



Overview

The need

Tejon Ranch has a unique opportunity to develop new residential and commercial properties from the ground up – but how can it make the right decisions in designing and building the communities of the future?

The solution

By unlocking the value of documents and other data across its vast holdings, the company is finding new ways to manage its assets and empower its people with insights that previously required hours of manual work to obtain.

The benefit

By uncovering patterns in data, Tejon Ranch can work smarter, more safely, and more sustainably. Connecting people to data and eliminating paperwork enables savings of USD4 million over three years.

Tejon Ranch Company

Pioneering the development of smarter communities with analytics

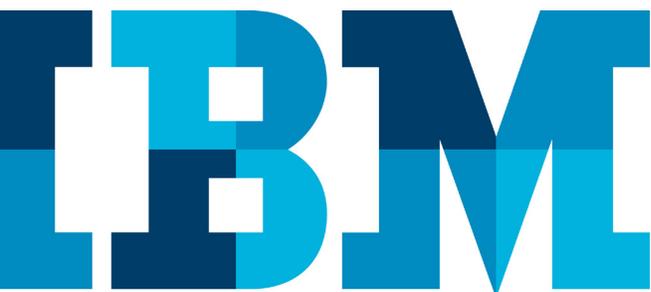
With 270,000 acres of California real estate under its ownership, Tejon Ranch operates on a truly grand scale. The size of the property unlocks opportunities that smaller companies can only dream about – and at the same time, the scope of the challenge created by those opportunities can also be vast.

“We’re an exciting and diverse business,” says Richard Daley, Director of Records and Information Management. “Some of our land is devoted to the ranch’s traditional activities: farming, hunting and conservation. But at the same time, we’re pioneering the development of residential and commercial real estate projects that will use state-of-the-art technology to create sustainable, environmentally sensitive communities for future generations of Californians.”

Building the communities of the future

Tejon Ranch knew that its ability to build the communities of the future would depend on its ability to harness technology – and in particular, its ability to gather, analyze and understand data. It also realized that analytics could not only help it to design and build its new developments, but could also help it to transform its traditional business lines, such as its hunting and farming operations.

“The communities of the future won’t be built only on real estate – they’ll be built on connectivity, convenience and sustainability,” says Richard Daley, Director of Records and Information Management, Tejon Ranch. “To deliver this vision, we need smarter ways to manage energy, water, traffic, and a host of other issues – and IBM is helping us find the right answers.”



Solution components

Software

- IBM® Business Process Manager
 - IBM Case Analyzer
 - IBM Case Manager
 - IBM Classification Module
 - IBM Content Collector for Emails
 - IBM Content Collector for File Systems
 - IBM Connections
 - IBM Content Navigator
 - IBM Datacap
 - IBM eDiscovery Manager
 - IBM Enterprise Records
 - IBM FileNet® Content Platform Engine
 - IBM Forms
 - IBM Workplace
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Richard Daley comments: “I’m a businessman – I see my role as maximizing the value of the resources at my disposal. And I believe everyone should think the same way. Whether you’re an accountant, a construction worker, a farmer or a cowboy, we’re all here to create value.

“We need to help people look beyond their own department, and give them the information they need to see the wider opportunities and get excited about driving change. With data and analytics, we can break down those silos and give everyone the power to move the business forward.”

Unlocking the power of information

For the past three years, Tejon Ranch has been working in partnership with IBM to build a single platform for content management, collaboration and analytics across all of its lines of business. This effort has recently reached a major milestone with the development of a new user interface known as the EVO UI, which gives employees instant access to data, documents and collaboration tools via a unified mobile interface on their PC, smartphone or tablet device.

“To help people identify opportunities and solve problems, you need to not only give them information, but also allow them to communicate and share it,” says Richard Daley. “For example, we use IBM software to help our people share and comment on documents, videos and ideas. We’re also excited by IBM Watson™ Analytics, which we will use to empower people to analyze information for themselves and think outside the box.”

Building sophisticated processes

For now, the heart of the platform is enterprise content management, which unites all of the organization’s documents and correspondence into a central repository, overlaid with seamless, automated workflows that make it easy to support sophisticated business processes.

For example, the retailers that operate stores at the Outlets at Tejon (the ranch’s award-winning outlet shopping center) can use the platform to ask questions or check information about their space, contracts, leases, rent payments, and other issues. These inquiries are stored in a case management system that ensures that they are handled quickly and efficiently, and any problems are addressed as soon as possible.

“Analytics shows us people and lifestyles, not just buildings and leases. That’s the key to building smarter communities.”

— Richard Daley, Director of Records and Information Management, Tejon Ranch

Spatial visualization reveals new insights

Tejon Ranch has also integrated geographic information systems (GIS) with its content management solution, enabling documents and data to be mapped to relevant locations across the ranch. This provides a new way to visualize information and reveals new patterns that the organization could not see before.

“A great example is electricity meters,” says Richard Daley. “We can now map all of our electricity bills to all of the meters on the ranch – so there is much more accountability. If we’re getting billed for a meter that is actually owned by someone else, we can make sure those bills are re-routed to the right people. And if there is any unusual activity – for example, high electricity usage on a lot that is supposed to be vacant – then we can spot it and investigate.

“The exciting part is this: when you have the data in front of you, in a form that you can easily visualize, then you can start to make smarter decisions about energy usage and sustainability. Along with smarter water and traffic management, this is an area that will be key as we continue to develop new communities.”

Integrating technology with tradition

Tejon Ranch is now beginning to adopt the technology even in the most traditional areas of the ranch.

“People think that farming and ranching are conservative industries, but those parts of our business are really getting enthusiastic about the potential of what we’re achieving with analytics and technology,” says Richard Daley. “For example, on the farms, we have cut a 20-day invoicing cycle down to just five days, which means we can get our farming products to market much faster.”

Designing smarter communities

Richard Daley comments: “Just like building a new community, we don’t see our investment in technology as a short-term project. We haven’t even tapped into 75 percent of the potential of the IBM software yet. But the critical point is that we have now laid a solid foundation that can support whatever content, collaboration and analytics tools our business needs.”

“We’re already seeing two incredible advantages from what we’ve achieved so far. First, we are getting knowledge out of people’s heads and into sustainable systems, so that everyone can share and benefit from their colleagues’ experience. Second, we are beginning to see the economic impact of change through reduced hours needed to locate documents, send emails and navigate through general bureaucracy.

“We’re 100 percent confident that IBM is the right strategic partner for this journey. Most technology vendors react to what their customers need now. IBM is different because it understands the trends and develops what its customers will need in the years ahead. That’s vital as we develop our new communities – we want tools that will be used by the cities of the future, not the tools of today.”

He concludes: “A true transformation is taking place. We’re harnessing the potential of analytics and enterprise content management to connect people back to people, and help us build true communities again – and IBM is with us every step of the way.”

About Tejon Ranch

Established in 1843, Tejon Ranch Company (NYSE:TRC) is a fully diversified integrated real estate company and agribusiness, whose principal asset is California’s historic Tejon Ranch. The 270,000-acre ranch is the largest single piece of private property in the state. In addition to agriculture, the company also manages the property’s significant oil, gas and mineral resources, and is developing a number of major commercial, industrial, retail and residential real estate projects. To learn more about Tejon Ranch, please visit tejonranch.com

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