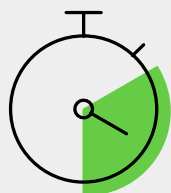




# Cushman & Wakefield tackles the unstructured data challenge

*Commercial Real Estate Firm automates the processing of complex documents, saving 35,000 staff hours in the first year.*



**16,000**  
Hours saved in deal  
management initiative

**70%**  
Faster turnaround  
time on deals

Cushman & Wakefield is a leading global commercial real estate firm with over 50,000 employees operating in 60 countries generating close to \$7 Billion in annual revenue. Cushman offers an extensive range of Occupier and Investor Services oriented towards the operations of large-scale real estate portfolios. A significant part of Cushman's digital transformation efforts included a significant automation investment to drive business efficiencies across the board. Cushman captured substantial improvements from their early investments in RPA - Robotic Process Automation, to automate processes involving structured data. As they consolidated these gains, they began to turn their attention to the next major category

of processes with a significant opportunity to capture ROI - the millions of documents, emails and other text-related information that flows through the company on an annual basis.

There are significant challenges in working with unstructured data. First, document-based workflows are typically costly, requiring multiple touches for a given document to derive critical data elements from these documents to drive a given process. Second, automating unstructured processes with traditional automation solutions, like RPA, isn't possible. They typically rely on the conventional template or rule-based approaches to document understanding.

## The Indico advantage



**1**

### Empowering your process owners

Intuitive point and click interface for unstructured content classification, extraction, and workflows

These have proven too rigid to be suitable for more unstructured use cases. Third, these documents often have particular uses and meanings to the company that “out of the box” solutions can’t address effectively.

An excellent example of an unstructured data use case is Cushman & Wakefield’s deal management. One of Cushman’s main lines of business is representing building owners, helping them manage and lease properties.

Deal management is responsible for making sure all paperwork around a customer deal is in good order and that it gets routed to and approved by the appropriate people. The function is critical to customer onboarding and getting projects off on the right foot.

As VP of Transformation, Brandi Corbello heads up the automation center of excellence (COE) at Cushman & Wakefield. Part of her job entails identifying processes that could benefit from automation. Deal management fits the bill because they process many complex documents 10 to 100 pages in length. In terms of scale, the activities around deal management at Cushman includes over a thousand team members, so the opportunity for ROI was high.

## Robotic process automation proves limited

When she first joined Cushman & Wakefield, Corbello was initially focused on applying RPA to the firm. The idea was to automate

the processing of the enormous number of paper documents the company deals with – purchase and sale agreements, appraisals, mortgage documents, legal documents, and the like.

It didn’t take long for her to realize that the variations inherent in all those documents meant RPA and other rules-based approaches would not suffice. “About 3 to 6 months down the path of implementing RPA, we realized we needed document understanding to realize value,” Corbello says. Cushman embarked on a project seeking tools to add artificial intelligence capabilities such as natural language processing and machine learning – required technologies for automating processes involving unstructured content.

## Indico shines in product bake-off

In addition to the RPA tool Cushman already had in-house, her team evaluated four other document process automation platforms, including Indico. They chose Indico for four main reasons.

*First was the superior user experience in terms of using the tool. Its intuitive user interface makes building models simple enough that business process experts can do it themselves. That relates to the second selling point, which was the ability for process experts to own and modify*



## The Indico advantage

# 2

### Beyond templates and rules

Quickly build custom machine learning models with just 200 examples

*models on their own, with no help from IT or data scientists.*

Corbello and her team were also impressed with the analytics capabilities of the Indico Platform, including its ability to identify relevant terms in a document even when they don't appear in the same place from one to the next.

Finally, she liked that the Indico Platform applies to an array of use cases. "We have a breadth of use cases and document types that we need help with, and Indico could take on most of them, which allows us to have a singular platform and brings consistency in the user experience and expectations," she says.

For the deal management use case, Corbello's group found Cushman & Wakefield had multiple workstreams, touching many departments at the company. The accounting department had their version, while legal and account management had another. Documents had to crisscross through disparate workflows, making for an inefficient process prone to errors and long turnaround times.

But the fundamental challenge was to build intelligence around the intake and processing of these documents to turn them into usable data that could feed into their downstream systems, such as, in this case, Salesforce.

## Subject matter experts create models

Cushman & Wakefield built classification and extraction models for the deal management application. Their subject matter experts use the Indico Teach tool to label about 200 sample documents, resulting in custom models capable of "reading" hundreds of complex unstructured documents and generating up to 100 different data points. Indico converts the data into a structured format, enabling an RPA tool to enter the data into downstream customer relationship management (CRM) and enterprise resource planning (ERP) systems. In the process, Indico frees up 16,000 hours of employee time previously spent manually reading documents and extracting data – which can now be spent on more valuable and rewarding work.

## Delivering the ROI

Indico proved up to the challenge, and the results have been impressive. In addition to several other use cases involving lease analysis and procure-to-pay and invoicing workflows, Cushman captured a savings of 16,000 hours on their deal management initiative, as well as accelerating the turnaround time on each deal by 70%.

## The Indico advantage



# 3

### No black boxes

Award-winning AI Explainability and intuitive document validation UI deliver unmatched output accuracy

*“Indico’s unique technology advantage addressing unstructured data combined with their business-first application experience enables us to solve a breadth of use cases that we previously had been unable to automate,” Corbello says. ”*

## Unlocking value from unstructured content

In the future, Corbello says the ability of Indico to process unstructured content effectively is a game-changer for Cushman & Wakefield because it enables the company to extract value from years’ worth of unstructured content.

“That data is rich. It could enable new products and differentiate us,” Corbello states. Analyzing a much larger set of data provides deeper business intelligence capabilities and can fuel predictive analytics engines. If Cushman & Wakefield can better understand trends in office space leasing and add richer forecasting capabilities, for example, it could be a competitive differentiator.”

“Then we’ve created a new benefit not just for us but potentially for clients because we have a full understanding of all this data that we didn’t have access to before,” she says. “None of it would be possible without the ability to create structure from our unstructured data, and Indico has been a critical solution enabling us to unlock this value.”

## About Indico Data

Indico Data transforms unstructured data into actionable insights. With the Indico Unstructured Data Platform™, enterprises of all sizes can automate, analyze, and apply unstructured data -- documents, emails, images, videos and more -- to a wide range of enterprise workflows. This enables them to gain rich insight and maximize the value of their existing software investments, including RPA, CRM, ERP, BI, by enabling these systems to work with unstructured data. Visit [www.indicodata.ai](http://www.indicodata.ai) to learn more.

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## The Indico advantage



# 4

### Cloud native, enterprise scale

Your Cloud or ours, with support for 100,000 documents to 100 Million to deliver true enterprise scalability