



28 - 30 March 2011 | The Venetian Macao | Macao | China

# Assetera:

## The Facility Managers Role in Adding Value to the Core Business



Joe Giani from Assetera, a sponsor at the **marcus evans Facilities Management Asia Summit 2011**, discusses how facility managers can add value to the business.

Interview with: Joe Giani, Director, Assetera

### FOR IMMEDIATE RELEASE

Many facility managers are too focused on the day-to-day operations of facilities and lack a strategic, long-term view of the facility, says Joe Giani, Director, **Assetera**. They often overlook the importance of data for making informed decisions about assets, thus missing out on opportunities to improve.

From a sponsor company attending the **marcus evans Facilities Management Asia Summit 2011** in Macao, China, 28 - 30 March, Giani highlights the criticality of analysing data for strategic decision-making and performance monitoring in **facility management**.

### What is overlooked in facility management today?

Joe Giani: In my opinion, facility managers are very good at overseeing day-to-day operations, but they lack the strategic, long-term view of their facility, which is important for organisations to grow. They focus on what is going on today but not what the best options are for reducing costs and effectively managing the facility for the future.

Having up-to-date data and knowledge about the facility is very important, but not all **heads of facility** have realised how they can benefit by having data to monitor progress. Data allows them to understand what they own, where assets are located, their condition, how much they are costing them now and how much they will cost in the future.

These are the types of information that they need to know in detail to plan capital expenditure, reduce replacement and operational costs and ensure there is no service disruption or asset failure. Data allows them to benchmark facilities and assets for more informed decision-making.

### In which areas can costs be reduced?

Joe Giani: Reducing operational costs is a top priority in the industry. I would say the main area where this can be done is energy, as it can be fairly easy to implement energy efficiency measures and monitor cost savings. Some green and environmentally friendly technologies are not economic, and at the end of the day organisations have to look at the bottom line considering also marketing or corporate image benefits that can be gained from these green technologies.

Organisations can also look at the way their business and processes operate, which may require a cultural change, which can deliver efficiencies and cost savings. Facility managers need to make sure there is a team who is responsible and accountable for implementing these strategies.

### How can this be done when facility management is outsourced?

Joe Giani: In many advanced markets, outsourcing of management services is well established and a normal part of the system. When outsourcing services, a company has to change internally and the facility management function has to become more strategic and contract manage the outsourced services. This is a big change, because it means handing over parts of the business to someone else. The contribution of the services to the business has to be taken into account before deciding whether facility management should be kept in-house or outsourced and what is the competitive advantage you can get.

Many organisations are choosing to keep their focus on their core business and outsourcing such services to companies who are client-focused and able to deliver.



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### About the Facilities Management Asia Summit 2011

This unique forum will take place at The Venetian Macao, Macao, China, 28 - 30 March 2011. Offering much more than any conference, exhibition or trade show, this exclusive meeting will bring together esteemed industry thought leaders and solution providers to a highly focused and interactive networking event. The summit includes presentations on revamping facilities management strategies, smart spending and extending the life-cycle of existing facilities.

For more information please send an email to [info@marcusevanscy.com](mailto:info@marcusevanscy.com) or visit the event website at [www.facilitiesmanagementasiasummit.com](http://www.facilitiesmanagementasiasummit.com)

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Please note that the summit is a closed business event and the number of participants strictly limited.

### About **marcus evans** Summits

**marcus evans** Summits are high level business forums for the world's leading decision-makers to meet, learn and discuss strategies and solutions. Held at exclusive locations around the world, these events provide attendees with a unique opportunity to individually tailor their schedules of keynote presentations, think tanks, seminars and one-to-one business meetings. For more information, please visit [www.marcusevans.com](http://www.marcusevans.com)

### About Assetera

Assetera is a consulting company that specialises in the delivery of strategic asset management solutions, enabling our clients to achieve greater value from their assets. In the last 4 years Assetera has inspected more than 4,500 facilities over an area of 6 million square meters, including Educational, Health, Detention, Banking, Retail, Industrial, Aviation, Recreational, Commercial and Administration Facilities.

More information: [www.assetera.com.au](http://www.assetera.com.au)

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