

## Press Release

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### Apleona

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## Apleona uses the IBM cloud and broadens development partnership with IBM to accelerate its own digital transformation

At the IBM Watson IoT Center, Apleona and IBM are continuing the development partnership for digital applications in real estate management that began in May 2018. At the same time, Apleona is broadening and extending its partnership with IBM in the area of IT infrastructure. The five-year contract covers the provision and operation of Apleona's IT infrastructure and Apleona's internal data processing in the IBM cloud. This is designed to leverage potential for further accelerating the digital transformation of the European real estate service provider.

According to Apleona CEO Dr. Jochen Keysberg, the partnership at the IBM Watson IoT Center in Munich has proved its worth: "The digital solutions for office users that we have developed with our strategic technology partner IBM to date are being increasingly deployed by our customers under real conditions." These include intelligent room booking solutions, EnergyPods and a smart ticketing app that can be used to report office management problems. These applications are now being used at various IBM locations and will in the future also be implemented at the new Siemens Campus in Erlangen and the premises of a major financial services provider.

### Focus on internal processes and workflows

The broadened partnership with IBM will now focus on another key area: the digitalization of internal processes and workflows. According to Dr. Jochen Keysberg, one of the aims here is to increasingly automate internal order management – from the request and internal assignment of a service through to documentation and billing. "In addition to digital customer solutions, internal measures for optimizing IT efficiency are the second key pillar in the digital transformation of our business model and service provision," says the Apleona CEO.

Apleona and IBM have been continuously expanding the areas of IT services, cloud, outsourcing and digital processes for the facility management industry since 2017. "The partnership between Apleona and IBM is an excellent example of how business models can be successfully enhanced as part of the digitalization of companies and even entire industries," says Stefan Lutz, General Manager and IBM Services Transformation Program Leader. With the cloud solutions from IBM, Apleona is boosting its innovative strength and earning power and so positioning itself for a successful future.

The running of Apleona's infrastructure for internal data processing and the technical implementation of new applications currently take place primarily at the IBM cloud data center in Frankfurt. IBM's hybrid and multicloud approach provides the technological basis for meeting market requirements and enabling

appropriate scaling. The hybrid cloud approach allows deployment on any infrastructure – whether in the cloud or in your own data center. As a result, Apleona can offer its solutions where customers need them.

*Image: Watson IoT Center Munich © Apleona*

## **About Apleona**

Apleona is a leading European real-estate services provider based in Neu-Isenburg near Frankfurt. Approximately 20,000 employees in more than 30 countries operate, manage, expand and equip real estate in all asset classes, operate and maintain plant and assist customers in a whole host of industries with production and secondary processes. The Group's range of services extends from integrated facility management, building technology and interior fittings to real-estate management with all commercial services, letting, leasing and marketing of real estate. All services are provided on a modular basis or in an integrated package. In a regional or supra-regional account structure according to customer requirements, country-specific and service-specific operating companies ensure optimum performance and a uniformly high standard of quality across national borders. Apleona's customers include leading industrial companies, investment funds, insurance companies, banks, the public sector, developers, owners and users.