

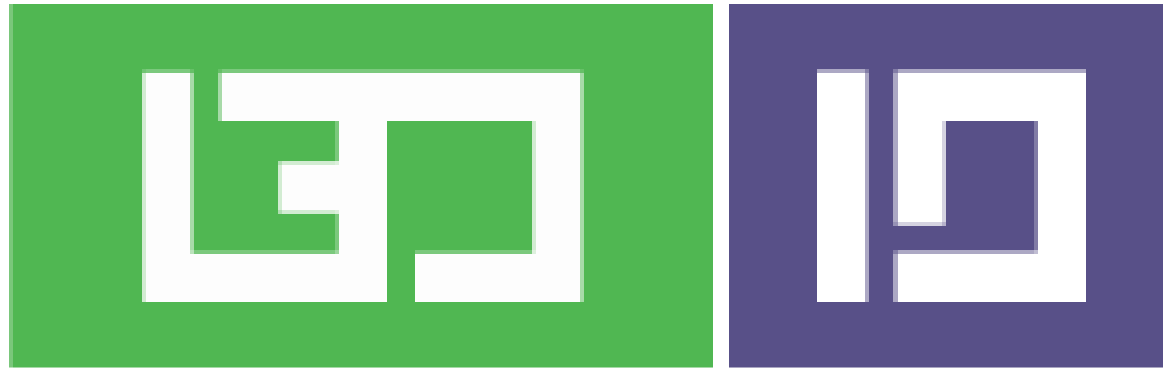


FM BENCHMARKING IN THE BOTTLE

GABOR DECSI MRICS
LEO, HUNGARY

EUROFM CONFERENCE 2023 ISTANBUL
09.11.2023.

HUNGARIAN NATIONAL ASSOCIATION OF FACILITY MANAGEMENT, BUILDING OPERATION AND MAINTENANCE **SERVICE PROVIDERS**

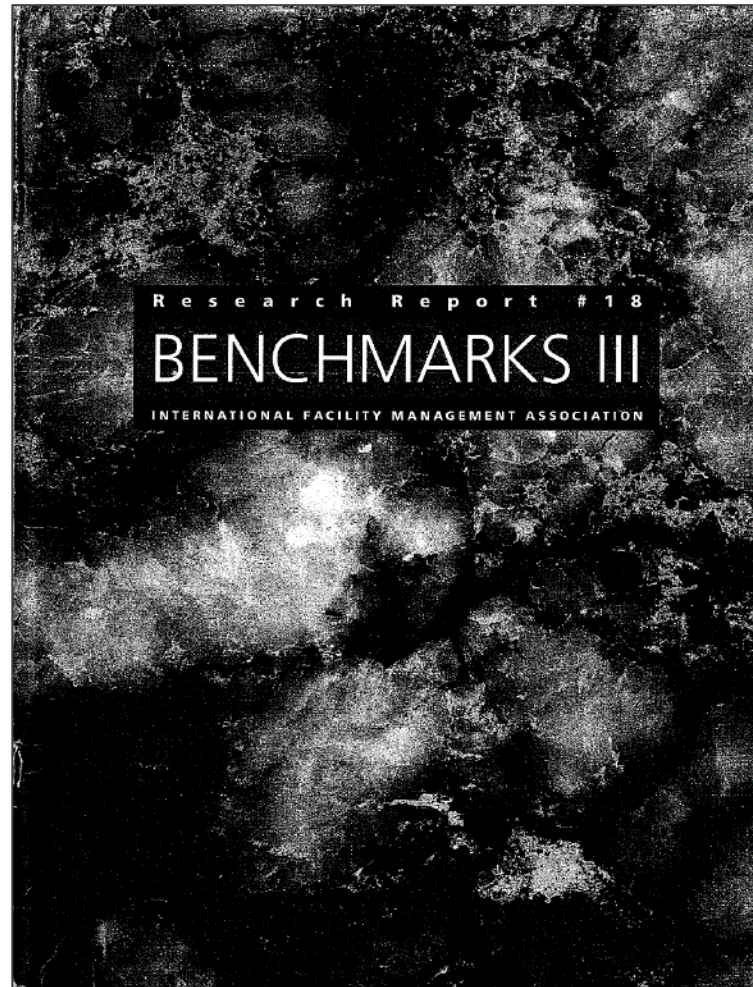


WHAT IS THE WORLD'S LARGEST BENCHMARKING "MARKET"?



NEW YORK STOCK EXCHANGE!

INSPIRATION FROM '96 IFMA BENCHMARKS III



HUNGARIAN BENCHMARKING FIRST ON THE EU STAGE, 2003

B.1.2

Benchmarking as a way to define the status of Hungarian FM development

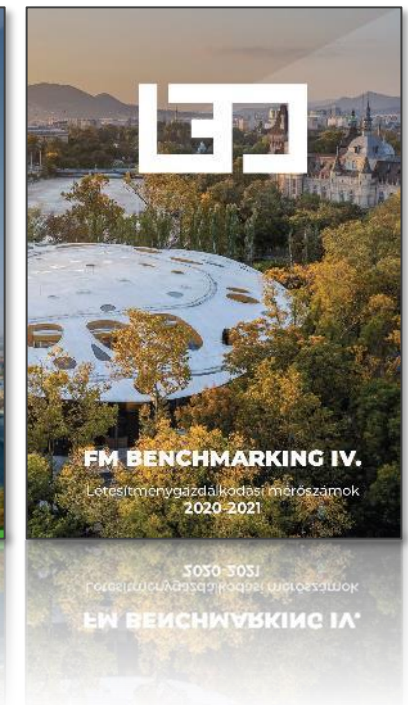
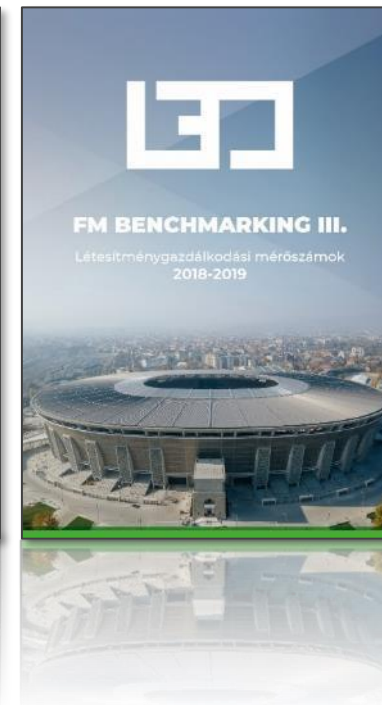
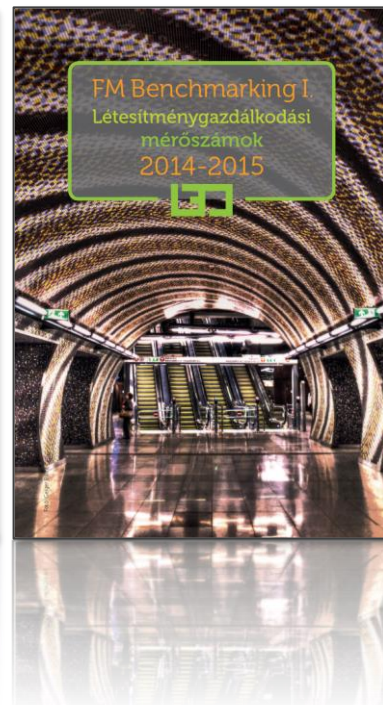
Laszlo Kuczogi

Director of Facility Manager of FM Group, HUFMA

The European Facility Management Conference,
14-17 May 2003, Rotterdam, The Netherlands

The European Facility Management Conference,
14-17 May 2003, Rotterdam, The Netherlands

EVOLUTION OF THE HUNGARIAN FM BENCHMARKING



THIS IS HISTORY!



CORNERSTONES ON WHICH WE BUILD ON

▪ INTERNATIONAL STANDARD BASED

- **MSZ EN 15221-7:2013** FACILITIES MANAGEMENT. PART 7: GUIDELINES FOR THE COMPARATIVE PERFORMANCE MEASUREMENT OF SERVICES
- **ISO 41030** FACILITY MANAGEMENT – PERFORMANCE MEASUREMENT AND MANAGEMENT
- 11 TOPICS, **46 QUESTIONS**, 85 DATA

▪ INDEPENDENT DATA MANAGER

- HUNGARIAN **COMPETITION AUTHORITY** COMPLIANT
- **GDPR** COMPLIANT

▪ ANONYM DATA PROVISION

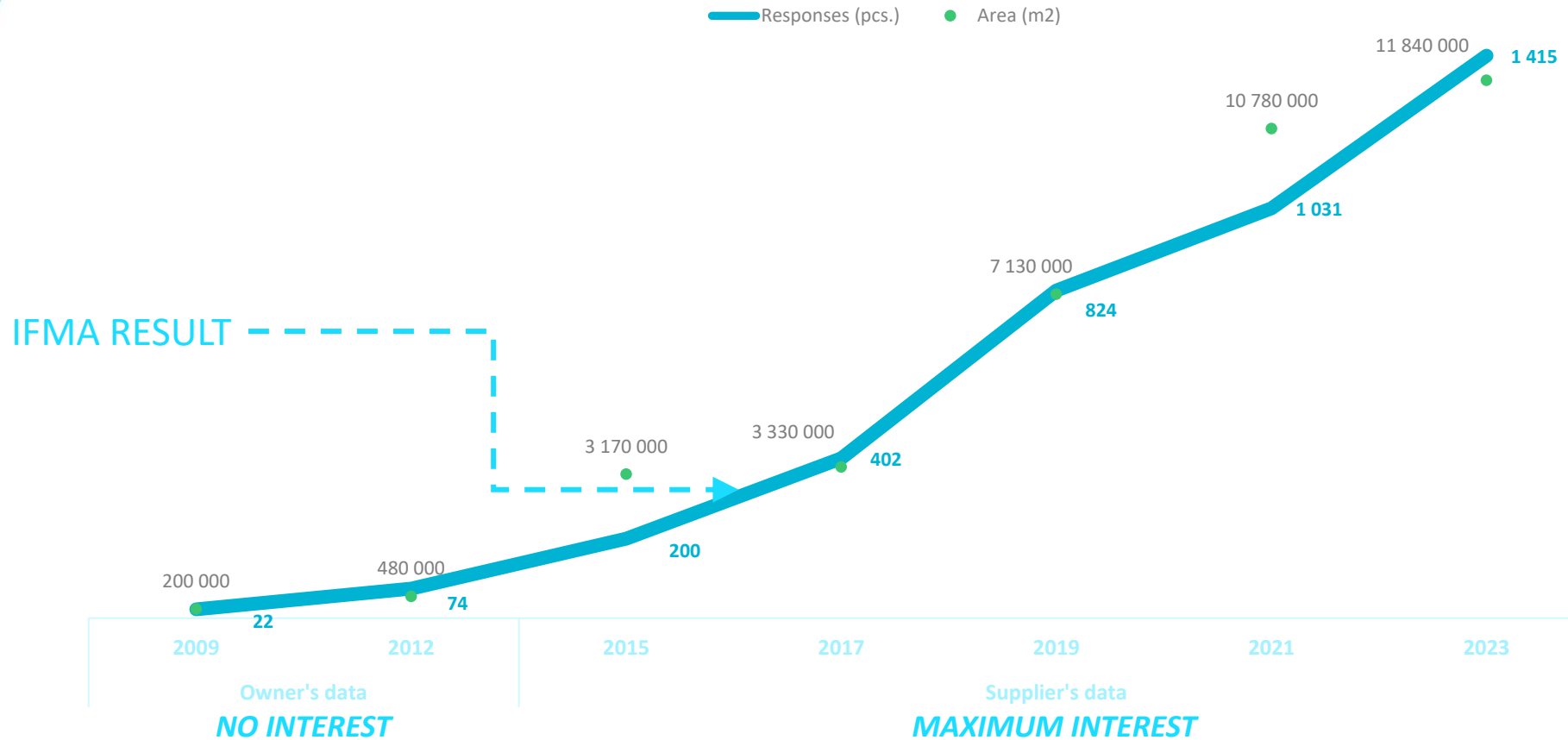
- **ONLINE QUESTIONNAIRE** FOR INDIVIDUAL DATA INPUT
- **XLS SPREADSHEET** FOR MASS DATA INPUT

▪ PROFESSIONAL STATISTICAL ANALYSES

- **CHARTS**
- **DIAGRAMMS**

INTERNATIONAL STANDARD LEVEL!

EVOLUTION OF DATA COLLECTION



THIS IS A HUGE RESULT EVEN FOR EUROPE!

PITFALLS AND FUCK-UPS

- **DATA COLLECTION**
 - **VERY SLOW PROCESS**
 - **MOTIVATION CANDIES FOR DATA PROVIDERS**
- **DATA CONSISTENCY**
 - **MANAGING TIME SERIES ANALISYS BETWEEN RELEASES**
 - **DEVELOPMENT OF INACCURATE CALCULATION METHODS**
 - **PRESENTING/HIDING STATISTICALLY IRRELEVANT DATA**
- **DATA QUALITY**
 - **CHALLENGING TO PRESENT UP-TO-DATE INTERPRETATION**
 - **AFTER A WHILE OUTDATED COST INFORMATION**

REQUIRES COMMITMENT AND HARD WORK FROM THE WORKING GROUP MEMBERS!

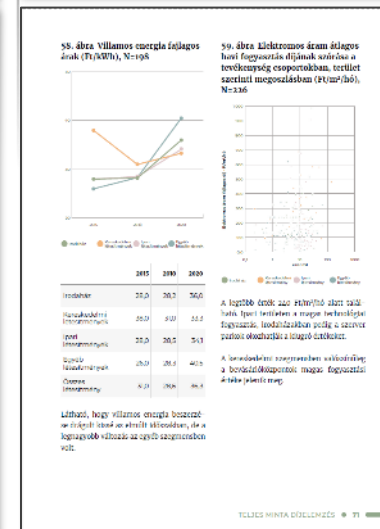
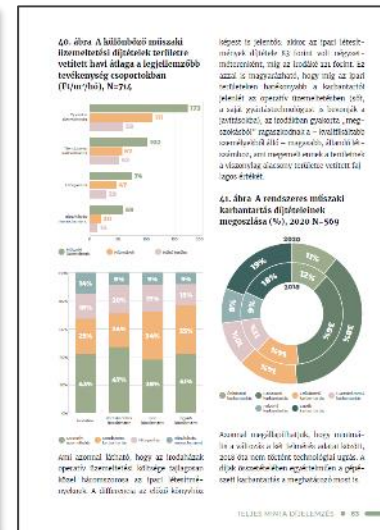
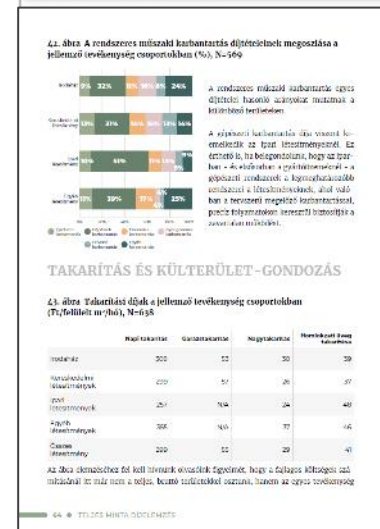
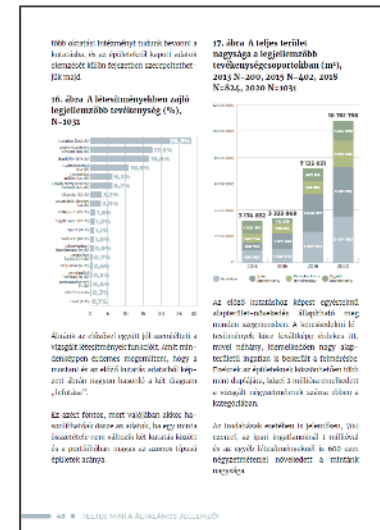
SOME OF THE ACHIEVEMENTS

SPECIFIC ANALYSES OF

- ALL DATA
- OFFICES
- RETAIL FACILITIES
- INDUSTRIAL FACILITIES
- CORPORATE REAL ESTATES

SPECIAL CHAPTERS IN THE LAST BOOK E.G.

- SUSTAINABILITY IS IN THE FOREGROUND
- THE IMPACT OF THE PANDEMIC ON THE FM MARKET
- PROPTECH: A TECHNOLOGICAL REVOLUTION
- DESIGN OF AN FM CONCEPT
- HOT TOPIC TO BE IMPLEMENTED
 - ESG RELATED DATA ANALYSIS



MATURED RESEARCH METHODOLOGY AND A 200 PAGES STUDY BOOK!

IMPACT ON THE HUNGARIAN FM MARKET

- **BECOME LEO'S FLAGSHIP PRODUCT**
- **FM MARKET PLAYERS STARTED TO SPEAK A COMMON LANGUAGE**
- **IT BROUGHT THE MARKET COMPETITORS TOGETHER**
- **CUSTOMER PERCEPTION HAS IMPROVED A LOT**
- **LEO MEMBERSHIP HAS INCREASED DRAMATICALLY**
- **SIGNIFICANTLY INCREASED THE RECOGNITION OF THE PROFESSION**

IT LOOKS LIKE A DIAMOND IN THE ROUGH!

FM BENCHMARKING IN THE BOTTLE



OPEN SOURCE FOR THE FM COMMUNITY FROM THE HUNGARIAN LEO!

OPEN SOURCE FOR THE FM COMMUNITY

■ WHAT WE PROVIDE

- FULL METHODOLOGY
- LATEST QUESTIONNAIRE
- KICK-OFF WORKSHOP
- INDIVIDUAL CONSULTANCY

■ WHAT WE ASK

- FEEDBACK ON LOCAL SPECIALITIES
- COO-DEVELOPMENT OF THE FUTURE VERSIONS
- INTERNATIONAL BENCHMARKS
- PROMOTE THE IMPORTANCE OF FM BENCHMARKING

LET'S BUILD UP EUROPE'S LARGEST REAL ESTATE AND FACILITY MANAGEMENT DATABASE!



THANK YOU!

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