

# CRE technology trends:

## 8 areas to invest for digital fitness

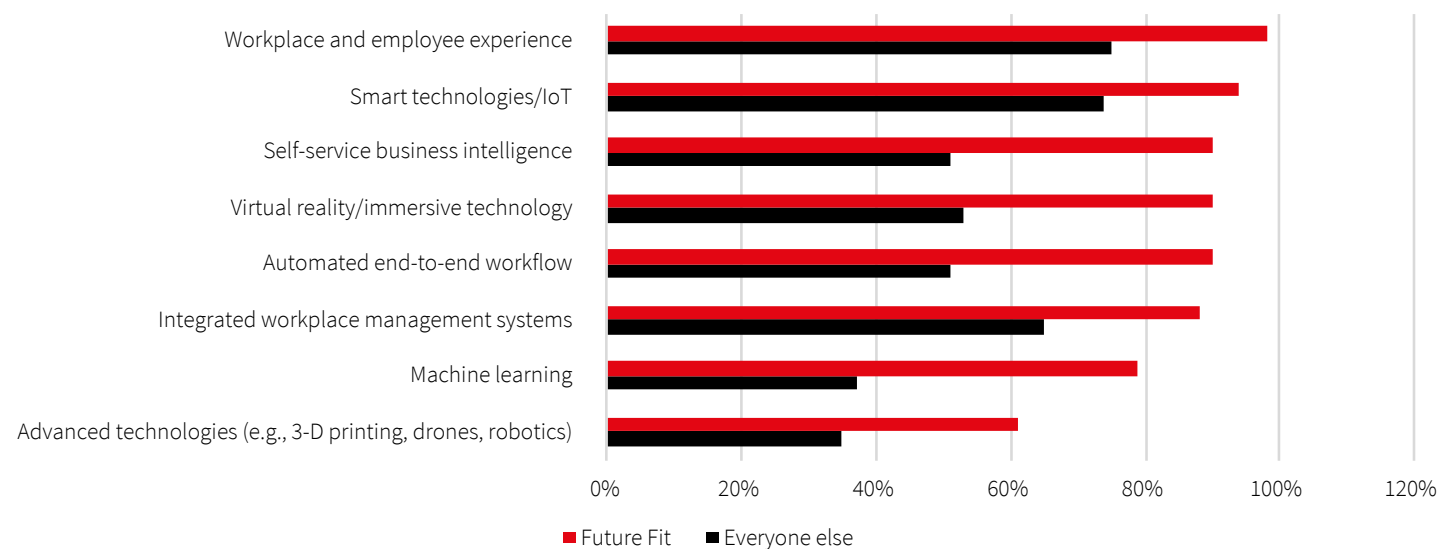
As digital disruption transforms all aspects of business today, CRE (corporate real estate) leaders are challenged to modernize their businesses with technologies that optimize the employee experience, automate workflow, make workspaces smarter, and more. Additionally, they're rethinking traditional roles on their teams, considering skill sets and titles previously unseen in their business—many relating to data and technology.

Many companies are being proactive in implementing technology. However, “Future Fit” organizations—the best-in-class organizations with the highest profitability, as identified by JLL’s Future of Work survey—are far ahead of the rest.

### Future Fit outpace others in tech adoption

When it comes to adoption, each of the eight technology categories identified in the survey shows a wide gap between the Future Fit and other companies—by as many as 41 percentage points. Technology that improves the workplace and employee experience is particularly essential to Future Fit companies, as nearly all have invested or plan to invest in these technologies. Smart technologies/Internet of things (IoT), automated end-to-end workflow, virtual reality/immersive technology, and self-service business intelligence also see nine in 10 Future Fit companies adopting, piloting or planning to adopt.

### Future Fit outpace everyone else in technology adoption



## New CRE roles close tech/data gap

CRE leaders were asked to rank 40 profiles to indicate which ones would help their teams address the changing demands of their organizations—or add the most value. Nine of the top 20 relate to data or technology. These new “dream team” roles speak to organizations’ growing need to unlock data’s full potential, ensure data security, harness the power of artificial intelligence, interconnect devices, build intuitive user interfaces, and more.

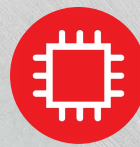
The top **9** data and technology roles CRE leaders need to consider (ranked highest to lowest):



1. Financial analyst



2. Data analyst



3. Artificial intelligence expert



4. Data scientist



5. IoT engineer



6. Futurist



7. Business intelligence manager



8. User interface architect



9. Cybersecurity specialist

As business grows increasingly competitive, it's more important than ever to quickly implement the right technologies—and build the teams that can extract the most value out of those solutions. The market is saturated with technology tools and platforms, so it can be difficult to know which are worth your investment. Moreover, it's tough to determine the roles you'll need to use technology to your business' advantage. A technology-agnostic partner can help. Working with the right partner to invest in the technologies that best align with your business goals—and to develop the teams that can use those solutions best—will help you stay ahead of the next wave of digital disruption.

Want to learn more about how JLL can help you with your technology investments and team-building?

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