

Large-Scale SaaS Integration and Migration: Hines Real Estate Securities, Inc.

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Hines

Hines Company Information:

- Privately owned, founded in 1957
- International real estate development and management
- 590+ projects in 96 cities with offices in 16 countries
- Current assets of approximately \$16B
- Tradition of working with the world's leading architects
- Leader in energy efficient commercial buildings

Hines

Integration Project Background:

- Start-up business environment: Hines REIT
- Building IT solutions for undefined business processes
- Emphasis on quick ramp-up
- SaaS solutions implemented for:
 - Sales and investor data entry [Trust Company of America]
 - Marketing contacts (CRM) [Salesforce.com]
 - Marketing fulfillment [Cerqa/Nationwide Printing]
 - Expense reports [Gelco/Concur]

Operational Stability:

-The “Duck” Equilibrium State

“Calm on the surface, paddling like crazy below!”

-Business process and data challenges abound

-Requiring custom features from standardized SaaS

“If we could just...”

-Opportunities to enhance value of external applications

-Demand for integration

-Compliance

-Accounting

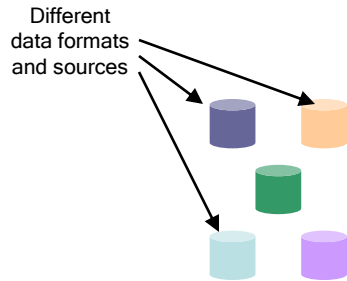
-Marketing

-Management

Integration Strategy:

Then

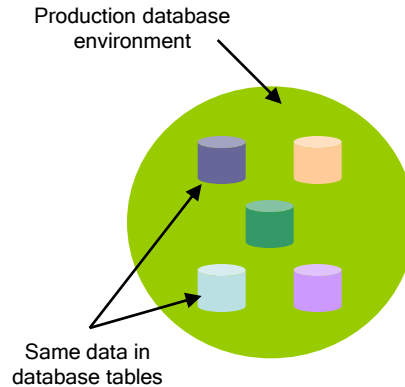
Isolated pockets of data



- All manual data manipulation
- Multiple copies of same data
- Individuals responsible for data output
- No common location or platform
- Inability to link information in reliable environment
- No robust reporting tools used

Interim

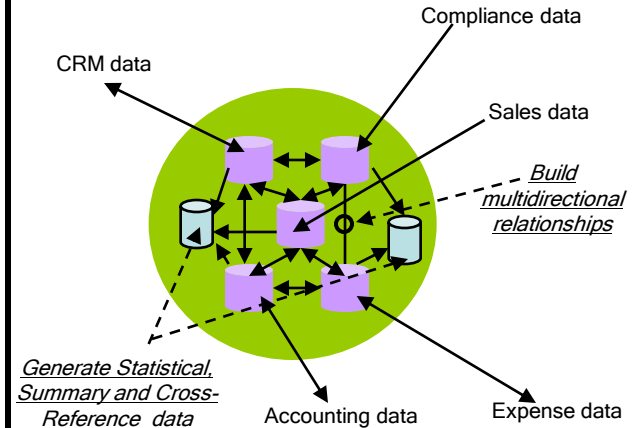
Data located in common, stable and auditable platform



- Less manual data manipulation
- Consolidated reporting to support business processes
- Automate portions of process
- Provide exception reporting
- Leverage existing technology
- Reporting tools could be used

Now & Beyond

Data is transformed and integrated



- Minimal manual data manipulation
- Cross-functional data available for more flexible reporting and business intelligence
- Fully utilizes robust reporting tools
- Data Mining and Ad Hoc reporting
- **Solid line = Data Integrator process**

SaaS Integration Benefits:

Maximize the...

- Accuracy**
- Integrity**
- Flexibility**
- Strategic Value**

...of your SaaS data!

“Think outside the app!”

Hines

Other Opportunities:

- Corporate contact migration: Lotus Notes to Salesforce
- Data sync between old/new accounting systems
- Intelligent data archive and clean-up