Cloud

Why Fragmented Data Is Killing Proptech–And How to Fix It

The proptech space is brimming with innovation. There are apps for client engagement, platforms for energy optimization, sensors tracking equipment health, and systems designed to manage everything from air quality to occupancy.

But for all this advancement, buildings still underperform. ESG reporting is patchy. FM teams are stuck in spreadsheets. And many "smart" buildings don't feel very smart at all.

The culprit? Fragmented, siloed, and often inaccurate data.

The Hidden Cost of Disconnected Systems

Everyone's talking about the future of proptech–but few are addressing the data foundation beneath it. When systems don't speak the same language, innovation hits a wall. Fast.

Let's break it down:

- Inaccurate asset data leads to redundant maintenance, false alarms, and misaligned repairs.
- Wasted spend arises from overlapping tools and duplicated efforts across departments.
- Missed insights happen when IoT data, energy performance, and FM logs live in separate silos.
- Inconsistent ESG reporting stems from poor data lineage and missing asset-level metrics.

If your BMS, CMMS, and ESG platforms are tracking the same chiller unit differently, your building has a trust problem. And if your team spends more time cleaning data than acting on it, your tech stack is part of the problem–not the solution.

The Real Innovation Blocker: Fragmentation

Proptech has evolved in isolated layers:

- FM runs a CMMS.
- Sustainability leads use carbon accounting tools.
- IT manages building network infrastructure.
- Client get dashboards and feedback tools.

But these systems rarely sync.

"A smart building is only as smart as the connections between its systems." – [Stuart Ruthven, Director of Product, Cloud]

How Cloud's Mindsett Connects the Dots

At Cloud, we're addressing the root of the problem: unified, real-time asset data.

Mindsett was built to integrate, not isolate. Here's how it fixes fragmentation:

- Open APIs: We connect with BMS, CMMS, IoT platforms, ESG tools, and more–no custom build needed.
- Dynamic asset records: We create a living, evolving source of truth for every asset, regardless of system origin.
- AI reconciliation: Our models match and validate mismatched or conflicting records across platforms.
- Global standardization: Mindsett enables normalized data across geographies without needing extensive management or data **collection.**

The result? A proptech-stack that thinks, works, and scales together.

Unified Data = Unified Action

When your ecosystem is integrated, powerful things happen:

- Disconnected Stack
- Unified Ecosystem
- Conflicting work orders
- Synced task management
- Duplicate sensor alerts
- Single, prioritized alert view
- Manual ESG calculations
- Automated, auditable reporting
- Spreadsheet chaos
- Live asset maps
- Cross-functional teams–from FM to IT to ESG–start working from the same source of truth. That means:
- Better maintenance decisions
- Smarter energy optimization
- Clearer reporting to execs and investors

Fixing the Future: From Fragmentation to Federation

You don't need to rip out your existing stack–you just need to align it.

Cloud's ecosystem approach invites collaboration, not replacement:

- We work with your existing vendors.
- We bring tech providers into our integration framework.
- We build toward shared standards, not walled gardens.
- We believe the future of proptech is not about owning every system–it's about connecting them meaningfully.

Let's Move from Isolated Tools to Integrated Intelligence

The solution to fragmentation is here–and it starts with ecosystem thinking.

If you're a real estate operator, tech partner, or FM leader looking to:

- Unlock data trapped in disconnected systems
- Build a unified view of building performance
- Scale your innovation across sites and regions

Then it's time to get connected.

"Let's build an ecosystem that works together. The future of buildings depends on it." [Jeff Dewing CEO, Cloud]

Thank you

Visit our team in the Peninsula Hall
or contact us at: proptech@cloudfmgroup.com

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