



# Realize your CRE vision with JLL Technologies Advisory NorthStar

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Many organizations claim to have a CRE technology vision, but only some have successful technology programs that match boardroom ambitions. A 2023 global survey of over 1000 CRE leaders reveals that **78% still need an actionable strategy**, and **fewer than 40%** say their CRE technology programs have succeeded<sup>1</sup>.



*Misalignment of technology strategy to top organizational priorities is often at the root of this disconnect.*



## JLL Technologies Advisory NorthStar

JLL Technologies Advisory NorthStar (JLLT NorthStar) helps CRE leaders align with business and IT stakeholders to develop and apply a shared vision through technology and best practice processes. We help you:

- Define your CRE vision with goals that map to your corporate mission
- Establish KPIs to assess CRE projects and ensure they steer toward goals
- Adopt an agile framework for prioritizing quick wins for near and long-term CRE technology initiatives



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Every company needs a technology NorthStar. JLL helped us understand what we had and where we needed to go.




*Global Director, Real Estate & Facilities,  
International Technology Company*

<sup>1</sup>JLL Global Real Estate Technology Survey 2023 October 2023

# Establish your vision and chart your path with confidence

JLLT NorthStar is designed for CRE leaders and includes collaborative workshop sessions to help you answer pressing strategic, organizational, and technology questions.

Your NorthStar will serve as the foundation for your CRE technology journey.

Shape and define 	Achieve consensus 	Create the journey 
<ul style="list-style-type: none"><li>• Understand the current state of the organization with our interactive CRE Radar 360 to achieve your future vision.</li><li>• Establish who your customers are and what they need from you.</li><li>• Determine what constitutes customer success and why.</li></ul>	<ul style="list-style-type: none"><li>• Identify and validate CRE objectives with stakeholders.</li><li>• Establish what measurement dimensions are essential.</li><li>• Create a plan to measure and communicate progress.</li></ul>	<ul style="list-style-type: none"><li>• Define technology objectives.</li><li>• Determine short and long-term organizational and technology milestones.</li><li>• Review in-flight and planned work that may impact your NorthStar program.</li></ul>

## JLLT NorthStar outcomes

<b>Alignment:</b> Establish strategic consensus between CRE and business and IT stakeholders.	<b>Excellence:</b> Drive CRE technology initiatives to agreed-upon KPIs.	
<b>Consistency:</b> Deliver business outcomes that meet stakeholder goals.	<b>Efficiency:</b> Accelerate decision-making with data and insights.	<b>Simplicity:</b> Eliminate duplicative CRE tools and costly legacy technologies.

## Proven results



An international technology firm **reduced technology tools by 66%** while accelerating real-time reporting for vital CRE service domains.



A consumer technology company launched a CRE project management office and **eliminated an eight-month project backlog.**



An innovative business and consumer technology company streamlined its CRE operating model, **reducing the time to make strategic portfolio decisions by 40%**

## Working with JLL Technologies



JLL provides market-leading IT consulting and software deployment services for workplace management solutions.

*Verdantix: Green Quadrant Workplace Systems Integrators 2023*

**3.3K**

technologists, data scientists,  
and real estate experts

**14B+**

square feet managed in  
systems deployed

**350+**

customers in over 130  
countries operating more  
than 250K properties

**>3B**

utilization data points  
for benchmarking and  
continuous market insight

**230+**

years legacy of  
industry leadership

Get started today. Contact us at [helloJLLT@jll.com](mailto:helloJLLT@jll.com)



# Our experts

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## About JLL

For over 200 years, JLL (NYSE: JLL), a leading global commercial real estate and investment management company, has helped clients buy, build, occupy, manage and invest in a variety of commercial, industrial, hotel, residential and retail properties. A Fortune 500® company with annual revenue of \$20.9 billion and operations in over 80 countries around the world, our more than 105,000 employees bring the power of a global platform combined with local expertise. Driven by our purpose to shape the future of real estate for a better world, we help our clients, people and communities SEE A BRIGHTER WAYSM. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit [jll.com](https://jll.com).