

# anterraBI™ Customer Success Story

## Trademark Property



### FULL SERVICE REAL ESTATE FIRM

Since 1992, Trademark has invested in or developed over 10 million square feet of retail properties.

Trademark partners with commercial real estate owners, investors and retailers to unlock the full potential of their investments.

Trademark has expanded to include a mixed-use, Multifamily platform.



### THE BENEFITS

- **Avoided 2+ years of business disruption by not changing accounting systems**
- **Elimination of spreadsheets in month-end reporting**
- **Time to produce reports reduced from hours to seconds**
- **Hundreds of thousands of dollars of savings**

### THE CHALLENGE

**"Anterra's powerful reporting and business intelligence has significantly expanded the capacity of our staff and is transforming our organization." — Rick Knight, CFO**

As entrepreneurial operators, investors and developers of regional malls, outdoor retail, and mixed-use properties, Trademark distinguishes itself through 20 years of success as a value-add operator and trusted institutional advisor. As asset and leasing managers, Trademark is constantly focused on making the most of its existing investments, as well as expanding the company's capacity to develop and manage more assets. Trademark's longstanding relationship with Anterra Technology has helped the company make great strides towards these goals.

Trademark wanted a single source of trusted data that would replace multiple silos of financial, property, tenant and lease information, and reduce time creating consolidated financial statements and management reports. Additionally, they wanted to reduce resources spent aggregating and formatting data for sales, rent roll, and occupancy reports into the company's professional standards.

## THE SOLUTION

Anterra began its relationship with Trademark by implementing AnterraDataCenter™ which consolidates data from Trademark's multiple Sage 300CRE data folders into a single Microsoft SQL™ data warehouse.

Trademark then implemented AnterraBI™ to provide drill-through financial and property reporting with real-time metrics on a property and portfolio level. AnterraBI™ produces best-in-class reports for consolidated financial and real estate reporting.

Anterra's cloud-based solution is cost-effective and easily deployed. It provides the best technology stack for reporting available today without the expense of purchasing additional hardware, server software licenses or IT administration.

**“Anterra has a great user interface, it is really easy to use. We trained ourselves which led to greater adoption. Our staff was immediately more productive and informed.”**

— Doug Harmonson, VP Research & Technology

**“Anterra helped us fully leverage the key data from our Sage 300 CRE financial and property management accounting system, which ultimately helped us extend the life of the solution.”**

— Doug Harmonson, VP  
Research & Technology



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