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Willkommen im PropTech- und Softwarepartner-Netzwerk!

Skalieren Sie Ihr Angebot mit unserem wachsenden Ökosystem!

March 2023

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Unsere Vision

Die großen Zukunftsthemen der Immobilienwirtschaft können nur durch die Digitalisierung gelöst werden.

Unsere PropTech-Partner

aedifion
21st
white energy – energy for generations
STRABAG
easyVO
SIMPLIFA – AUFZÜGE. BEURTEILEN. OPTIMIEREN. BETREUEN.
KUGU
EVERREAL
Beestate
Plentific

Unsere verbundene Software

IX HAUS
DATEV
Villa Software
Architrave
DOMUS
WOWINEX
REDi4 – REAL ESTATE DIGITALISATION
Wodis Sigma
W&W

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Wer wir sind

Seit 2018 im Herzen Münchens zuhause, ist realcube eine API-first Immobilienmanagement-Plattform.

Wir bieten eine Umwandlung der Assets unserer Kunden in zentral verwaltete digitale Zwillinge, die es den Nutzern - von Asset Managern bis hin zu Führungskräften - ermöglichen, durch Echtzeit-Analysen tiefe Einblicke in ihr Portfolio zu gewinnen und Entscheidungen auf der Grundlage einer transparenten, ganzheitlichen Sicht zu treffen.

OMEGA · SCHÖNES LEBEN GRUPPE · bonainvest · bonacasa

Als einer der Mitbegründer des DIN SPEC-Standards für die ESG-Reporting sind wir stolz darauf, unseren Kunden eine Möglichkeit zu bieten, die EU-weite Dekarbonisierungs-Taxonomie zu verstehen, zu messen und zu verfolgen.

DIN SPEC | ESG

realcube · blackprint · DGNB · MADASTER · pom+

Fraunhofer IAO · LIST AG · lookthrough · 21st · white energy energy for generations

Why partner with Realcube?

With an ever-expanding list of partnerships, integrations and cooperations, we offer you a unique chance to…

- Expand your **ecosystem**
  - Broaden your range of **target personas**
- Enhance your capabilities for **digital transformation**
  - Raise the value of **your product**
- Build up your **sales network**

Save time & costs with a partnership that can bring you into a new way of synergizing your solution with other products to scale your value proposition!

What partners we are looking for

In alignment with our purpose - **to connect data, technology and people for a new kind of Business Intelligence** - we at Realcube are constantly looking to enhance our offering and expand the API-first ecosystem with **software and applications**, which:

- **Collect, analyze** and/or **process property data** extracted from primary or secondary sources
- Develop new ways for customers to **adhere to the ESG standards & EU Taxonomy**
- Provide **Property Management** and **ERP** capabilities
- Offer **facility or task management functionality**, with or without **ticketing tool**
- Function as **financial systems** or software for **due diligence and transaction management**

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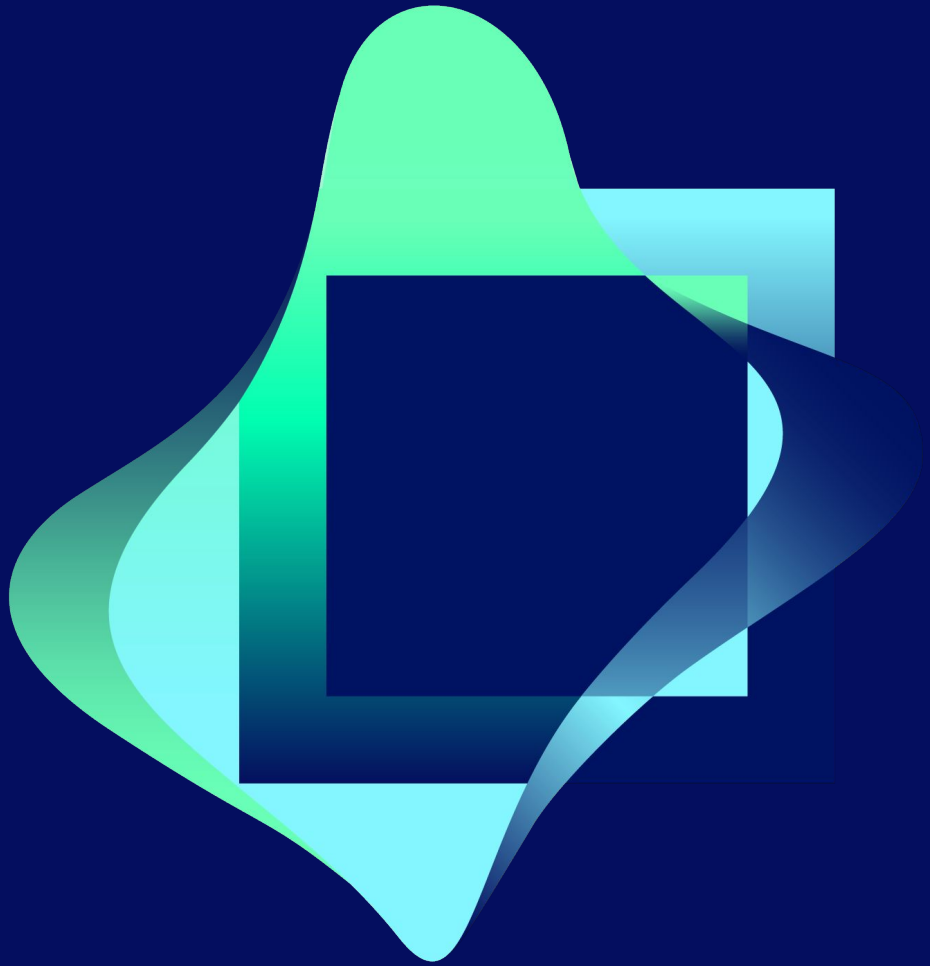
Phases of the Partner Integration Process

Step-by-step guide



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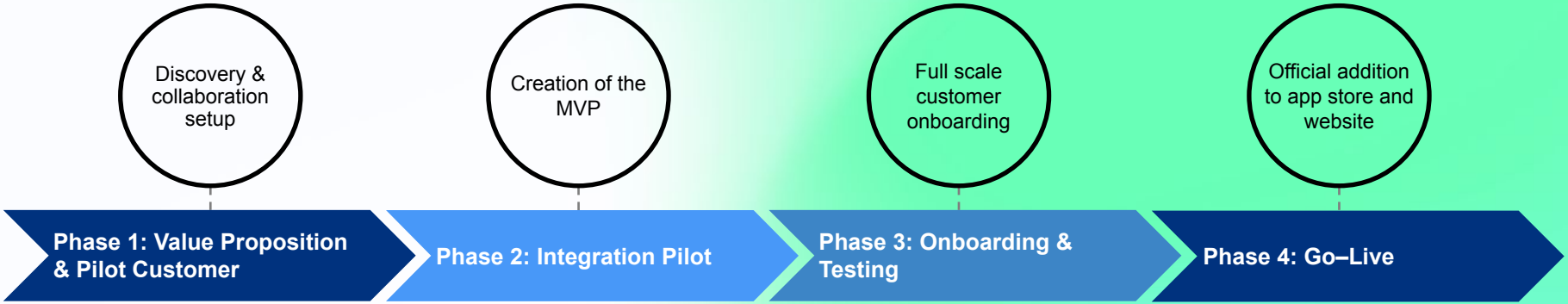
Phases of the Partner Integration process



- **Use case** definition for target persona & goals
- **Value proposition** for the customer
- **Pilot Customer** identification

- **Manual integration** via data upload files
- **Partial functionality** enabled
- **Used as a showcase** for the main solution

- **Entire in-scope portfolio** onboarded
- **Maximum automation** implemented
- **Core functionality** fully enabled

- **First release** launched and advertised
- **Post-release** retrospective analysis
- **Fine tuning** of the integration

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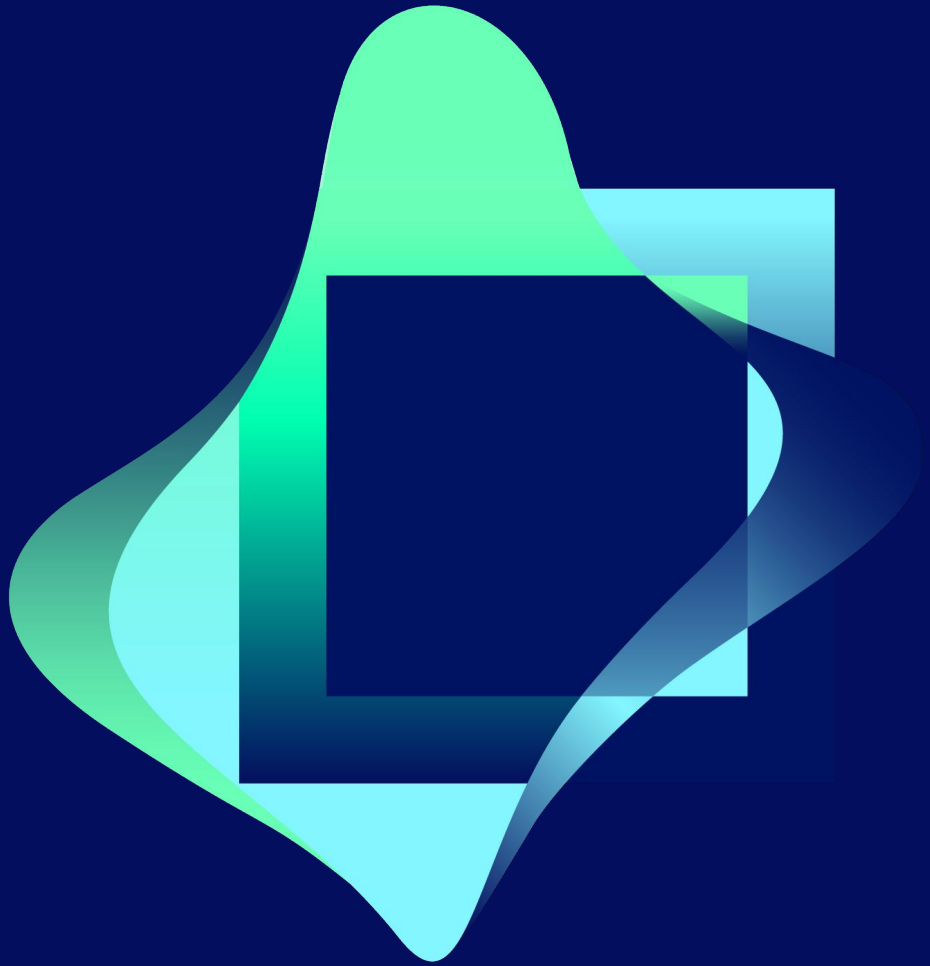
Phase 1

Value Proposition &
Pilot Customer



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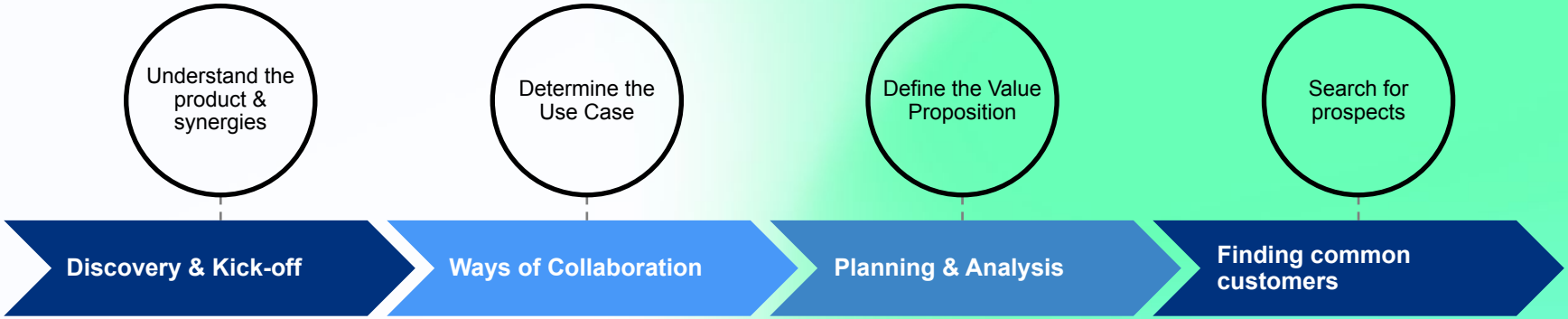
Phase 1: Value Proposition & Pilot Customer



- Introduction + kick-off
- Technical discussion
- API documentation

- Persona of the target customer
- Goals the integration can achieve
- Problems the integration can solve

- Combined offering and benefits
- Marketable KPIs
- Outline costs and desired pricing model

- Marketing materials exchange
- Joint sales & marketing effort
- Target existing customers & pipeline

Phase 1: Value Proposition & Pilot Customer

Discovery and Kick-off:

Understand the product

Demo and walkthrough of the partner and Realcube solutions

- Main functionality
- Additional features
- Customer journey
- Technical setup
- API review and documentation

Realcube API data:

1. API Swagger documentation
2. Developer integration workflow

Ways of Collaboration:

Determine the Use Case

Identify the persona of the potential customer and which problems the integration solves for them

- Description (why?)
- Persona (who?)
- Data transfer (what?)
- Frequency (when?)
- Control model (how?)

The goal is to understand the target user and how to best tailor the solution to their needs

Planning and Analysis:

Create a Value Proposition

Determine which problems of the customer the integration solves

- Pain points/customer needs addressed by this collaboration
- Linking necessary data between two parties
- Establish a joint offering with distinct benefits

The goal here is a marketable joint product and a clear sales pitch

Phase 1: Value Proposition & Pilot Customer

Planning and Analysis:

Financial and Partner agreements

- Agree on pricing structure and covering the integration costs
- Create an outline of billing and business goals
- Partnership agreement creation

Finding common customers:

Identifying the candidate for an integration

Defining requirements for both the demo/pilot and the full integration

- Prerequisites for the sample organization/building
- Type of demo/pilot that can be done as an MVP showcase
- High-level outline for future full integration
  - Size of customer portfolio
  - Required timelines and resources
  - Data handling/flow drafted

Combined marketing & PR

The partner and Realcube exchange marketing kits

- Existing customers are approached
- Pitches to new potential customers include the partner integration
- Combined marketing efforts from both sides:
  - Joint press releases
  - Update to pitch/marketing decks
  - Inclusion on the website and in promotional materials

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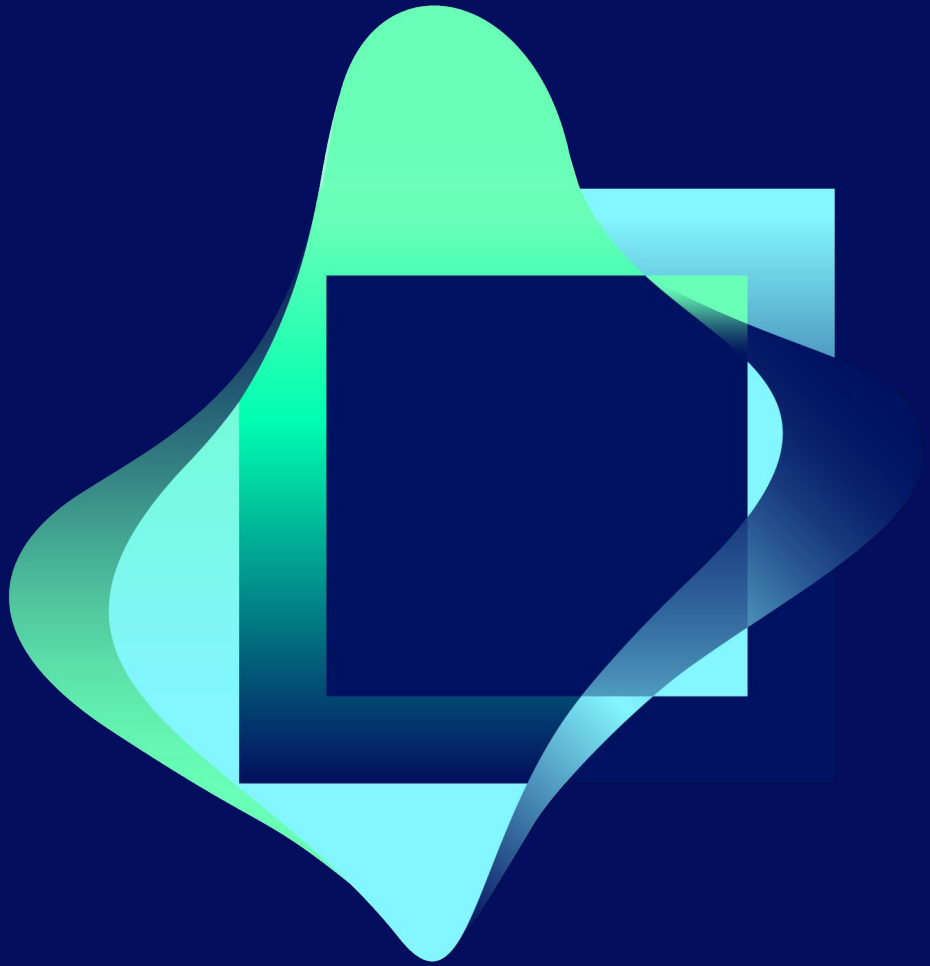
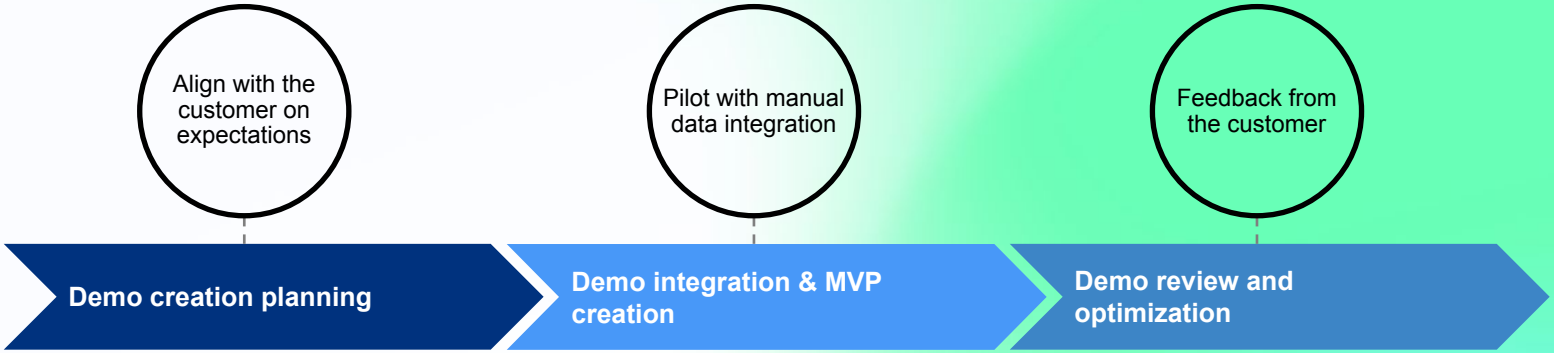
Phase 2

Integration Pilot



Phase 2: Integration Pilot



- Verify requirements
- Confirm deliverables
- Outline dependencies

- Data upload via file or custom process
- No live data feed
- Non-scalable solution

- Demonstrate the MVP
- Full walkthrough & demo
- Obtain a “Go” from the customer

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Phase 2: Integration Pilot

Demo creation planning:

Aligning with the customer

Creation of an integration for a sample organization/property of the customer to illustrate the functionality and synergies of both solutions

- Discuss the MVP prerequisites with the customer
- Confirm the demo functionality to the customer
  - Dependencies for the demo
  - Deliverables in the demo
- Outline the gap between demo and full integration

Demo integration & MVP creation:

MVP / Demo integration

Data exchanged via file upload (e.g. CSV)

- Not a scalable approach
- One-time transfer / upload
- Use of mock data to supplement the upload
- Goal: quick, easy, visual

For demonstration purposes only: what the customer would get in the full integration

Process description

Data is collected from the customer by Realcube

- Customer receives a data collection form
- A data sample contains
  - Property data
  - Building and unit data
  - Contract data
- Data is integrated in Realcube
- Mock data can be added to create dashboards default and reports

Phase 2: Integration Pilot

Process description: Realcube

Data is collected from the customer by Realcube

- Customer receives a data collection form
- A data sample contains
  - Property data
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  - Contract data
- Data is integrated in Realcube
- Mock data can be added to create additional dashboards and reports

Process description: Realcube+Partner

Predetermined data is exchanged with the partner

- Data is received and analyzed
- Partner's proprietary processes executed
- Re-worked data is sent back to Realcube
- Data is incorporated into the customer's demo account

The goal is to use Realcube as a staging ground for the data - prior to & after exchanging inputs

Demo review and optimization

Conduct a full walkthrough and demonstration with the customer

- Demonstrate the full workflow
- Indicate the full vs demo gap
  - Possible scalability
  - Mock data usage
  - Other available features

The customer makes a decision on a go/no-go with the full integration & indicates the desired functionality scope for the future onboarding

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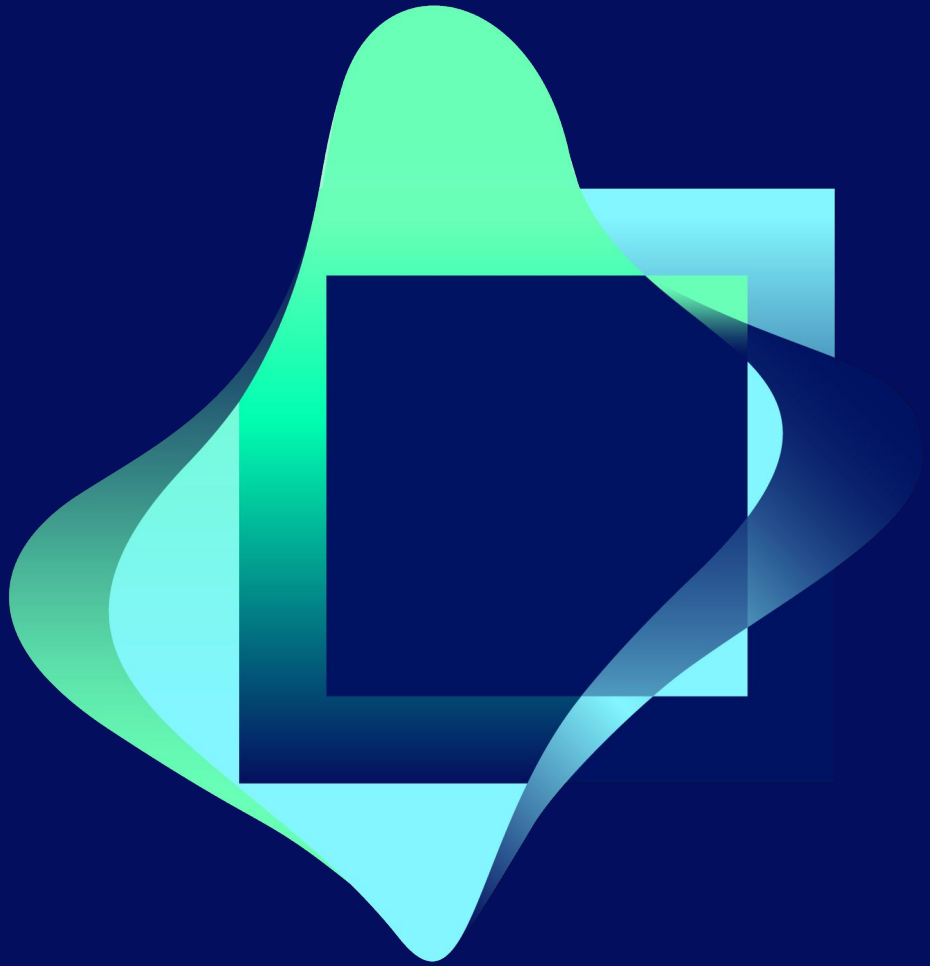
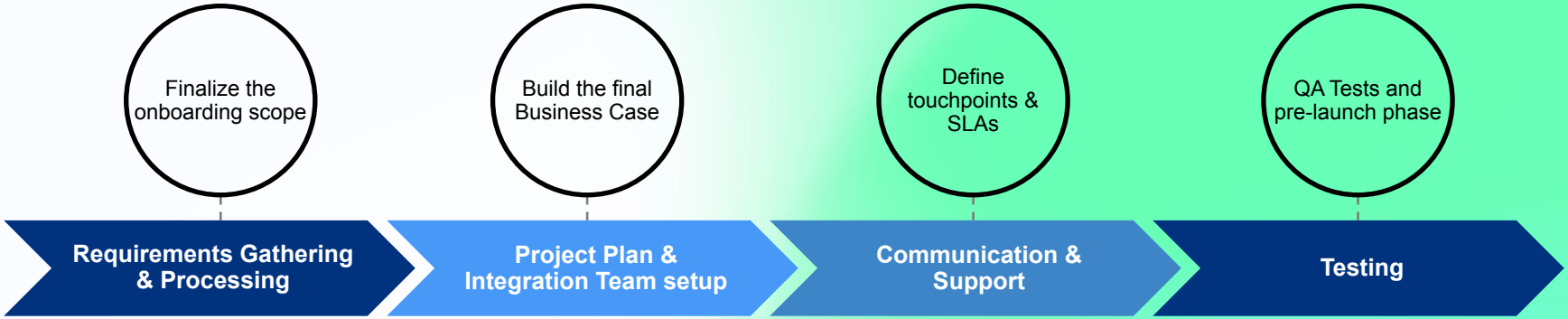
Phase 3

Onboarding & Testing



Phase 3: Onboarding & Testing



- Reach an agreement with the customer:
  - Functionality
  - Deliverables
  - Acceptance criteria

- Project setup aligned with the partner
- Agreement on project timelines and milestones
- Creation of the integration team

- Understand responsibilities
- Update on achievements
- Establish a support model

- Define testing scope
- Conduct tests and bug fixing
- Final alignment with the customer

Phase 3: Onboarding & Testing

Requirements gathering & Processing:

Finalizing the onboarding scope

Requirement gathering

- Data standard
- Constraints
- Acceptance criteria
- User definition (roles, access rights)

Requirement processing

- Analysis of data structure
  - Existing/new data points
  - Full data mapping
- Exhaustive tech-specification

Set up the Project Plan

Review roles and responsibilities in project management

Develop integration plan with timelines

- Jira - project tasks, milestones and timeline, visible to partner and customer
- Check team capacity
- Dependencies planning

Communication

- Establish a common channel
- Regular alignment with project members
- Regular quality gates / checks with the customer

Set up the integration team

Gather all essential personnel for the integration project.

Team Members could include:

- Partner Manager
- Integration Manager
- Product Manager
- Project Lead
- Development Teams

Relevant stakeholders from the management at Realcube and partner side should be included, regular Steering Committees to be set up

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Phase 3: Onboarding & Testing

Validate the Business case

Update and finalize the business case

- Business case to be kept up to date
- Customer feedback and Quality Gates

Release Management

Keeping the partner in the loop of the integration

- Design and functional updates
- Overview of testing, deployment and control of software releases

Establish a support plan

Define structure for the Service Level Agreement (SLA)

- Introduce the integration to your support team
- Establish support contacts
- Agree on a process for support coordination
- Create sustaining engineering plans

Understand the implementation tasks

Full-team kick-off/workshop

- Project scope and goal
- Responsibilities review
- Governance and communication sign-off
  - Regular touchpoints
  - Comms composition
  - Responsibility matrix

Phase 3: Onboarding & Testing

Testing arrangements between parties

Testing process as defined in the Project Plan

- Follow the designated split of responsibilities
- Confirm error-free functioning of in-scope features
- Ensure performance of all required tests:
  - Security Testing
  - Functional Regression Testing
  - Load & Performance Testing

Testing with the partner

Test integration on Staging

- Modify integration to point to Production server
- Test integration in Production
- Include stakeholders
  - QA (dev teams)
  - Partner managers
  - Customer

Initial check of the partnership console

- Partner area on the website
- Partner app availability in App Store

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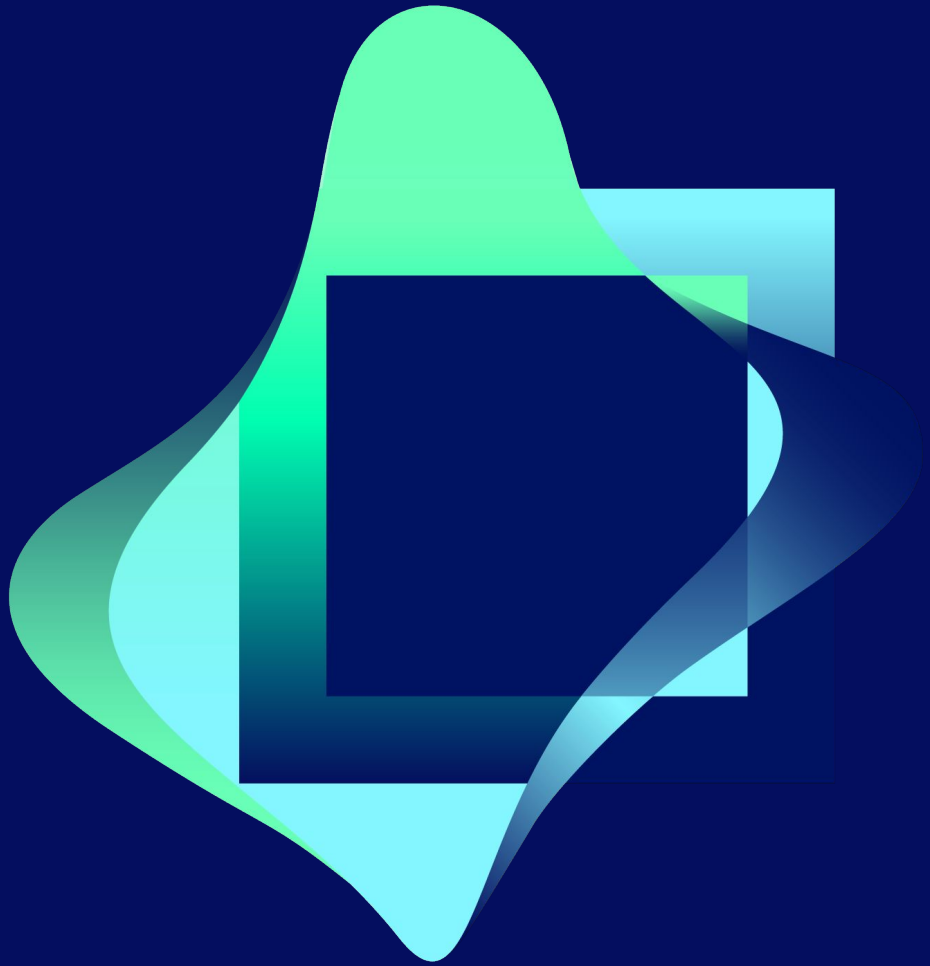
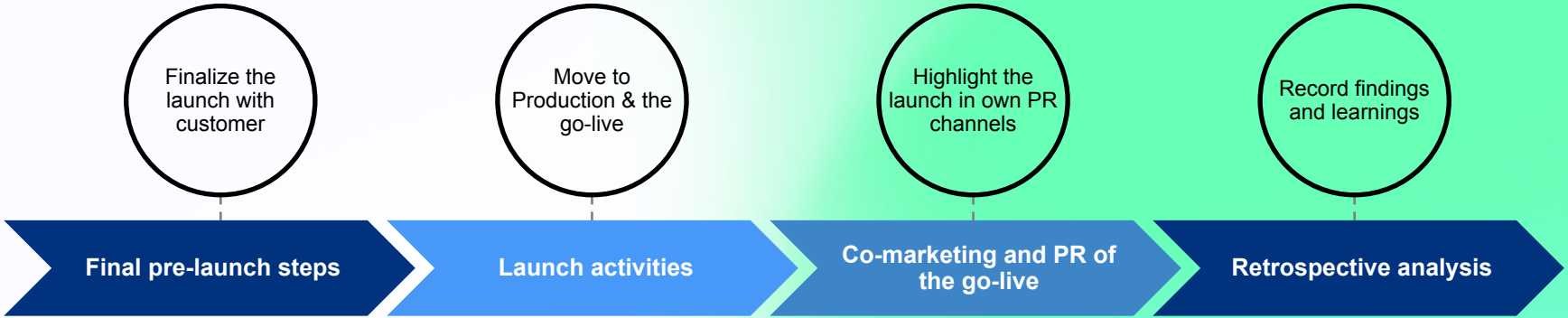
Phase 4

Go-Live



Phase 4: Go-Live



- Final walkthrough
- Ensure error-free flow
- Review contractual obligations

- Final bug-fixing
- Customer sign-off
- Make integration visible in app store & website

- Combined press release
- Quotes and testaments
  - Customer
  - Partner

- Note down lessons learned
- Collect feedback
- Review backlog

Phase 4: Go-Live

Go-Live: preparing for launch and final steps

- Perform an integration walk-through and sign-off with the customer
- Confirm the completed functionality of the integration
- Understand and document the customer signup and usage UI workflow for the integration
- Establish that mutual contractual commitments have been met

Co-marketing & PR of the go-live and future efforts

- Prepare a combined press release
- Collect customer testimonials
- Exchange partner statements on integration
- Ensure integration inclusion in all promotional materials
- For future integrations, agree on marketing channels

Launch activities

- Confirm error-free functionality on Production
- Add partner to the app store
- Add partner link to website
- Make error reporting/SLA functionality visible to customer

Retrospective analysis

- Evaluate ease of deployment
- Create fine-tuning plan where required
- Collect and record learnings
- Establish a plan for future integrations (same customer or new features)

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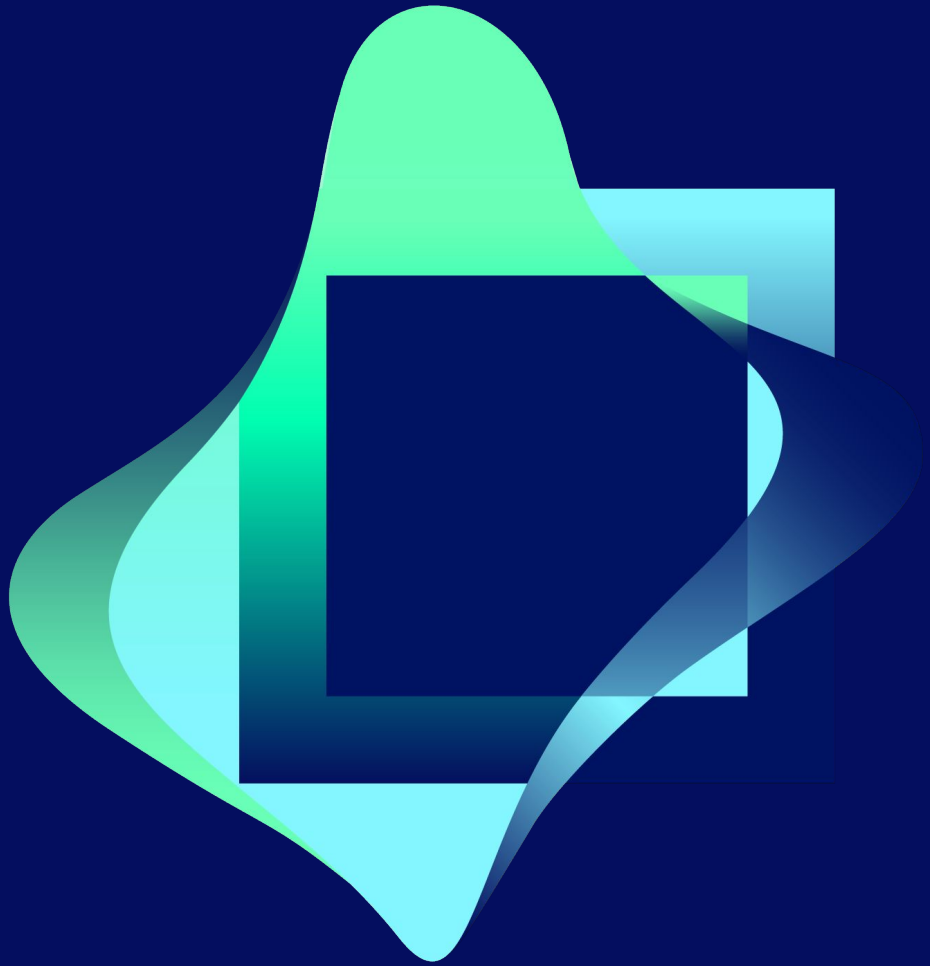
Backup



Realcube’s value proposition: benefits to our customers

Asset Manager

- **Centralized, transparent data**
  - Connect any PM software
  - Data aggregation
- **Performance tracking**
  - Energy, heating, water consumption
  - Rent, vacancy, asset value
- **Dashboards, scorecards, certifications**
  - ESG data under DIN SPEC standard
  - KPIs on energy efficiency & CO2 reduction
  - Benchmarking across portfolio or averages

C-Level Manager

- **Data transparency**
  - Data readily available
  - Centralized overview
- **On-demand reporting**
  - No manual errors
  - Real-time data
- **Historical data overview**
  - Compare changes over time
  - Track effectiveness of measures
  - Observe trends

Additional stakeholders, such as Facility or Property managers, can also benefit from features like **ticket and task management**, integrated **contract creation** and **operational KPIs**

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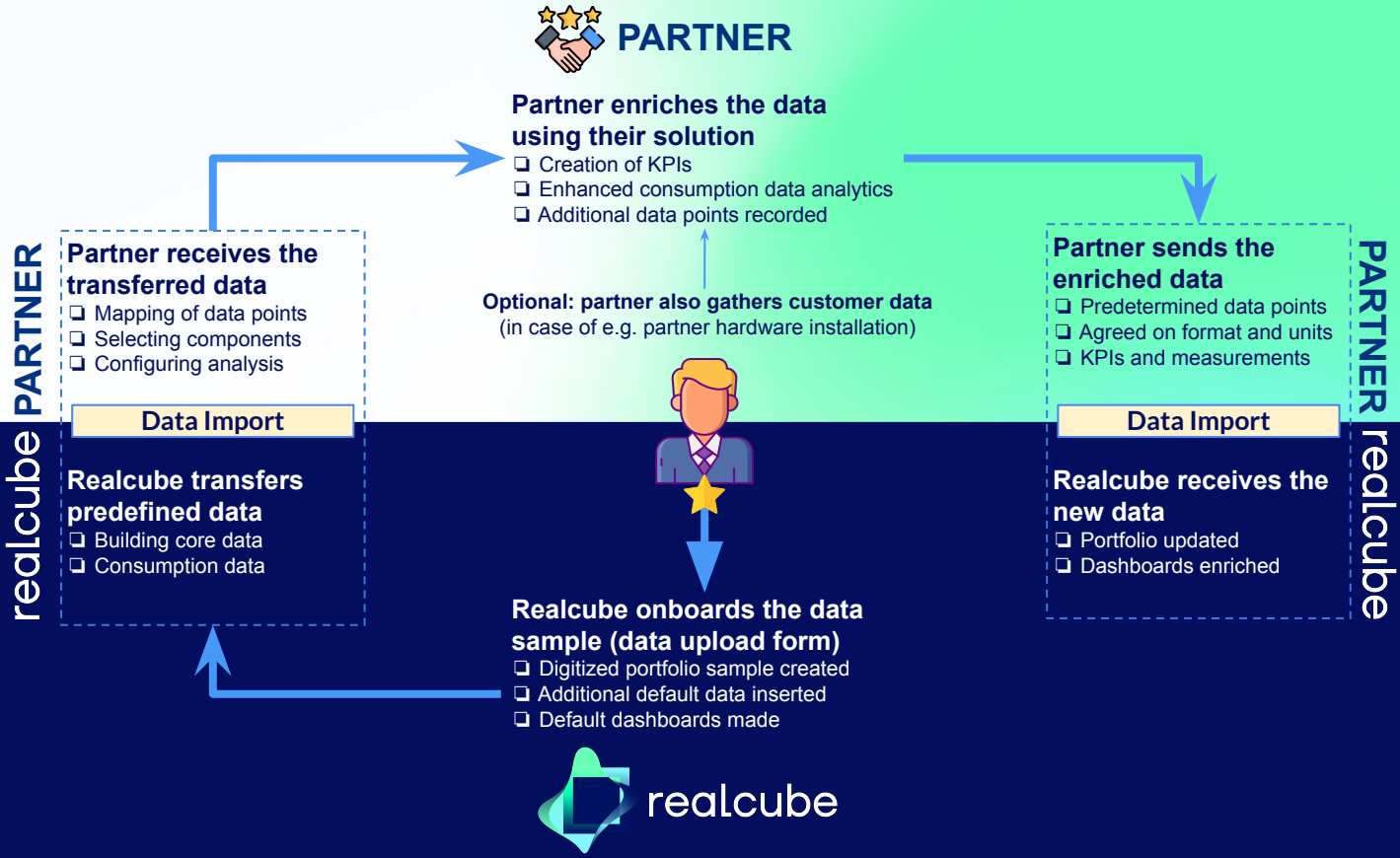
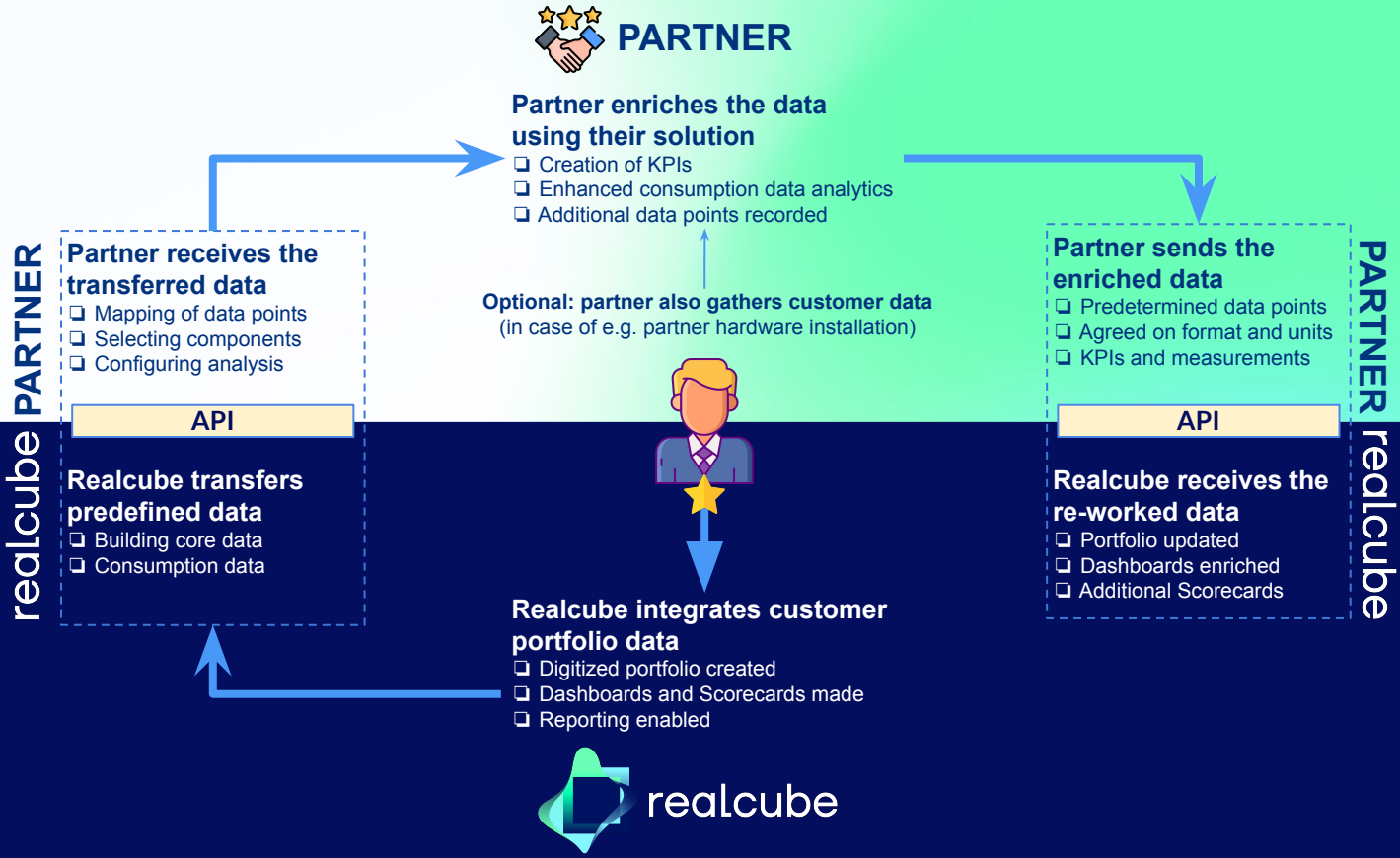
Realcube is a real estate management digitalization platform that provides access to an **ever-growing ecosystem** of PropTech solutions and users.

We offer a new way to **scale your offering** using our innovative approach to Business Intelligence and an expanding list of integrated apps and tools in the real estate industry.

Phase 2: Integration Pilot - Data flow illustration



Phase 3: Onboarding & Testing - Data flow illustration