, smart and lively places with multi-functional assets, where we brighten up our Clients lives and where emotive connections are created.



# All about ●

# the project

In 2016, Ceetrus (by then still named Immochan) launched internally the Cortex Project, which aimed to accelerate the digital transformation of the company as a whole and its assets in particular, also reinforcing the 4 attitudes that rule Ceetrus Vision:

**#CO**

**#CARE**

**#COMMITTED**

**#INNOVATIVE**

This digital focused project, aimed all of the company's stakeholders, from end customers, to tenants or coworkers.

With the participation of 6 countries, 15 shopping Centres and 15 POC (proofs of concept), the aims of the Cortex Project were to:

- Improve cross country sharing by breaking silos;
- Find ways to bring value to our audiences;
- Contribute to Ceetrus's innovation strategy;
- Expedite, test & learn methodology's and mindsets;
- Benchmark, market watch and external solutions identification;
- Discover scalable solutions.

Portugal was selected to test a B2B platform, as an additional and powerful tool of our management services, focused on the relationship with tenants. The provider chosen to join us was Create IT, Microsoft Golden partner. This company had access to global networks and the expertise needed to fulfill our demandes.



# Why?

knowing our goals.

The main goal was to help workers at our shopping centres to feel like they belong to a community. At the same time, we wanted to ease their daily tasks thus help them improve their performance. Three goals were set:

**1**

### **Develop a strong sense of community among all Shopping Centre workers by:**

- Strengthening the relationship with tenants, thus, develop Ceetrus ambassadorship;
- Helping tenants to become more productive and more autonomous;
- Including tenant's teams and not only management - an engaging platform that is inclusive;
- Improve engagement among store workers and shopping Centre operational teams on site.

**2**

### **Improve bidirectional communication with store workers by:**

- Collecting data to build a digital record of all tenant requests and interests;
- Optimizing the presence of workers in the shopping centres, thus, maximizing their potential as Clientes;
- Simplifying and digitalizing daily requests related to the operation of the stores;
- Sharing information about the overall performance of the Shopping Centre and having tenant's learn from it.

**3**

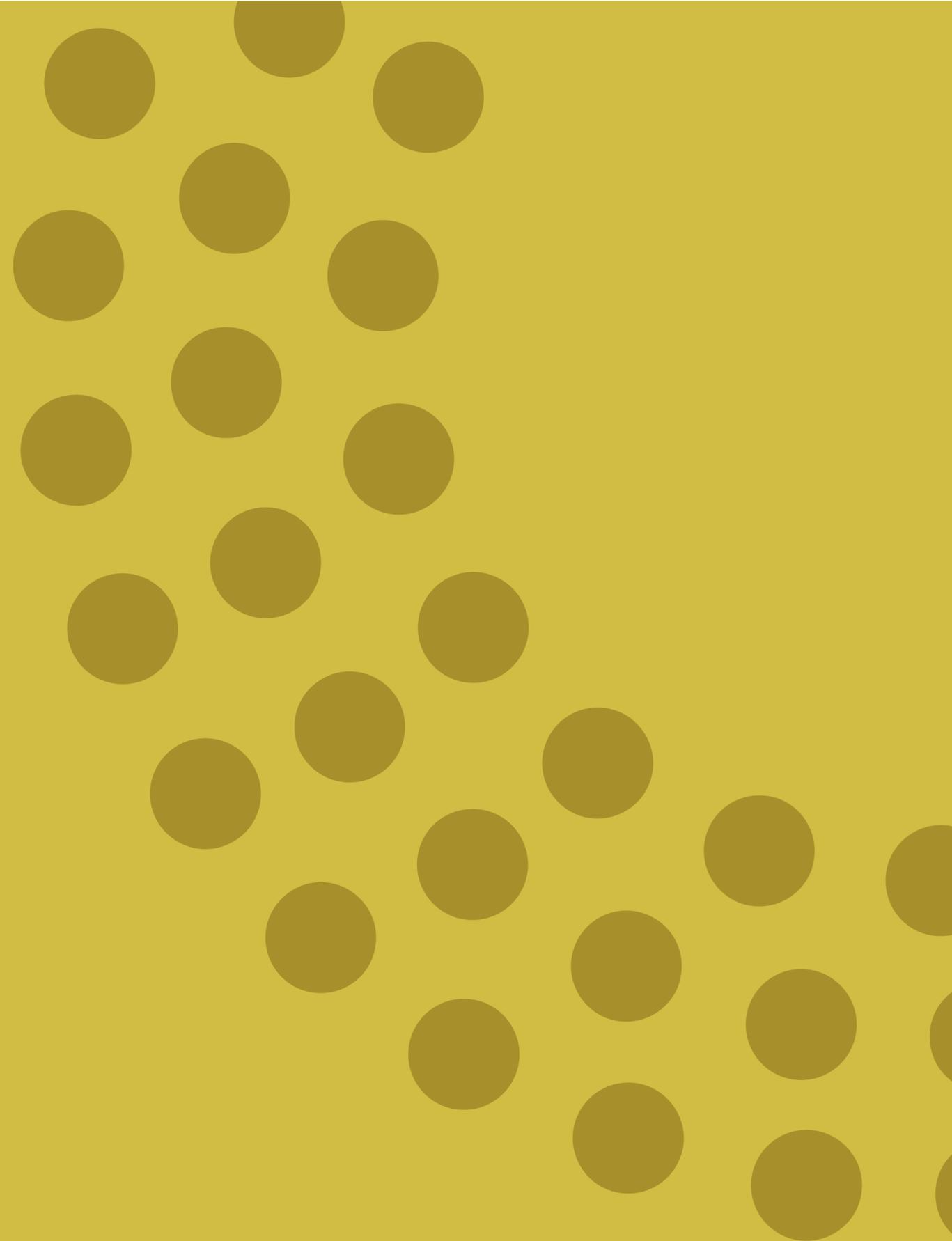
### **Simplify, digitalize and streamline sales declaration process, for tenants and Ceetrus teams.**

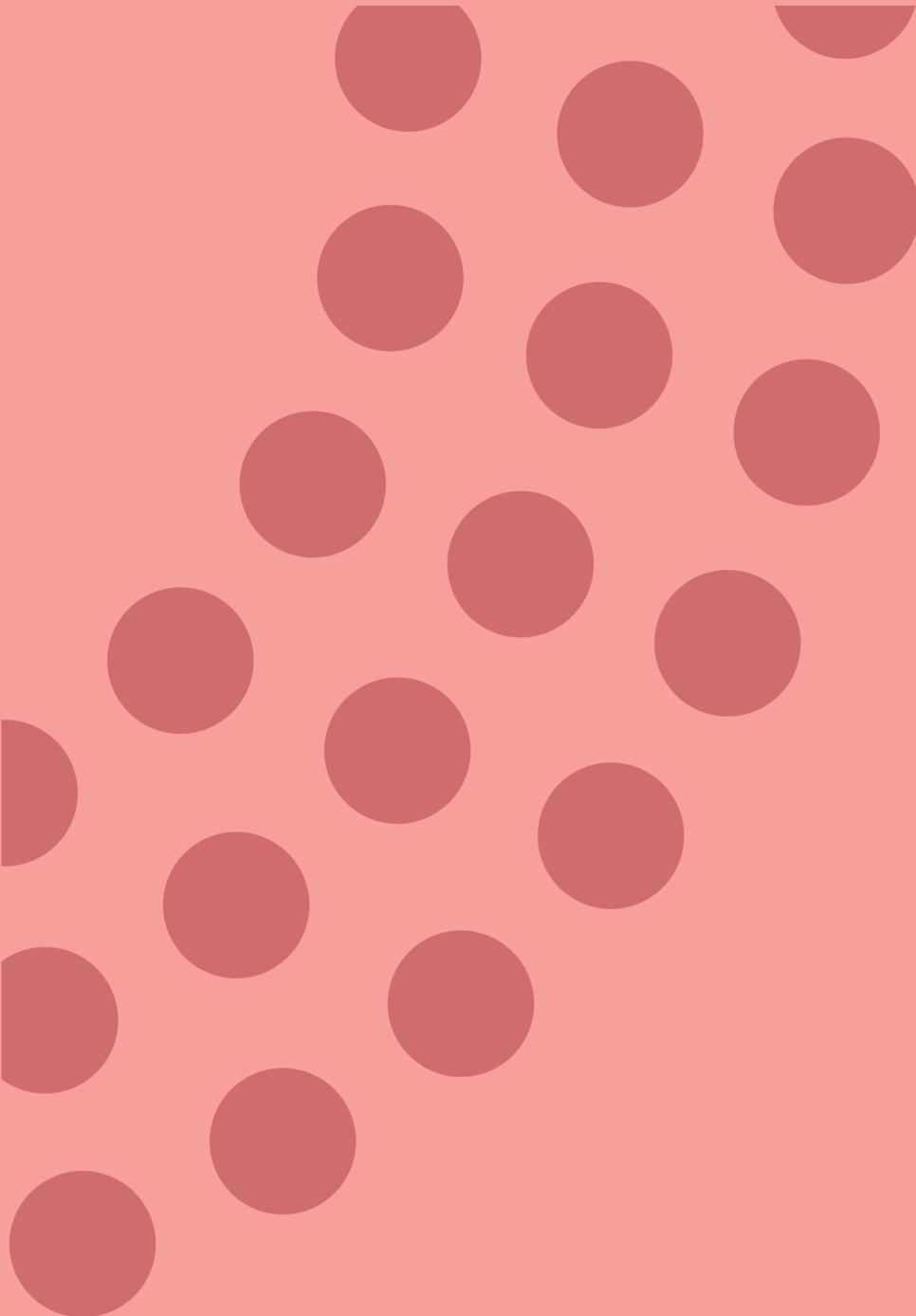
# What?

## Addressing our needs

Due to the pressing need of improving agility in our digital transformation strategy we searched the market for the right partners for this challenge.

Our main goal was to find a **ready-to-use internal communication portal** to enable productivity and promote engagement and sharing between our teams and our tenants. But also find a modular solution able to evolve with the business, answer our specific needs and that is capable to measure results.





# Who?

## Looking out for partners

Along this process we came across **DiggSpace** that was introduced to us by **Create IT**, a Microsoft Gold Partner.

DiggSpace platform revealed to be a natural choice for this project, due to its fast deployment and cloud driven globalization, reinforced by modular and extensive ability to integrate Office 365. The autonomy provided to its users, that rarely require IT support, also played an important part in the process.

# Ultimately, DiggSpace ticked all the boxes:

- ✓ **adapted to our reality**
- ✓ **allowing a 100% compliant system with our corporate solution**
- ✓ **promoting a more efficient digital structure to our organization**

## We were then able to set the keys for success:

- To include relevant features for our tenants on a daily basis, like news, documents, performance tools, and more;
- A platform that can scale to our international shopping centres portfolio. As a proof of concept for Ceetrus, we needed a worldwide partner that would allow us to use this digital platform in any of the 12 countries where we currently operate;
- To be a mobile-friendly platform, so that it's also available for those who can't leave their workplace (mainly the store workers) to have access to the tool through a computer;
- Collect a database of tenants and keep track of their requests, to use for Analytics & Predictive Data.



# How?

## Implementing the best solution

Being so functional, expandable and scalable, the implementation of a DiggSpace platform, which we named MY CEETRUS, was smooth and quick-passed. Communication content was swiftly provided to stores, as well as business support tools that allowed the dialog to flow between shopping centre management and tenants.

Also important was keeping track of requests and suggestions from the beginning. This allowed a better decision-making and search anticipation, this way the service provided to each tenant can be as agile as possible.



|create|**it**|

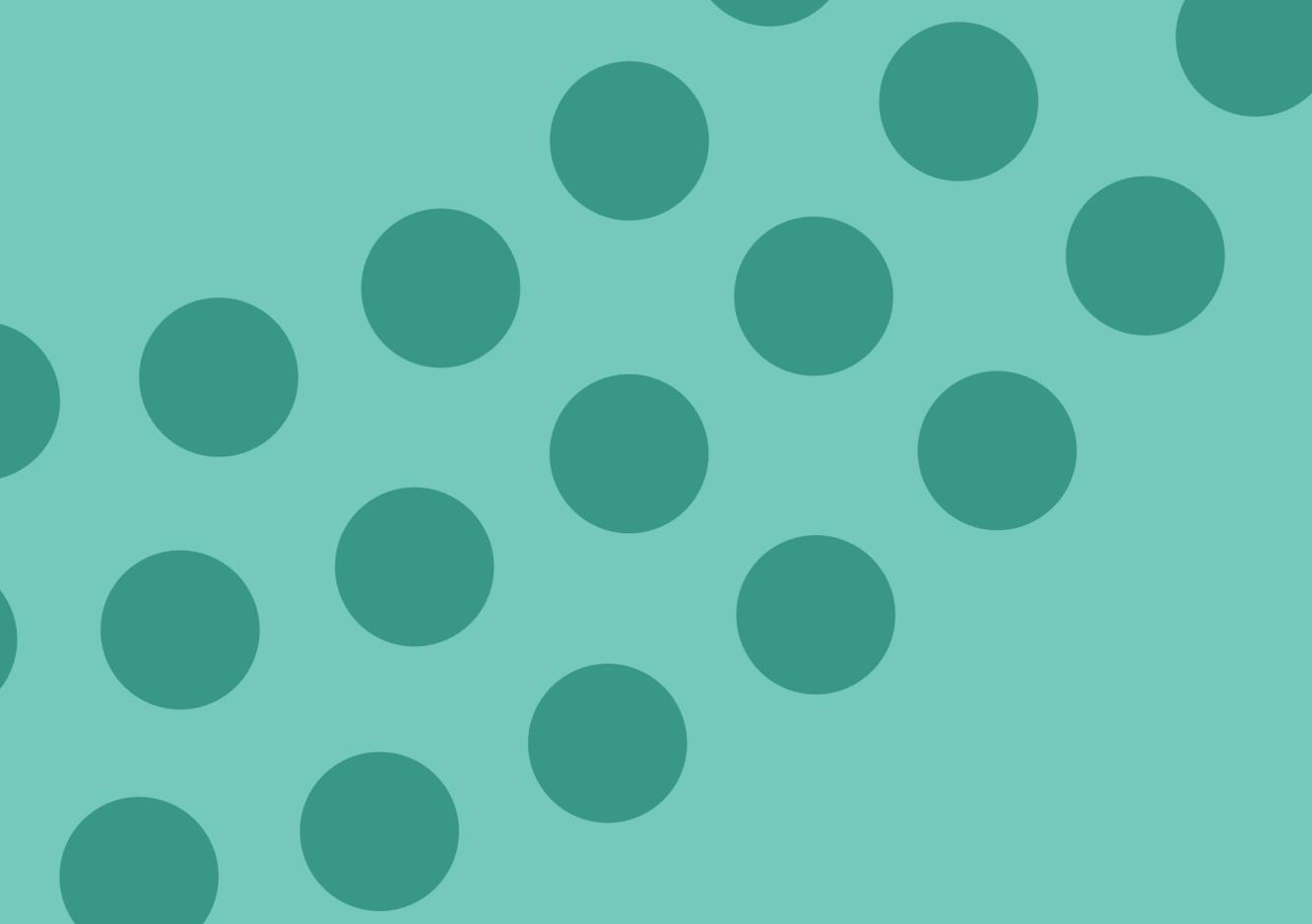
INNOVATING LIFE

## a major role

In addition to being responsible for the development and commercialization of DiggSpace, Create IT team was involved in the early process of designing and implementing the structure that supports communication with shopkeepers, within My Ceetrus.

Create IT also participated in the development of modules specific to Ceetrus business, namely: Sales Statements and Authorization Requests.

They also trained teams at Ceetrus so we are autonomous enough to manage My Ceetrus platform. As in all projects, Create IT managed the entire process, together with Ceetrus, using the **agile methodology SCRUM**.



# What's next?

creating a strategy for the future

# key figures

+ 750  
users

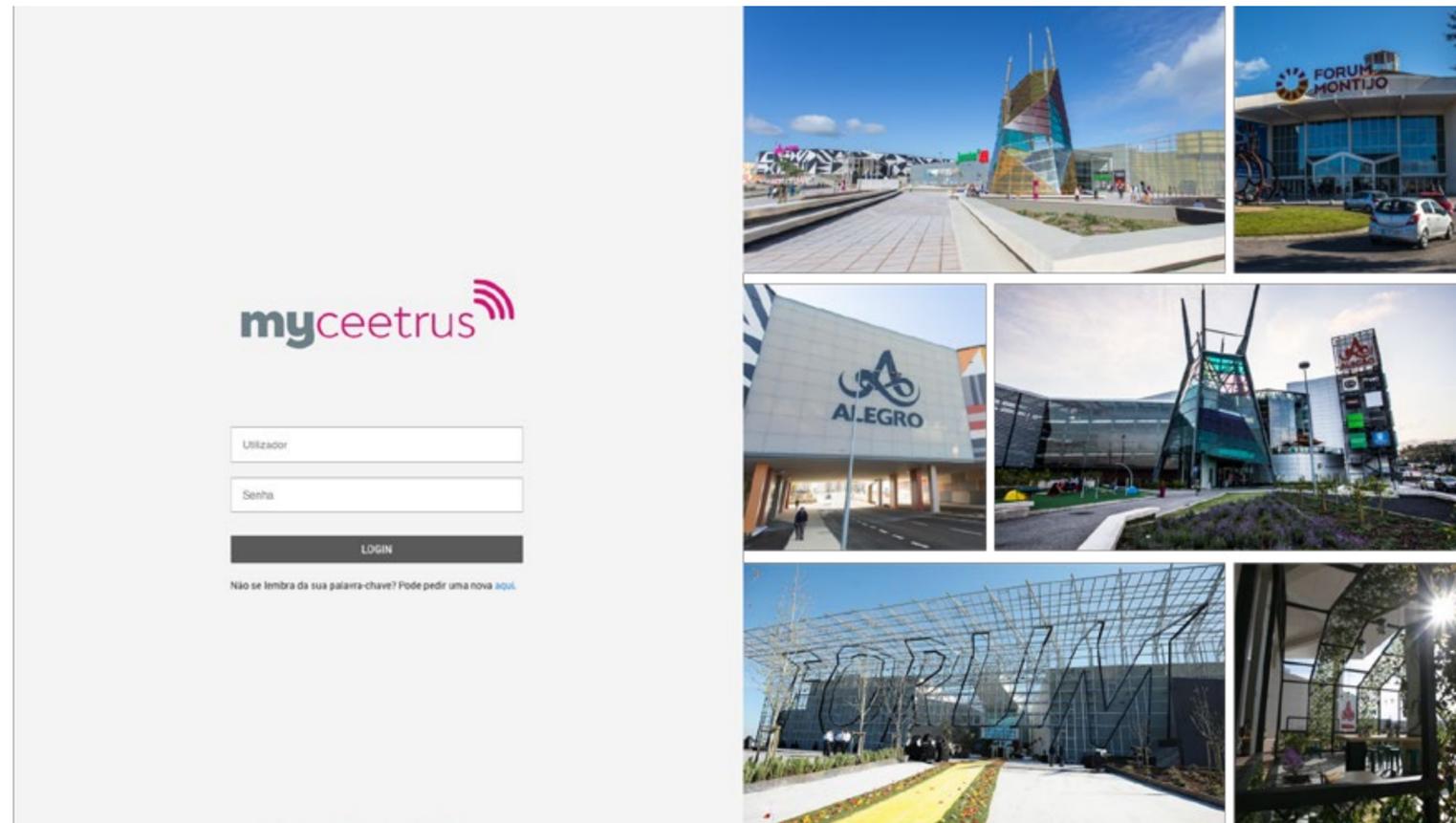
+ 14.000,00  
sessions

+ 600  
stores

+ 80.000,00  
pageviews

The Proof of Concept phase is showing how flexible and solicit DiggSpace is. Having constant new features and new updates clearly adds value to the platform.

We rely in the suppleness showed by Create IT to study and implement solutions adapted to our reality by listening and engaging with our teams. The continuous support and training makes us confident that our partner is capable to meet our growing needs and adapt this solution.



Our roadmap includes scalability to other Ceetrus assets and dissemination to countries where Ceetrus is currently represented.

a lot  
to look  
forward

Today the success of a business relies in its capability to innovate, by creating digital experiences and services that truly add value to customers (B2B + B2C). Ceetrus has underlined the need of welcoming tenants as friends by catering and providing solutions to their needs. To achieve this, **communication is key.**

Therefore, Ceetrus worked alongside with Create IT to make a convenient and practical solution that enables tenants to reach all the departments of Ceetrus, get access to information in a multi-platform (mobile phone, laptop and tablet), chat message or submit forms. All of this in an effort to upgrade and facilitate our tenants' everyday work life.

Bearing the future in mind, Ceetrus is committed to keep exploring DiggSpace's potential to meet our needs and support our vision of the **business for the future.**