



Bots Work as Digital Assistants

Dr. Lange, what is unique about your CDO and CIO positions?

Our CIO, Bernhard Götze, develops the digital basis ecosystem and the architecture of the technical environment. He integrates existing customer and real estate technology solutions. As CDO, I drive the digital transformation from the technical side. I am responsible for identifying use cases, for new solutions, and for the product management of digital solutions. Together, we are developing the digital strategy of Apleona in close cooperation with the management.

What does this look like?

We not only have classic operator expertise for large portfolios, but also, by now, digital expertise. Just like how we bundle classic services from various providers into one overall service, we will also, in the future, combine various digital solutions into one overall package.

Up to now, the latter has not exactly been the core task of an FM service provider.

As an FM service provider, we are in an ideal position for this. We are on-location in the property. We take care of the necessary sensors systems and hardware. We install and operate all digital solutions. With our proprietary digital applications, we improve the work environment for the individual office user. As a result, we also increase our quality and the efficiency of the service we provide.

How does your own workforce obtain the digital competencies for this that are lacking?

We are working actively together with IBM for this purpose. Employees of both companies find common ideas and jointly develop digital solutions. Integrative teams such as these provide the best training for our employees. Additionally, we are employing new employees with comprehensive experience in the area of IT.

What are the most important technologies that you are working on or working with?

We are creating a modular and cloud-based Apleona ecosystem with open interfaces. This forms the basis for integrating a wide variety of digital solutions. Among our proprietary solutions, we use, for example, IoT technology, image and text recognition algorithms, and intelligent bots.

What roles will these play in the foreseeable future?

Bots are increasingly used to act as a sort of digital assistant. Sensors, which are always getting cheaper, are available everywhere, and are easy to install, already give us unprecedented possibilities for improving our services and making additional offers in the context of IoT—so that both will determine development in the near future. In the medium term, service robots will be used more actively, for example in cleaning, because their prices are going down and the technology is constantly getting better.

How important are strategic partnerships with real estate technologies for you?

Very important. We regularly integrate real estate technologies in our ecosystem. Anything that does not exist in the market, we will develop ourselves or together with our partners. We have already entered cooperations with our own real estate technologies.

Will your roles still be needed in ten years?

The opportunities and challenges that arise as a result of digitalization are becoming greater both for business and for IT. The rate of change in the sector will increase even further. Both roles will certainly still be needed, even in ten years.

The interview was taken by Jörg Seifert.

SERIES, CDOs IN DISCUSSION: They are advancing digital transformation: Chief Digital Officers or Chief Information Officers. Who is counted among the CDOs or CIOs of the German real estate industry? How do they understand their role? What technologies do they rely on? All will be revealed in our series.

PART 9, DR. MICHAEL LANGE, CDO of the Apleona Group



PERSONAL DETAILS: Dr. Michael Lange (CDO), together with Bernhard Götze (CIO), is responsible for digitalization initiatives at the Apleona Group. The 43-year-old engineering graduate will contribute his experience in the field of corporate strategy and as a key account manager for major international customers of Apleona. Before working at Apleona, Lange graduated from TU Darmstadt in the field of building informatics and worked as a project manager in a management consultancy.