Drivers for IWMS implementation in real estate management

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Purpose
IT platforms such as integrated workplace management system (IWMS) gain higher importance in real estate management, but there is a lack of knowledge on what IWMS is and what the drivers are for its implementation in real estate organisations. The paper aims to provide knowledge on this.

Design/methodology/approach
The research combines theories of real estate management, IT implementations and change management, with a qualitative case study of IWMS implementation in a public real estate organisation in Denmark. The research data consist of customer surveys, document studies, semi-structured interviews and in-depth analysis of IWMS features.

Findings
The paper identifies several drivers for IWMS implementation, such as data standardisation, validation and easier data exchange, business process optimisation, decrease in IT costs and improved customer service. Furthermore, the case study reveals that the IWMS implementation is not considered as a definite IT project but as an organisational change project impacting the entire organisation.

Originality/value
There has so far not been any public real estate organisations in Denmark using IWMS, and the knowledge about IWMS in public real estate sector is therefore limited. To date, no one has analysed what the drivers are for IWMS implementation in real estate organisations. This research paper brings new knowledge on IWMS and presents drivers for IWMS implementation, observed from an implementation process in a public real estate organisation.

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