BLACKBIRD FOR TRAINING

Digital Transformation for Smart Buildings & Real Estate Assets

31 May – 4 June 2027
Paris (France)



Digital Transformation for Smart Buildings & Real Estate Assets

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Introduction

This course focuses on developing the practical ability to manage digital transformation across real estate assets and portfolios from a managerial and analytical perspective, while connecting data and digital technologies with decisions related to operations, investment, development, and value management.

The course not only explains digital transformation tools or smart building systems. It focuses on how to convert real estate and operational data into measurable indicators, and how to use these indicators to improve asset performance, evaluate development opportunities, support investment decisions, and enhance the efficiency of real estate portfolio management.

The course also covers methods for assessing the digital readiness of assets, analyzing operational gaps, building performance monitoring models, and prioritizing digital initiatives based on financial and operational impact. It also addresses how asset management, facilities, finance, investment, and development teams can work together to implement digital transformation in a practical and connected manner.

Course Objectives

By the end of this course, participants will be able to:

- Analyze the role of digital transformation in improving real estate asset and portfolio management.
- Assess the readiness of real estate assets for digital solutions.
- Link operational and financial data to asset management decisions.
- Build performance indicators to monitor the efficiency of real estate assets and portfolios.
- Analyze the relationship between operating costs, service quality, and real estate asset value.
- Identify improvement and development opportunities within existing real estate assets.
- Use data to support investment decisions and expansion into real estate projects.
- Understand how to integrate digital solutions with real estate operating models.
- Evaluate the expected return from digital transformation initiatives in real estate.
- Manage digital transformation risks related to systems, data, and operations.
- Prepare an executive roadmap for digital transformation in a real estate asset or portfolio.
- Improve coordination between asset management, investment, development, and operations teams.



Course Outlines

Day 1: Digital Transformation as a Tool for Real Estate Value Management.

- Understanding digital transformation as a method for improving asset value, not only as a technical function.
- Analyzing the real estate asset lifecycle from a digital management perspective.
- Linking real estate asset performance with operational, return, and sustainability indicators.
- Identifying gaps between traditional management and data-driven management.
- Evaluating the impact of data quality on management and development decisions.
- Analyzing different models for managing real estate assets and portfolios.
- Identifying value elements within real estate assets that can be improved digitally.
- Practical exercise on analyzing a real estate asset from a value and performance perspective.

Day 2: Building a Real Estate Data Model to Support Decision-Making.

- Identifying the types of data required for real estate asset management.
- Organizing data related to contracts, occupancy, revenues, expenses, maintenance, and services.
- Linking operational data with financial data in one integrated model.
- Designing performance indicators for real estate assets and portfolios.
- Analyzing data quality issues such as duplication, missing data, and lack of integration.
- Using dashboards to monitor real estate performance.
- Converting data into reports that support management decisions.
- Practical application of preparing a simplified data model for a real estate asset.

Day 3: Analyzing Operational and Financial Performance of Real Estate Assets.

- Analyzing occupancy rates and space utilization.
- Evaluating revenue efficiency compared with operating expenses.
- Studying the impact of maintenance and service quality on asset performance.
- Analyzing the lifecycle cost of a real estate asset.
- Measuring the impact of operations on the market and the investment value of the property.
- Identifying opportunities to reduce waste and improve resource utilization.
- Analyzing operational risks that affect returns.
- Workshop on analyzing the performance of a real estate asset and presenting improvement recommendations.



Day 4: Using Digital Transformation in Real Estate Investment and Development.

- Using data to evaluate real estate investment opportunities.
- Analyzing existing assets to identify development or repositioning opportunities.
- Studying the relationship between operational improvement and asset attractiveness.
- Supporting decisions related to participation in development projects through performance indicators.
- Using digital analysis to study location, demand, risks, and costs.
- Preparing operational and financial scenarios for real estate projects.
- Evaluating risks related to digital initiatives and development projects.
- Case study on a real estate development opportunity based on operational and financial data.

Day 5: Preparing a Real Estate Digital Transformation Roadmap.

- Prioritizing digital transformation based on financial and operational impact.
- Selecting suitable digital initiatives according to the nature of the asset or portfolio.
- Designing implementation phases, responsibilities, and monitoring indicators.
- Defining integration requirements between systems, teams, and departments.
- Measuring the return from digital transformation initiatives.
- Managing change across asset management, operations, and investment teams.
- Preparing a practical digital transformation roadmap for a real estate portfolio.
- Presenting and discussing final recommendations and implementation plans.

Why Attend this Course: Wins & Losses!

- Develop a deeper understanding of the role of digital transformation in real estate asset management.
- Improve the ability to analyze asset and portfolio performance in a connected way.
- Link operational decisions with financial returns and asset value.
- Use data to evaluate real estate investment and development opportunities.
- Improve the monitoring of contracts, occupancy, expenses, and maintenance.
- Identify opportunities to increase the value of existing assets before entering new projects.
- Build practical performance indicators that support more accurate decision-making.
- Improve the ability to evaluate the return from digital initiatives.
- Strengthen coordination between asset management, finance, operations, and investment teams.
- Prepare an actionable roadmap for real estate digital transformation.
- Reduce reliance on decisions based on assumptions or incomplete data.
- Improve organizational readiness for expansion into real estate and development projects.

Conclusion

This course provides practical content with a balanced level of depth in digital transformation for real estate assets and portfolios, with a clear focus on performance analysis, value management, investment decision support, and the development of data-driven operating models.



The program begins by explaining the role of digital transformation in real estate value management, then moves into building a data model that supports performance monitoring and decision-making. It then covers operational and financial performance analysis before exploring how data and digital technologies can be used to assess real estate investment and development opportunities.

The course concludes with the preparation of a digital transformation roadmap that can be applied to a real estate asset or portfolio, including priorities, implementation phases, monitoring indicators, and methods for measuring return.

By the end of the course, participants will be better able to treat digital transformation as a managerial and investment tool that supports asset efficiency, value improvement, development decisions, and stronger integration between real estate management, operations, and investment.

