



# La Française REM centralizes & monitors the energy consumption of its European portfolio with Deepki

“ **Most importantly, we were trying to find a partner capable of organizing all of the energy data collected from the countries in which we operate. It was clear that with Deepki, a company recognized for their data handling and collection strategies, a long-term partnership was inevitable.** ”

**Eric Bouvier**  
Chief Data Officer at La Française REM

Leader in collective real estate investments in France, La Française Real Estate Managers (La Française REM) has placed environmental, social and governance (ESG) issues at the heart of their strategy, by pledging to reduce its assets’ greenhouse gas emissions and invest in a more sustainable and inclusive urban environment. With a large amount of assets subject to the French Tertiary Decree, La Française chose Deepki to collect, centralize and monitor their consumption data in 2020. With this goal in mind, the group’s Chief Data Officer, Eric Bouvier, has made sure that all relevant departments are able to analyze the energy consumption of the group’s portfolio with current, reliable and secure data.

## An agnostic platform to meet multiple ESG needs

As a pan-European asset management company, La Française REM has to provide ESG performance indicators in order to meet the EU Taxonomy standards, as well as local regulations like the French Tertiary Decree. The stakes are high as the



**LA FRANÇAISE**  
INVESTING TOGETHER

Customer **La Française**

Location **Europe**

Sector **Real Estate**

Capabilities **#Data Collection #Data Discovery #Decret Tertiaire**

**557**  
Assets within Deepki Ready

**2.8M**  
sqm monitored

**7**  
Countries  
France, Germany, Belgium, the Netherlands, the United Kingdom, Ireland, Spain

company must guarantee that the reports produced for these regulations are based on real, accessible and reliable data. Thanks to Deepki, La Française REM’s team is now able to analyze its energy consumption data in real time and disclose them for regulation reports or certification requirements. For example, the consumption data is available in terms of primary energy, final energy and CO<sub>2</sub> emissions. Eric Bouvier points out that La Française REM uses “Deepki Ready as a vertical platform that centralizes energy data from all of our assets and could, in the short run, help us monitor other indicators (water consumption, waste, etc.)”.

## Data at the heart of La Française REM's ESG strategy

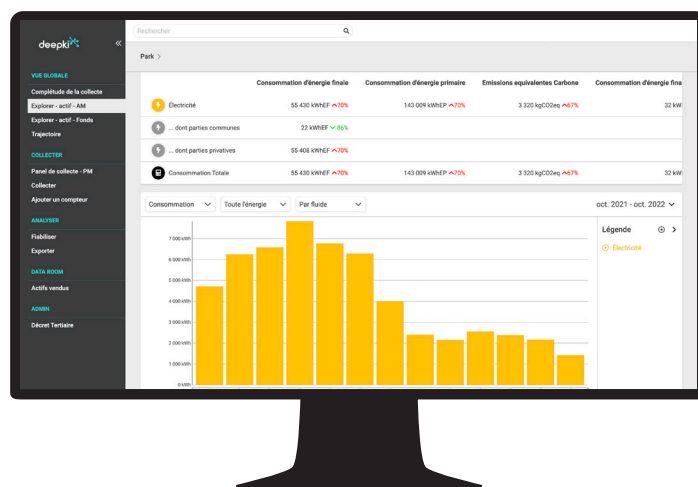
To get an overview of their property portfolio, the group's data team has been building their Information System (IS) for over 10 years. When they had to enhance their IS by adding their energy consumption data, Eric Bouvier was looking for a tool that could replicate the classification already used by the company, while centralizing the energy consumption of the assets in real time. He adds, "Our goal is not Big Data but Real-time Data to provide up to date data that are clear and exploitable for our team". With Deepki Ready, La Française REM collects data from all of its assets and avoids incomplete data collection with updates that are automatically uploaded to the platform.

## Guaranteeing the security of data collected across Europe

La Française REM wanted to collaborate with an experienced solution to collect data in Europe and save its team's time without compromising the group's data security. Eric Bouvier explains that "The fact that Deepki can connect to multiple energy suppliers was one of our decision criteria". With more than 1000 connectors around the world, Deepki Ready collects data from local energy suppliers and helps La Française REM to monitor its energy consumption in Germany, Belgium, the United Kingdom, the Netherlands, Luxembourg, Ireland and soon in Spain. Moreover, Deepki Ready is certified ISO 27001 which ensures data protection and integrity.

## Manage PM contractors with one single platform

The company aims to calculate its ESG performance based on a data coverage rate superior or equal to 70%. In other words, 70% of the energy consumption data from landlords and tenants needs to be collected. Centralizing information with contractors in charge of the data collection from tenants was a real challenge. Excel was the first program considered for monitoring data completeness with property managers, a time consuming chore that La Française REM quickly realized



Consumption dashboard within Deepki Ready

required a faster solution with less risk of error. Today, all the group's contractors centralize information regarding tenants using Deepki Ready, and monitor their KPIs from La Française REM's team's own platform (i.e. tenants' data coverage, number of tenants contacted or mandates signed). Eric says that the PMs, used to working with Deepki Ready on other missions, helped gain a lot of time as "Deepki Ready makes communication and management with Property Managers a lot easier".

## Upcoming challenges

To anticipate future regulations and build action plans on strong foundations, La Française REM plans to continue improving its energy consumption data collection in France and across its subsidiaries with Deepki— an essential part of their work environment. According to Eric Bouvier, since action can only result from analysis based on reliable data, having a standardized ESG reference for the entire market is necessary to quickly identify where to invest, whether to re-equip or to refurbish.

## About Deepki

As early as 2014, Vincent Bryant and Emmanuel Blanchet realized that data-driven ESG strategy would be key to transforming real estate for the good of the planet. Today, leading international corporations and government organizations turn to Deepki to improve their environmental performance at scale. Deepki is active in 41 countries, with offices in Paris, Milan, Madrid, London and Berlin, and trusted by organizations such as Generali, JLL, as well as the French government.

[www.deepki.com](http://www.deepki.com)

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