

Title: Many Programs, One Solution: How API Technology Can Transform Your Software Collection into a Single, User-Friendly Experience

Objectives:

- 1) Demonstrate how technology integrations are positively impacting property management and increasing efficiencies and revenue.
- 2) Explore how technology integrations allow data to travel seamlessly, simplifying tasks and correlating data for smarter, faster analysis.
- 3) Introduction to the driving forces of integrated technology, API (Application Program Interface), AI (Artificial Intelligence) and BI (Business Intelligence).

Outline and Topics

- I. Welcome and Introduction: Patrick O'Hearn
- II. Panel introduction
- III. No one can be the best in business in every aspect of technology or property management.
 - a. Choice
- IV. What is an open environment?
 - a. Integration definition
 - b. Recent integration explosion in other industries
 - i. Examples: Salesforce and HubSpot
- V. What aspects of property management are integrations impacting the most today?
 - a. Communication
 - b. Work orders
 - c. Safety
 - d. Leasing
 - e. Preventative and seasonal maintenance
- VI. What aspects of property management will integrations impact the most in the next 5 years?
- VII. Evaluating the impact of technologies on your business.
 - a. Operational efficiencies
 - b. What is your bottom line impact
- VIII. How does an integration work?
 - a. Allowing data to travel seamlessly
 - b. Reducing redundancies and errors
 - c. Simplifying tasks and operations
 - d. Producing smarter data for analysis
- IX. The technology behind integrations: The Lingo
 - a. API (Application Program Interface) – The driving force behind integrations
 - b. AI (Artificial Intelligence) – Applications

- c. BI (Business Intelligence)
 - i. Better analytics
 - ii. Implementation or better practices
- d. VA (Virtual Assistants)

Possible Panel Questions

- 1) What areas of your business are you looking to address with technology next year and beyond?
- 2) What are some of the biggest internal challenges you have faced when proposing a solution for your company and how did you overcome them?
- 3) How will you be utilizing emerging technologies such as artificial intelligence, etc., or are these even on your radar now?
- 4) Is there a specific area within your business that has been impacted the most by technology?
- 5) Our industry has always been more relationship driven. Where would you say the balance is in trying to deliver solutions that promote self-service—whether it be for tenants, vendors, investors, or even employees—without alienating the personal touch along the way?
- 6) How do you connect innovation, strategy and technology?
- 7) How will technology drive revenue through technology?
- 8) How can technology help prevent rental scams?
- 9) Ways technology decrease litigation?
 - a. Pets, safety, Fair Housing?
- 10) How do you suggest small and large property management companies evaluate technology?
- 11) How do you suggest small and large property management companies implement technology?

Panel Contact Information

Facilitators

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Industry Experts

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