STARK ENTERPRISES

CASE STUDY

MAKE REPORTING EASY

STARK ENTERPRISES SAVES TIME AND MONEY WITH ACTIONABLE REPORTING

datex
PROPERTY SOLUTIONS

CASE STUDY IN BRIEF

Stark Enterprises, a developer, operator, and manager of mixed-use properties, struggled to keep their team informed due to inaccessible, siloed data. Datex automated their reporting process and integrated their data into a single source of truth, which enabled their team to make better decisions with the data they already had.

Stark Enterprises was able to **tear down information silos, save time, and reduce costs** significantly.

15% TOTAL TIME SAVED

LOWER REPORTING COST

MORE DATA-BASED DECISIONS

ABOUT STARK ENTERPRISES

"Developing mixed use environments that exceed expectations. It's all about the experience."

Stark Enterprises is one of the most reputable real-estate development companies, spanning over **8 states**, with constant growth. Stark Enterprises has developed **over 45 commercial and residential properties**, manages **8 million square feet** of retail, office, apartment, hotel, and student housing, and has an **operating history of over 40 years.**
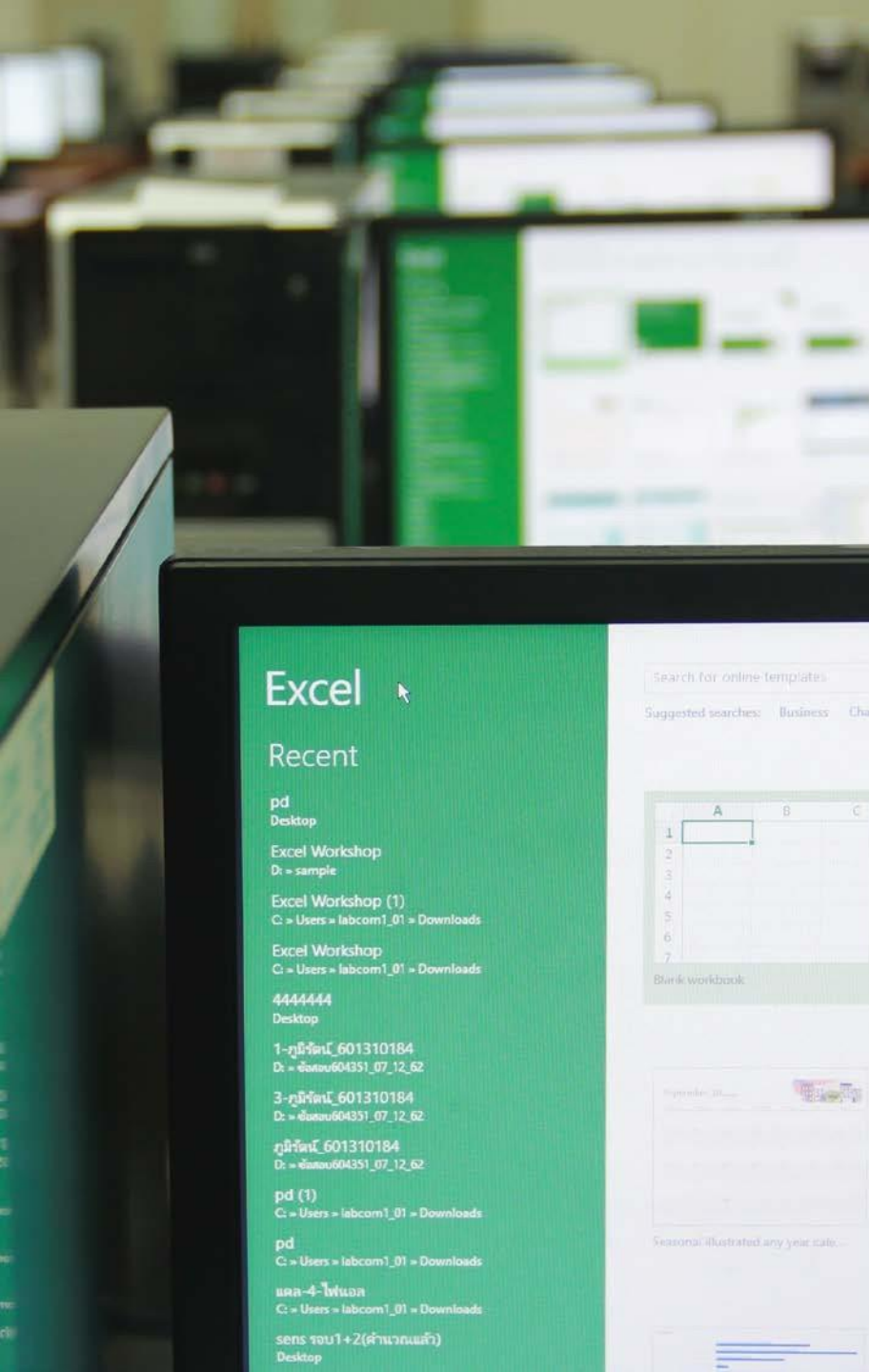
8MM
Square feet of property

45+
properties across 8 states

CHALLENGE: DATA SILOED IN EXCEL BECOMES INACCESSIBLE AND OUTDATED

Stark Enterprises was happy with MRI but found its reporting to be time consuming and ineffective. "We spent more time retrieving our data than actually understanding it," says Marty Whims, Controller at Stark Enterprises. "MRI could create customized reports, but it would take up to four weeks for a single report and it was too expensive."

MRI could also be challenging for anyone except the most experienced users. As a result, **"people in other departments weren't using our information, and relied on the accounting department to produce all reports, which would become outdated in a day."** As a result, reports were being produced in Excel, introducing human error, inefficiencies, and inconsistencies in their data.

Stark Enterprises needed an easier and more effective way of capturing value from the MRI data they already had.

SOLUTION: AUTOMATE AND INTEGRATE

Stark Enterprises turned to Datex, which offered their whole team instant access to their information at a fraction of the cost and time.

"Working with Datex felt like a partnership, not transactional like it does in the MRI world," said Whims. Datex gave his whole team on-demand access to the core data that drives their business, without the manual compilation of data and documents.

"I was a doubter at first," Whims admitted. **"We'd been using MRI for 30 years, and I thought it had always been sufficient. But Datex just made everything easier!"**

"It's more than just a cost savings. There's really a business value proposition here to let you do the same things faster, better, and more easily."

"We'd been using MRI for 30 years, and I thought it had always been sufficient. But Datex just made everything easier!"
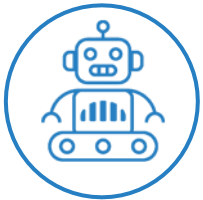
Marty Whims, Stark Enterprises

DATEX: HOW IT WORKS

Datex makes managing your retail, commercial, or multifamily portfolio **faster, smarter, and easier!**

Actionable Reporting

Our best-in-class reporting library lets you instantly see your portfolio based on your work, not the data.

Intelligent Automation

Datex integrates, structures, and manages your workflows based on your custom rules.

Insights for Everyone

Extend the reach of your MRI/Yardi data to your whole team.

Designed for:

mri REAL ESTATE SOFTWARE   ⟩YARDI

RESULTS: A SINGLE SOURCE OF TRUTH INFORMING BETTER DECISIONS

Stark Enterprises now enjoys a custom residential dashboard that includes additional lease rent option metrics, in response to their specific needs. Whims was thrilled by what Datex allowed him and his team to accomplish. **"For years, people in other departments didn't even access our information. Now everyone can access the reports they need on their own, which easily saves us at least 10-15% of our time."**

Datex has redefined how Stark Enterprises presents themselves to clients and investors. **"Datex has helped us stand out with investors and customers by keeping us much more informed."**

"Datex has made information readily available to more people than I knew would actually use it. We discover new value every day."

Marty Whims, Stark Enterprises

TYPICAL DATEX CLIENT RESULTS

50% $1MM 65%

TIME-SAVINGS

OVERHEAD SAVINGS

REVENUE GROWTH

Our clients have **4-6 departments** using Datex to simplify their work and break down silos **EVERY DAY!**

On average, Datex clients save over

$1MM in overhead while supporting

65% management revenue growth by tapping into

the power of their data.

CONCLUSION

Datex offered Stark Enterprises a way to make better data-driven decisions and deliver information to their whole team in just a few clicks.

Whims has been overjoyed with the results. **"The ability to quickly get customized reports is a big value to us. Having an integrated single source of truth that's easy to use has encouraged the whole organization to use more data."**

"Datex has been the efficient, reliable, customizable, and cheap solution we needed."

15% TOTAL TIME SAVED

LOWER REPORTING COST

MORE DATA-BASED DECISIONS

REQUEST A FREE DEMO