Figure 2. The investor pulse: Technology

(2a) Investors want CRE companies to prioritize the use of IoT to (re)design their buildings
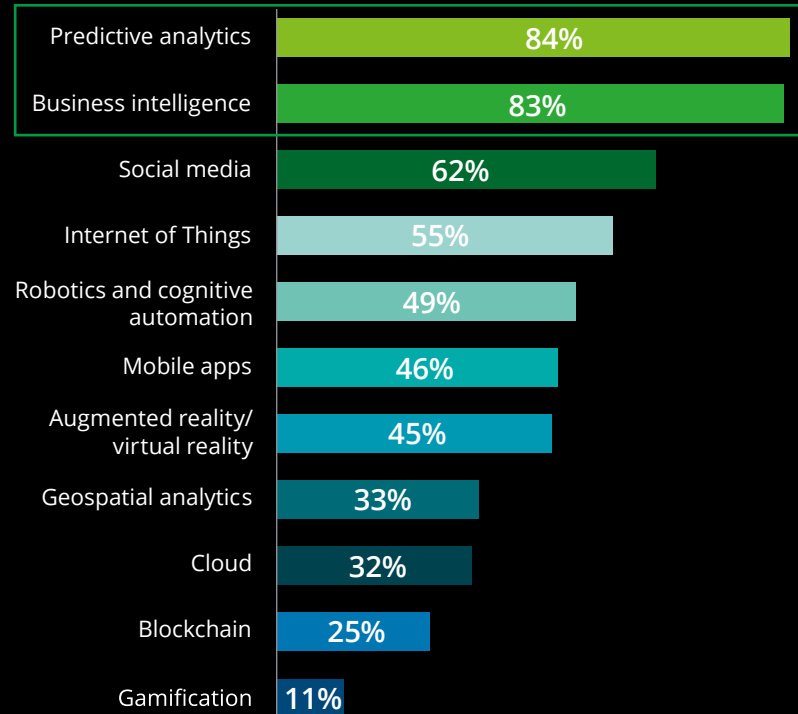
26%

Overall percentage of investors

Top and bottom respondent types prioritizing IoT for building (re)design

Property focus	%
Retail	38%
Industrial	18%
Geographic focus	**%**
China	48%
US	15%
Assets under management	**%**
US $20.1 billion – US $30 billion	44%
Less than US $500 million	8%
Investor category	**%**
Sovereign wealth funds	60%
REITs or real estate operating companies	9%

(2b) Investors want companies to prioritize predictive analytics and business intelligence to make buildings future ready

Percentage of respondents

Predictive analytics	84%
Business intelligence	83%
Social media	62%
Internet of Things	55%
Robotics and cognitive automation	49%
Mobile apps	46%
Augmented reality/virtual reality	45%
Geospatial analytics	33%
Cloud	32%
Blockchain	25%
Gamification	11%

(2c) Most investors plan to use predictive analytics and business intelligence for CRE investment decisions
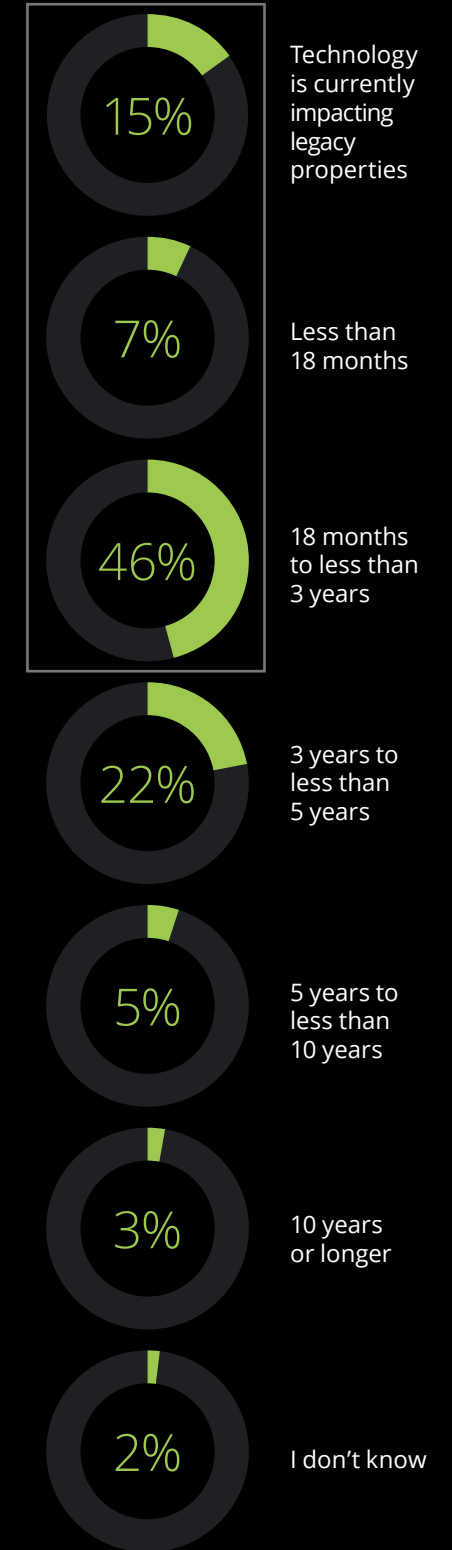
39% Predictive analytics   **38%** Business intelligence

Top respondent types who plan to use these two technologies

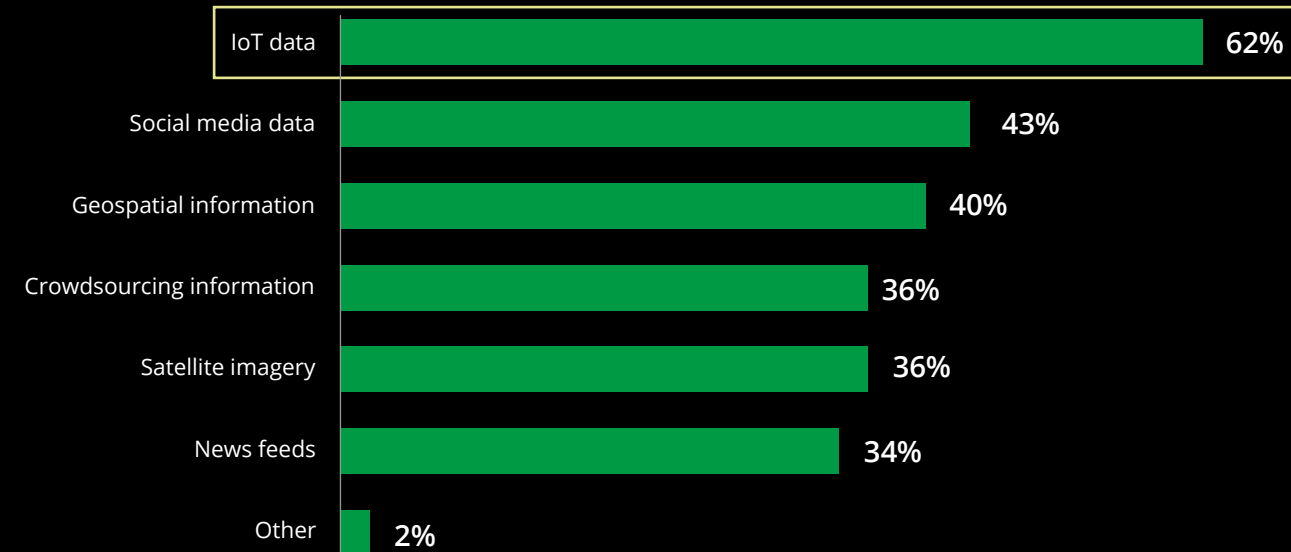| Property focus		%
Predictive analytics	Office	47%
Business intelligence	Office, multifamily	43%
Geographic focus		**%**
Predictive analytics	Japan	73%
Business intelligence	Japan	73%
Assets under management		**%**
Predictive analytics	US $1.1 billion – US $5 billion	45%
Business intelligence	US $20.1 billion – US $30 billion	44%
Investor category		**%**
Predictive analytics	Hedge funds	46%
Business intelligence	Mutual funds	44%

(2d) Investors expect greatest impact of technology on legacy properties in the next three years
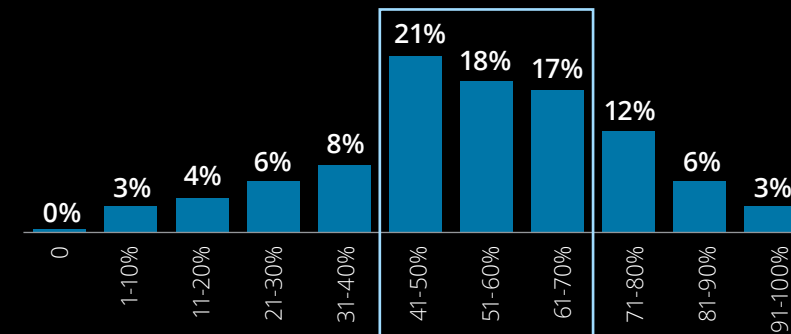
Percentage of respondents

%	
15%	Technology is currently impacting legacy properties
7%	Less than 18 months
46%	18 months to less than 3 years
22%	3 years to less than 5 years
5%	5 years to less than 10 years
3%	10 years or longer
2%	I don't know

(2e) IoT among the most preferred alternative data sources for CRE investment decisions

Percentage of respondents

IoT data	62%
Social media data	43%
Geospatial information	40%
Crowdsourcing information	36%
Satellite imagery	36%
News feeds	34%
Other	2%

(2f) Investors make a majority of their CRE decisions based on data analytics

0	1-10%	11-20%	21-30%	31-40%	41-50%	51-60%	61-70%	71-80%	81-90%	91-100%
0%	3%	4%	6%	8%	21%	18%	17%	12%	6%	3%

Percentage of CRE decisions based on data analytics

Category	Top respondent type	%
Geographic focus	China	63%
Assets under management	AUM above US $30 billion	59%
Investor category	Sovereign wealth funds	65%
Property focus	Nontraditional	62%

Note: The categories highlighted in the graphic tables suggest the following about the survey respondents:
Property focus: Property specialization of investors; **Geographic focus:** Home country of the investor; **Assets under management:** Investor size
Source: Deloitte Center for Financial Services analysis.