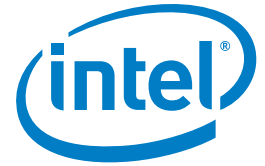


## CASE STUDY

Intel® Xeon® processor 5500 series  
Shindico



# Shindico Opens Doors With Information

Intel Powers Network & Mobility Solutions For Data Sharing



“By investing in technology and having quick access to information, we’ve been able to expand our business into new areas that are a natural extension of our business, but many of our competitors aren’t in.”

– Sandy Shindleman,  
Founder, Shindico

## CHALLENGE

- **As specialists in** all facets of commercial real estate and property management, Winnipeg-based Shindico\* needed easy access to building and tenant information without digging through paper files, or waiting for building inspection reports to be drafted.

## SOLUTION

- **Server Supported Mobility Speeds Access To Information:** Upgrading the server network, adding virtualization and mobility solutions for property managers puts critical building repairs, capital upgrades, lease, and tenant information at Shindico staff’s fingertips.

## IMPACT

- **Property managers record** inspection findings on Lenovo\* laptops featuring Intel® processors and upload reports to the office for instant access, cutting access to those reports from weeks to hours.
- **Centralized data access** requires fast reliable servers powered by Intel® Xeon® 5520 and Intel Xeon 5355 processors.
- **Virtualization allows Shindico** to isolate and secure different corporate functions to ensure business continuity

When Sandy Shindleman founded Shindico in 1975, he knew his success would lie in having immediate access to more information about commercial properties in Winnipeg than his competition. Moving from cue cards to a computerized system was just the first step in automating his Winnipeg business that has grown to 36 people providing real estate brokerage, leasing, property management, tenant representation and asset management.

A few years ago, the firm relied on physical documents for many day to day operations such as leases, and property managers would take notes on clip boards when inspecting buildings for repairs or improvements, returning to the office later to input their notes.

“One of the biggest challenges we faced was that we had a lot of information scattered all over so it was hard to retrieve and maintain,”



“What it comes down to is the speed and reliability, especially in the server line. Intel’s Xeon processors are unmatched by any other processor manufacturer.”

says Kevin Miller, Shindico’s manager of information technology since 2007. The company needed to customize its enterprise software to build in efficiency.

“Information is our stock and trade,” Shindleman says. “By investing in technology and having quick access to information, we’ve been able to expand our business into new areas that are a natural extension of our business.”

Increasing automation meant ensuring the network infrastructure could support new demands. Shindico upgraded servers include an IBM\* running a Quad-Core Intel® Xeon® E5520, two Dell PowerEdge\* servers with Intel Xeon X5355 processors, as well as additional file servers also powered by Intel Xeon technology.

The company also moved to increase the type and amount of data being stored in its enterprise software, Yardi\*, including all tenant, lease and billing information, which required customization of the existing software. For fast reliable access to that ERP system, Miller runs Yardi on the Dell PowerEdge with an Intel Xeon 5355 processor.

“What it comes down to is the speed and reliability, especially in the server line. Intel’s Xeon processors are unmatched by any other processor manufacturer,” says Miller.

“We think our use of technology sets us apart from others in our industry,” adds Shindleman. “We need to be on the leading edge and instant access to information will drive more business, which should improve both our bottom line and the quality of our service. It is hard to quantify in advance but we think it puts us in a different league and in our marketplace it’s a league of our own.”

### **Physical Documents Shelved**

The key to increasing efficiency was moving away from physical documents to ensuring all key data was stored in Yardi. In the past, if a building owner needed details about a tenant, Shindico staff would dig through files to find the paper lease, read through it and reply back. Today, they log into Yardi, enter a database query, and the relevant clause is brought up on screen.

“The one thing we’ve spent a lot of time on was improving storage, access to information and our ability to report back on it,” says Miller. “Today, information we need on a day to day basis is at our fingertips.”

“We can see large amounts of data at a glance and make informed business decisions based on it,” Shindleman says. “We report to some of the most sophisticated pension funds on their assets so we need to have detailed, up to date and professional reports.”

### **Property Managers Online**

Until recently, property managers doing building inspections would record repair needs or recommendations for building improvements on a clip board, returning to the office later to compile a complete report.

Shindico has equipped property managers with Lenovo\* ThinkPad laptops powered by Intel® processors to enter inspection notes into a custom Excel\* spreadsheet. They upload that report to the office where the spreadsheet files populate the Yardi database allowing co-workers immediate access.

Miller chose the Lenovo laptops for power efficiency and biometric security. “We needed something thin, light and capable of running all day on

battery," says Miller, adding with Intel processors inside, the property managers have more than enough power to VPN from the field to upload their inspection reports and files.

Today, Miller says the information being gathered is more accurate and complete since it is gathered and input from the field. Additionally, property managers no longer need to recompile data from hand-written notes or rely on their memory to generate the reports Shindico clients require.

"Depending on how busy a property manager's schedule was, it could have taken a week or two for a true report to be produced. It's now uploaded wirelessly to Yardi from the field."

### Automating Notices Lowers Receivables

With all lease terms and clauses now stored in Yardi, Miller was also able to automate emails for tenants who have missed or underpaid monthly rent payments. "We have interest charges stored right in Yardi so I can pull it directly for automated emails," he said, noting the primary driver of recent customization and automation "has been making things more efficient so we can better manage buildings and tenant relationships."

"While we haven't quantified the exact time savings, I can tell you we're now much more efficient and accounts receivable have gone down since we automated notification," Miller notes.

### Business 'Virtually' Continuous

To ensure business continuity and security, Miller has virtualized servers for individual business operations such as the Blackberry Enterprise Server and antivirus software. With the Dell PowerEdge server powered by Intel Xeon 5520 processors Miller was easily able to virtualize servers for these functions.

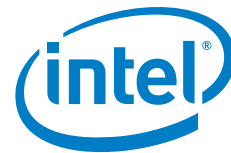
"We are nowhere near maxing out the full potential of the Intel Xeon 5520s," he says, adding he plans to add more virtual servers over time. "By virtualizing servers for each function, if something goes wrong with that application, we don't have to shut down all office activities to reboot or solve the issue. I don't want to drop the entire network to deal with one minor problem and with virtualization, I don't have to."

For more information on Intel® Xeon® processors, visit: [www.intel.com/go/xeon](http://www.intel.com/go/xeon)

### ABOUT SHINDICO

**Founded in 1975**, Shindico is a leader in Canadian commercial and investment real estate, specializing in tenant representation, development, brokerage, property, and asset management.

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