

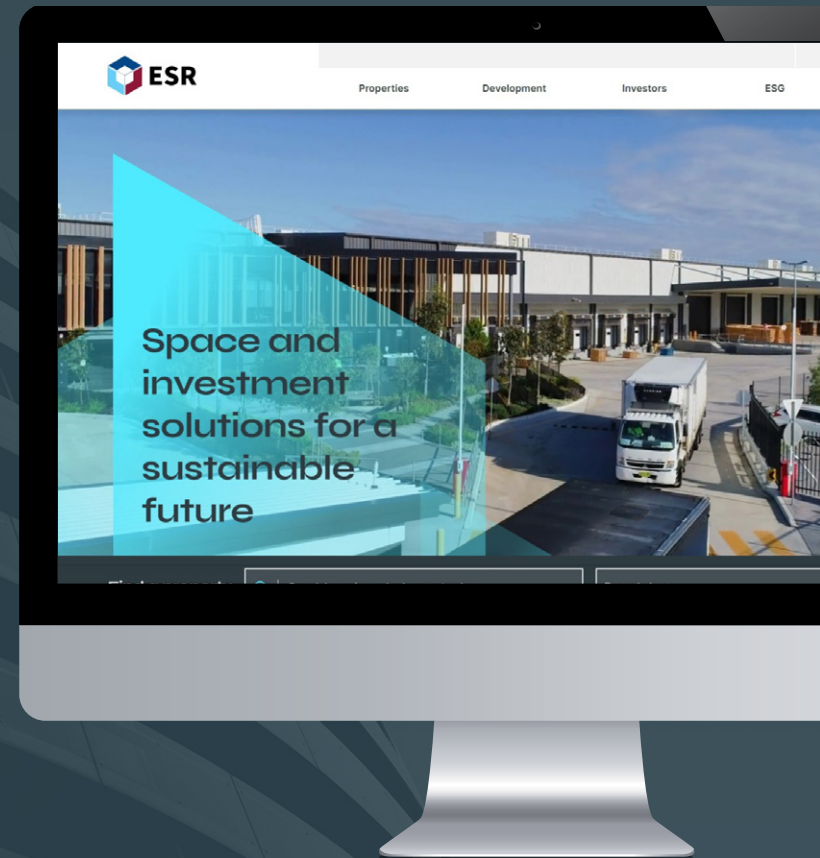
Empowering Teams, Driving Results

The Remarkable Impact of
ESR Australia's Data-Driven
Website Transformation

A Case Study by Gelbgroup Consulting



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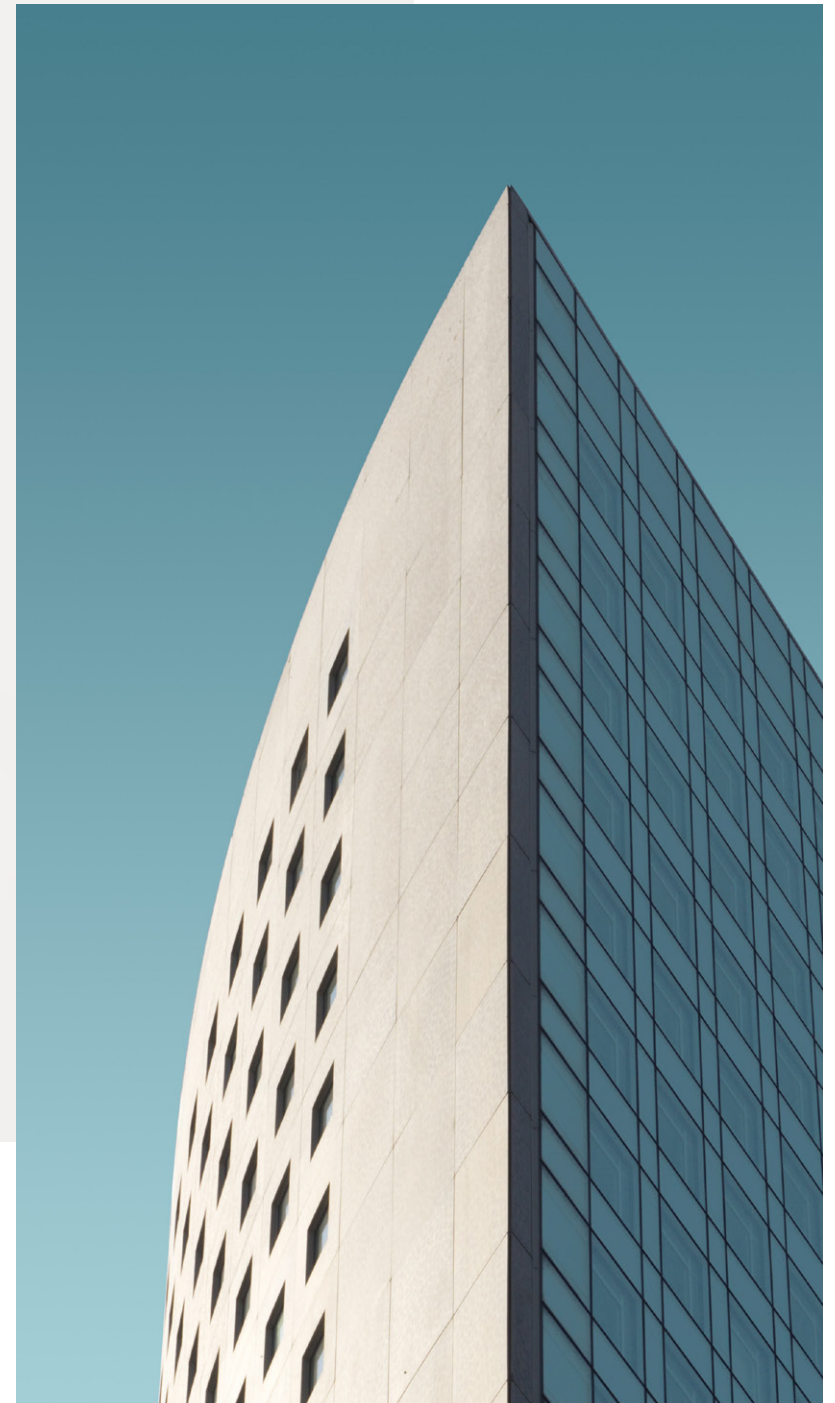
Introduction

ESR Australia, a subsidiary of ESR Group Limited (1821,HK), a leading Asia-Pacific focused logistics real estate platform, has quickly made its mark in the Australian market since its entry in 2018. As a relative newcomer, ESR Australia has grown exponentially, currently ranking as the fourth largest industrial player in the country.

In 2019, ESR Australia acquired a company that already had Yardi implemented as their property management system. Recognizing the potential of this powerful tool, ESR Australia adopted Yardi across the organization that same year. However, to fully leverage Yardi's capabilities and establish a strong digital presence, the company needed to transform its static, brochure-style website into a data-driven leasing tool.

By integrating real-time property information from its Yardi system, ESR Australia aimed to enhance its market position, improve data accuracy, and streamline its leasing process.

This case study explores the challenges ESR Australia faced, the solution implemented, and the impressive results achieved.



The challenge

① Data Centralization

ESR Australia struggled with scattered property information across multiple sources, including emails, PDF documents, and the Yardi property system. This led to inconsistencies and inaccuracies in their data. The challenge was to centralize all property-related data into a single, reliable source of truth.

② Real-Time Data Integration

ESR Australia's website lacked dynamic, real-time data on their properties and available spaces. This meant that potential tenants and investors were not able to access up-to-date information about the company's offerings. The challenge was to integrate the centralized property data with the website, ensuring that the information displayed was always current and accurate.

③ User-Friendly Data Presentation

With the property data centralized and integrated with the website, the final challenge was to present the information in a user-friendly manner. ESR Australia needed to ensure that visitors to their website could easily navigate through the available properties and spaces, access relevant details, and make informed decisions based on the data presented.

After conducting research through interviews with internal stakeholders, customers, and agents, one of the biggest gaps identified was the need to have access to reliable data in real time.

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The existing process involved the marketing and leasing teams manually compiling space availability reports which was time-consuming and hindered their ability to focus on higher-value activities. Moreover, the website did not provide an engaging, informative experience for key audiences, such as agents and potential tenants, who were looking for property details and availability. ESR Australia sought to address these challenges and transform its website into a powerful tool for marketing properties, empowering teams, and generating leasing inquiries.



The solution

To overcome these challenges, ESR Australia embarked on a website redevelopment project that would live up to their brand promise of *“space and investment solutions for a sustainable future”* that involved integrating real-time property data from their Yardi system. ESR Australia employed a cross-functional approach, involving multiple internal departments to gather input and manage the change to the new processes and revamped website.

The company partnered with Gelbgroup Consulting’s custom development unit on the project with key members of the ESR Australia project team being Adam Costandi, Head of IT; Ava Pham, Leasing Administrator who served as the gatekeeper of their Yardi data; and Tanya Moore, Senior

Manager of Digital Marketing. Gelbgroup created the custom data export process from Yardi that would automatically update the ESR Australia website with key information such as vacancy, size, and lease expiration dates. The two teams closely collaborated throughout the scoping, designing, testing, and Go Live.

On the partnership with ESR Australia, David Young, Developer at Gelbgroup Consulting, shared his perspective:

“It was a pleasure working with ESR Australia to deliver a solution that exceeded their expectations. Ava Pham played a pivotal role in the project’s success. During the two to three-month testing phase, they meticulously reviewed the data and functionality of the Yardi report we created for them. This rigorous process was crucial to ensuring accurate and reliable data before going live.”



DAVID YOUNG
Developer



TANYA MOORE
Senior Manager of Digital Marketing



ADAM COSTANDI
Head of IT

The new website, au.esr.com, was designed with three key objectives in mind:

- 1 Provide credibility for the refreshed brand and ESG ambitions
- 2 Create a useful, user-friendly utility
- 3 Support the business in lead generation

The website also incorporates several digital innovations to enhance the user experience and streamline leasing processes. These include:

- Auto-generated Space Reports with selected properties, pulling from Yardi leasing data
- Seamless property search enabled by real-time property data and Google Maps integration
- Quick links to share potential opportunities, with a focus on SMS sharing and mobile responsiveness for on-the-go sharing
- Shortlist feature to organize, export, and share properties, particularly useful for site tours and responding to briefs

To ensure data accuracy and consistency, ESR Australia undertook a data review and cleanse and standardized their property data in Yardi, establishing it as the source of truth for all leasing information. The company also implemented new and updated data governance processes, engaging with asset managers to ensure current data is up to date and accurate.

Key features of the new website included:



Yardi integration of dynamic property data feeds to keep content current



35 new content modules flexibly scaling to 100+ site pages



Google Maps API for enhancement of property search UX



HubSpot CRM integration, optimizing lead management



Google Analytics custom Dashboard to track the site results



Dynamic PDF generator for customized Space Reports



SEO to boost site's online visibility



Mobile responsive design

The result

The results of the website redevelopment project have been impressive. Website traffic and engagement increased significantly post-launch, with a **52% increase** in new users and over **7,900 engagement events**, such as brochure downloads, in the first three months. Remarkably, **60% of prospects** who visited property pages clicked to call or email, and **264 leasing inquiries** were submitted, far exceeding previous website performance benchmarks. Tanya Moore shared her excitement:

“There were good results in the first three months, but what’s most exciting is the ability to now track this journey which we can start to optimize for future growth.”

The integration of Yardi as the single source of truth for property data, along with the automated update process and established data governance, has greatly improved data accuracy and consistency. The marketing and leasing teams have reduced time spent on manual reporting by **50%**, allowing them to focus on higher-value activities to generate and close leasing deals. Adam Costandi noted the significance of this achievement:

“In terms of efficiencies, it actually reduced our workload by 50% by completing this integration.”

This project has positioned ESR Australia as a rising challenger in the industry, making significant strides in digital marketing and leasing. The new website has become not only an effective marketing tool but also a source of pride and efficiency for the company, empowering teams to better serve their clients and drive business growth. Tanya Moore summarized the impact:

“For us, it’s being empowered to know that the data is correct, so that we can confidently market spaces and support our leasing teams with lead opportunities.”

The initial success of the website redevelopment has not only yielded impressive short-term outcomes but has also provided ESR Australia with the tools and insights necessary to continuously improve and scale their digital presence. Adam Costandi shared his reflections on the project and what’s next:

“We’re now more empowered to embark on similar projects. Many different products and modules across our technology stack had to complement each other in this one environment to achieve this positive result for the business. It was daunting at first; and we’re thankful to be surrounded by smart people—our internal team, our web development agency and Gelbgroup.”

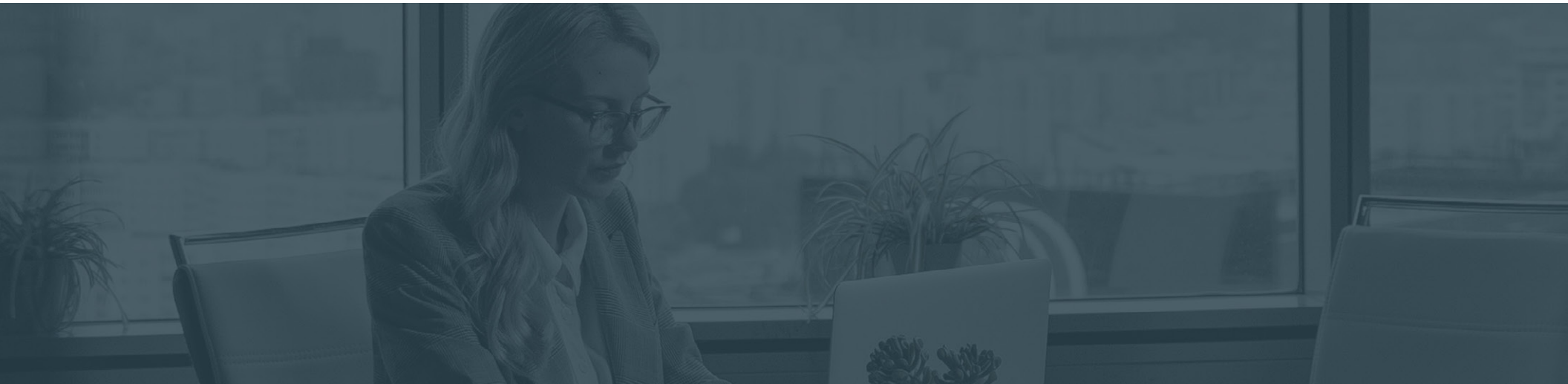
Conclusion

The success of ESR Australia's website redevelopment project demonstrates the transformative power of leveraging data and technology to drive business growth and efficiency. By partnering with Gelbgroup and integrating real-time property data from their Yardi system, ESR Australia was able to create a dynamic, user-friendly website that not only enhances their brand credibility but also serves as a powerful tool for lead generation and leasing.

The project's impressive results, including significant increases in website traffic, engagement, and leasing inquiries, highlight the value of investing in digital solutions that align with business objectives. The seamless integration of Yardi data, along with the implementation of robust data governance processes, has empowered ESR Australia's teams to make data-driven decisions, streamline their workflows, and focus on high-value activities.

Moreover, the cross-functional approach and close collaboration between ESR Australia and Gelbgroup throughout the project underscore the importance of effective partnerships in driving innovation and success. By leveraging Gelbgroup's expertise in Yardi, ESR Australia was able to navigate complex challenges and deliver a solution that exceeded expectations.

As the real estate industry continues to evolve and digitize, the ESR Australia case study serves as a compelling example of how companies can leverage data and technology to gain a competitive edge. By embracing change, fostering collaboration, and investing in the right tools and partnerships, organizations can open new opportunities for growth and success.





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