



CASE STUDY

TRANSFORM OPERATIONS FOR YOUR WHOLE TEAM

NEWMARK MERRILL ENJOYS **50% TIME-SAVINGS** AND
CROSS-DEPARTMENT COLLABORATION WITH DATEX

datex
PROPERTY SOLUTIONS



HOW NEWMARK MERRILL TRANSFORMED OPERATIONS

CASE STUDY **IN BRIEF**

NewMark Merrill Companies, a leading operator and manager of retail shopping centers, needed a better way of managing their business for aggressive growth. Datex integrated their data into a single source-of-truth and automated workflows across all departments. Now everyone on their team can make better decisions in less time.

NewMark Merrill has been able to grow aggressively and efficiently, **doubling the capacity of their team.**



50% TOTAL TIME SAVED



**IMPROVED
COLLABORATION**



**MORE DATA-BASED
DECISIONS**

ABOUT NEWMARK MERRILL

“The mission of NewMark Merrill Companies is to connect with our customers through community leadership and support, to create authentic environments in which our tenants have an unsurpassed opportunity to achieve the American dream, and to proudly share passion and knowledge with our team members, to inspire opportunity through creativity and imagination.”

NewMark Merrill Companies owns and manages a portfolio of over **80 shopping centers** representing over **1,600 tenants** and **10,000,000 square feet**. With over **75 years of combined experience**, NewMark Merrill works hard to ensure that its shopping centers are successful for both tenants and communities.



10MM

Square feet
of property

75+

Years of combined
experience



CHALLENGE: SILO'D DATA INHIBITS SMART DECISION MAKING

NewMark Merrill always had access to great data but struggled to leverage it to simplify operations. **“The struggle was always how do you have the information you need at your fingertips,”** explains Susan Rorison, Chief Operating Officer at NewMark Merrill. **“It almost felt like there was too much data to make decisions.”** The data was there in MRI, but no one was using it.

As a result, information became siloed and inconsistent across departments. The Chief Financial Officer, Sandra Kist, recounts that **“departments did not communicate effectively; everyone might not have the same excel file. They used to have to call accounting for any information out of MRI,”** which was extremely time consuming.

Newmark Merrill realized it needed a better way to get the right actionable information into the right people's hands at the right time, across all departments.

SOLUTION: SEAMLESS CROSS-DEPARTMENT COLLABORATION

Datex integrated NewMark Merrill's dispersed data and consolidated reporting with visual tools that aligned stakeholders around core metrics and trusted information. **“Datex provides data in an easily digestible manner,”** Rorison explains, **“for anybody that’s got a large amount or small amount of responsibility, you have access to the information you need, right at your fingertips.”** Cross-department communication improved substantially as employees shared information from a single source-of-truth.

Workflow-based automation tracked and verified each step of their processes, so management could drive predictability, repeatability, and collaboration. Rorison was grateful for the system, which **“saved us from an antiquated, Excel based system, which was riddled with inaccuracies and was very time intensive.”** With Datex, NewMark Merrill's whole team has on-demand access to the core data that drives their business, which builds company-wide collaboration and encourages growth.

“You have access to the information you need, right at your fingertips.”

– Susan Rorison, Chief Operating Officer



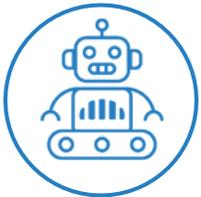
DATEX: HOW IT WORKS

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**



“What would have taken me 30 minutes only takes me 15 seconds!”

- Darren Bovard, Vice President of Leasing

RESULTS: LEASING MAKES BETTER DEALS IN LESS TIME

Datex Leasing Automation tools made it easy for the NewMark Merrill Leasing team to stay informed and engaged. **“It breaks down silos between departments and makes it easier for us to communicate,”** asserted Darren Bovard, Vice President of Leasing.

With Datex, the leasing team can quickly access key lease provisions, sales trends, and delinquencies. Bovard and his team can go from analysis to the details in a few simple clicks. Bovard was overjoyed with the time savings. **“What would have taken me 30 minutes only takes me 15 seconds! It has to have saved me countless hours each day.”** Having actionable reports has transformed leasing. **“Information is power. I’m coming into a deal very informed, and the tenants know that.”**

Datex automated the lease approval process and integrated it with the income budgeting process, which led to better decision making and better deals with better economics for NewMark Merrill. **“The capacity to be efficient in what you’re doing and have the right information at your fingertips, at the right time is enabling growth. It allows us to find better deals, make better deals, and give better service.”**

RESULTS: PROPERTY MANAGEMENT GAINS ACTIONABLE INSIGHTS

With the Datex Portal, Property Management can track collections, occupancy, sales, maintenance, and lease compliance from anywhere in just a few clicks. **“Decisions are very well informed because we have the Datex Portal,”** explains Brent Sherman, Regional Property Manager. **“It has all the building, tenant, and vendor information you could ask for.”**

Sherman was impressed by how accessible information was. **“It works just as well on a phone or tablet as a computer, which is really helpful when I’m at a shopping center and need information. It’s like your crystal ball.”**

Marja Price, Property Manager with NewMark Merrill elaborates on how the Site Visits module makes property management easier. **“The Datex Portal lets my team and I consult with tenants instead of walking around with 1,000 documents in hand.”** Price explains. **“We input data into Datex on site to ensure everything is up to date; and can even bring knowledge to tenants that no one else has, which builds loyalty.”**

A photograph of two women in an office environment. They are sitting at a wooden desk with a laptop, looking at the screen and smiling. One woman is pointing at the laptop. There are coffee cups and a smartphone on the desk. The background shows office shelves and a glass partition.

“All the information you could ever want is in one place!”

- Brent Sherman, Regional Property Manager

RESULTS: ACCOUNTING SAVES TIME AND MONEY

“If we didn’t have Datex, we would have to have 30% more employees, maybe more.”

- Sandra Kist, Chief Financial Officer



Datex improved budgeting, billing, collections, recovery, and reporting for Accounting by offering financial control built around KPIs.

Sandra Kist, Chief Financial Officer, was thrilled by what Datex allowed her and her team to accomplish. **“Budget pre-populating is so helpful,”** Kist proclaimed. **“Datex automatically puts the recurring charges in MRI, so our rent bills fill out with the new estimates. Datex definitely saves us 50% of our day.”**

Kist was also amazed by the cost savings. **“Workflow automation is so powerful. If we didn’t have Datex, we would need 30% more employees, at least!”** NewMark Merrill loves how Datex pays for itself. **“We can avoid extra expenditure by servicing reporting and data needs with Datex Portal.”**

The time savings for accounting extended beyond simplified operations. **“People in other departments used to have to call accounting for any information out of MRI. Now they can get it themselves!”**

RESULTS: SIMPLE, EFFICIENT, AND EFFECTIVE OPERATIONS

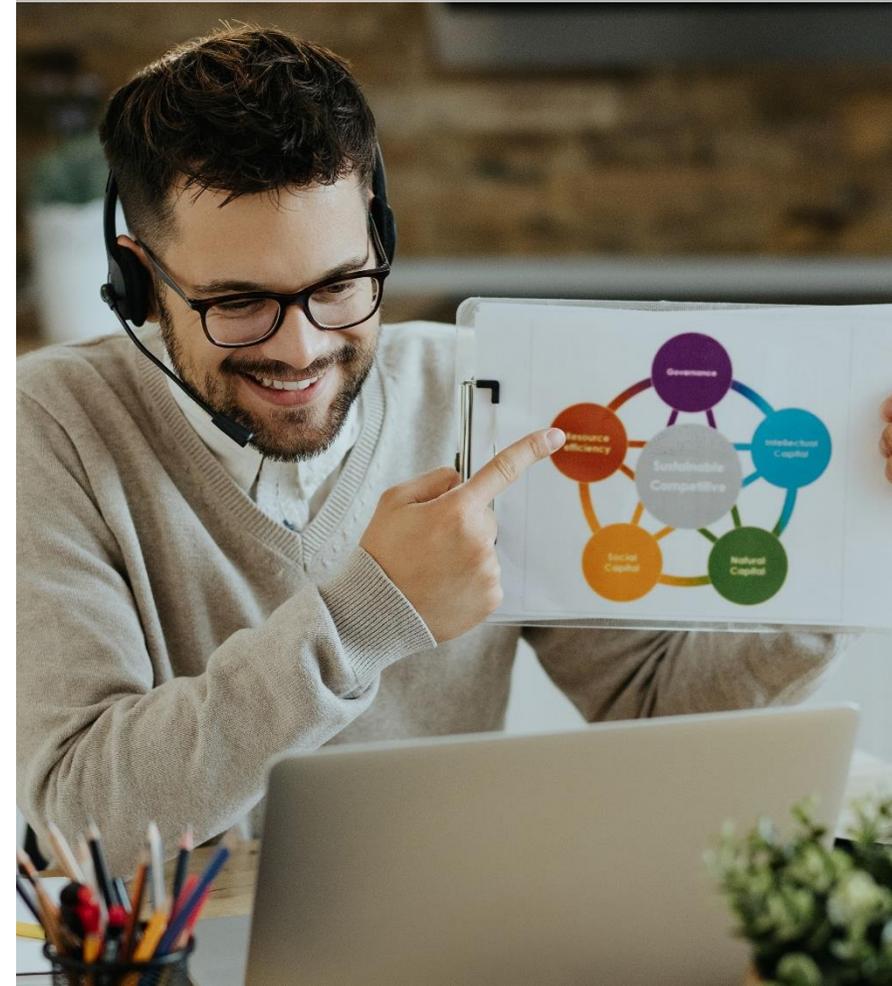
Workflow automation and automatic budget reporting has made life easier for NewMark Merrill Operations. Susan Rorison, Chief Operating Officer, was impressed by how Datex simplified and improved operations. **“Accountability at NewMark Merrill is unlike anything I have experienced at any other company in my 30+ year career; and that’s largely because of the workflow automation.”** Datex workflow automation makes it effortless to coordinate the multiple people involved in complex processes. Changes are tracked in real time, which further increases accountability and transparency. **“I can see where something is stuck, and I can provide support. It’s a very effective management tool.”**

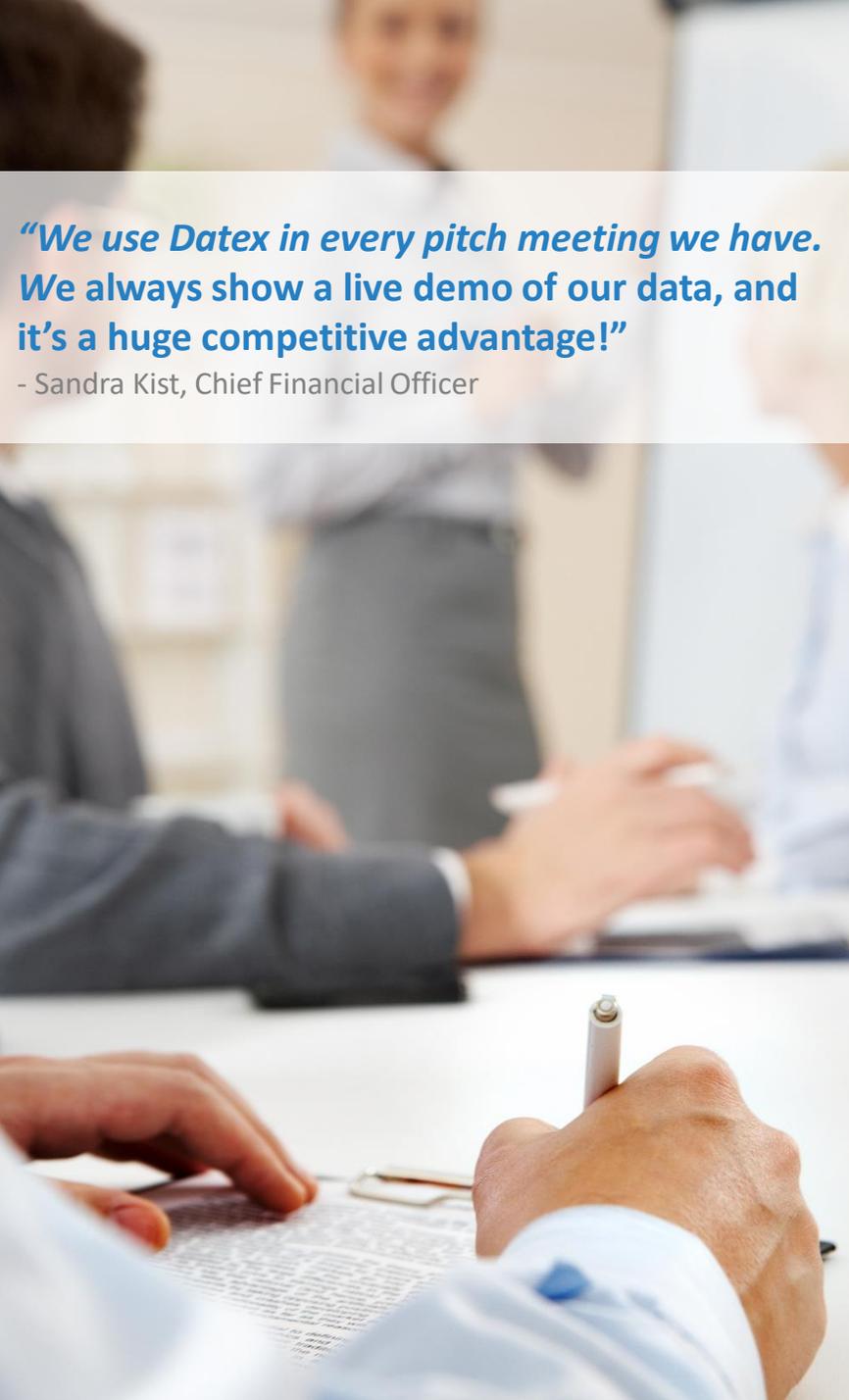
Workflow automation streamlined operations and greatly improved both efficiency and reliability. **“Datex exposes and destroys bottlenecks,”** Rorison stated. **“You can see the red flag before it even waves; you can address issues in a very timely manner before they’re even issues.”**

“Datex makes a huge difference in my ability to manage my team and large amounts of information effectively and efficiently.”

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- Susan Rorison, Chief Operating Officer





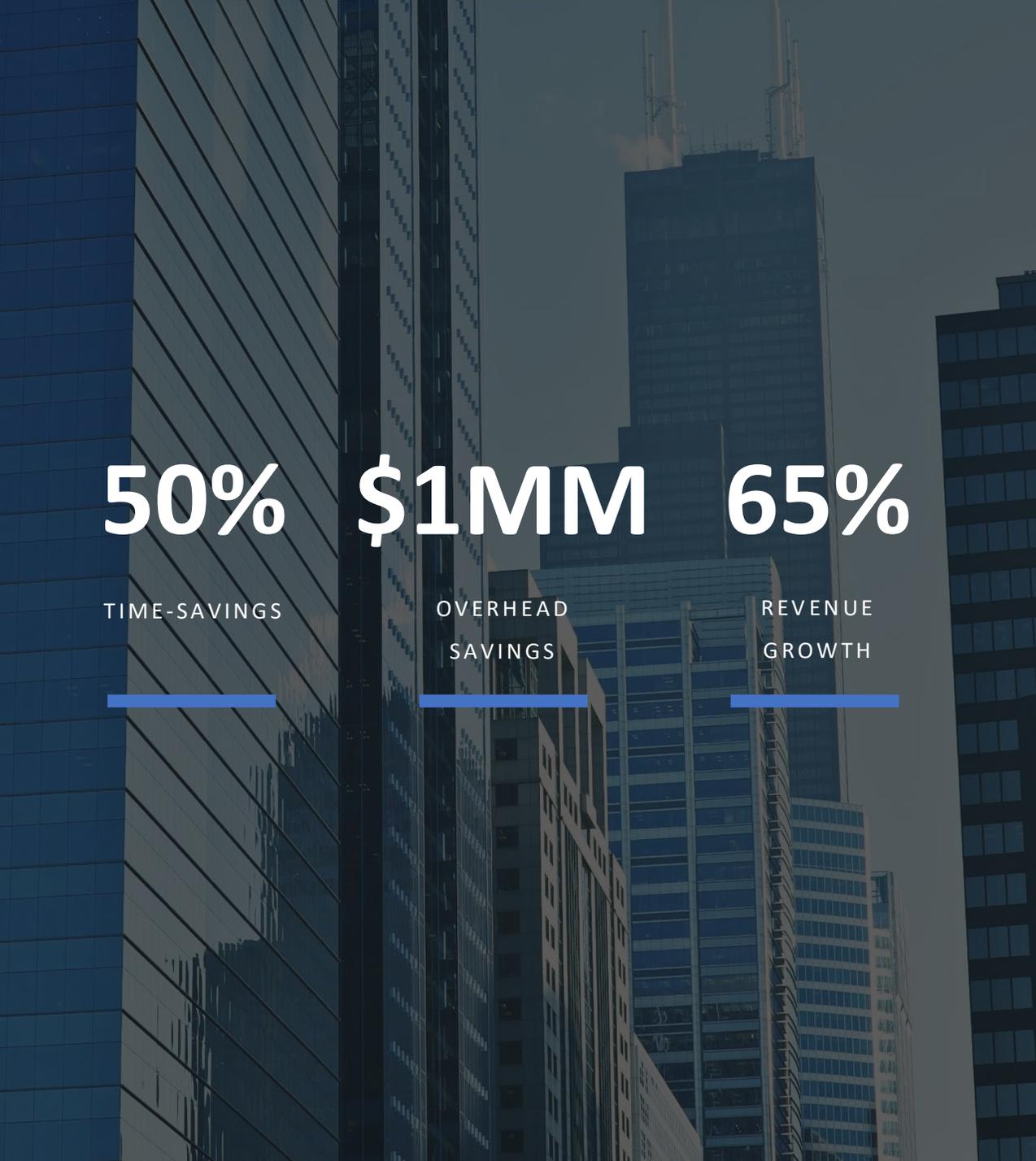
“We use Datex in every pitch meeting we have. We always show a live demo of our data, and it’s a huge competitive advantage!”

- Sandra Kist, Chief Financial Officer

RESULTS: EXECUTIVES WIN NEW DEALS

NewMark Merrill deeply impresses potential investors, lessees, and owners seeking their management services, thanks to Datex. **“We use Datex in every pitch meeting we have,”** Sandra Kist explains. **“We always show a live demo of our data, and it’s a huge competitive advantage!”** Datex keeps executives informed, which enables them to win the best deals possible.

With Datex, property management can share their insights with owners effortlessly. **“We even show Site Visit interview packages to owners and walk them through the reports,”** Brent Sherman revealed. **“It’s a game changer! Decisions are very well informed because we are all looking at the same page.”** Executives stay informed, which enables them to make smarter decisions. Thanks to Datex, NewMark Merrill executives make smarter decisions which enables aggressive growth.



50% \$1MM 65%

TIME-SAVINGS

OVERHEAD
SAVINGS

REVENUE
GROWTH

TYPICAL DATEX CLIENT RESULTS

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.

HOW NEWMARK MERRILL TRANSFORMED OPERATIONS

CONCLUSION

Datex has transformed collaboration, increased department efficiency, and driven major growth for everyone on the NewMark Merrill team.

The whole team is overjoyed with the results. **“Everything I do all day is on the portal,”** Bovard insists. **“Without Datex, I couldn’t do my job, frankly. It’s that important! I wouldn’t be able to keep up with how fast we’re growing.”**

Sherman is still amazed by the insights Datex offered. **“It’s a one stop shop for everything you would ever need at your fingertips. If you have multiple assets, multiple tenants, you need this system.”**



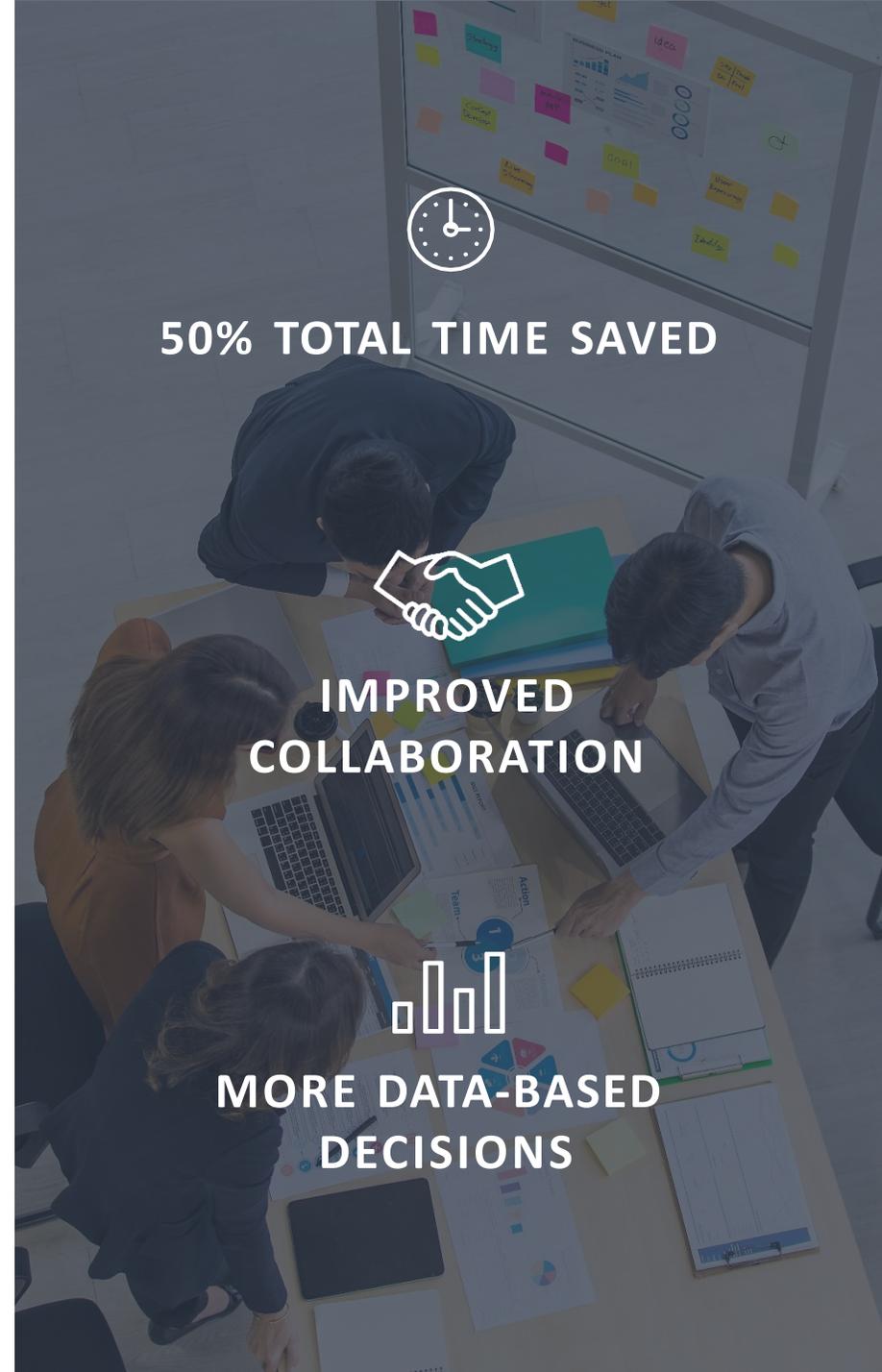
50% TOTAL TIME SAVED



IMPROVED
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MORE DATA-BASED
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datex



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