

The path to streamlining & scaling asset management



OVERVIEW

Lean, nimble & leveling the playing field

Whitebox transforms asset management to match the capacity of the biggest players in commercial real estate

Go big, stay agile

Matt Woodman runs WhiteBox, a boutique property firm that works in investment management and advisory within the commercial real estate sector.

WhiteBox works in the sector alongside global CRE powerhouses like MIRVAC, Dexus and Goodman Group – massive players who own a whole lot of commercial real estate – and who always have one eye on the market for the next major investment opportunity.

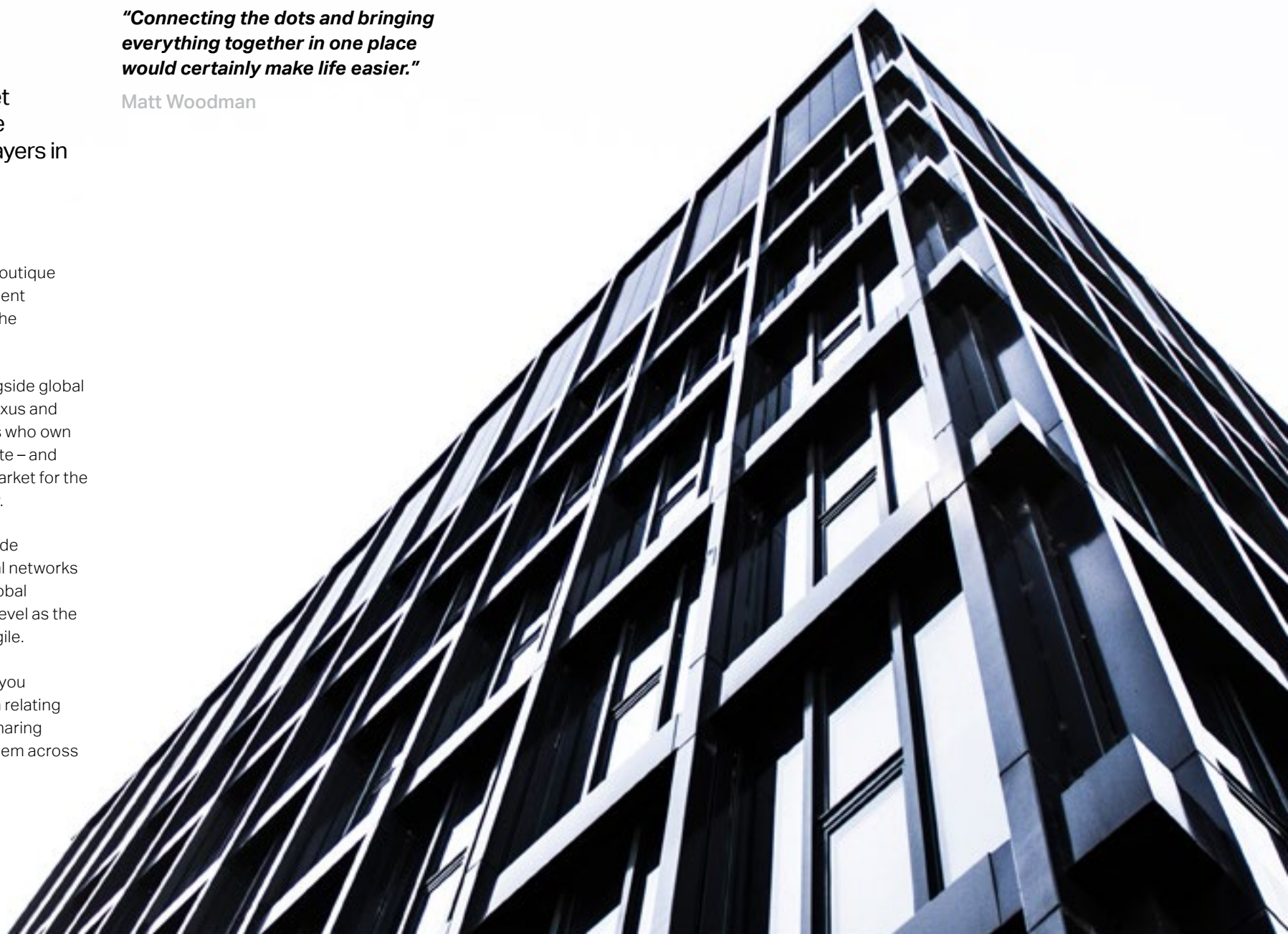
Matt's goal for WhiteBox is to provide specialist services; leveraging local networks and partners and engaging with global investors, competing at the same level as the CRE superpowers, but to remain agile.

That's easier said than done when you have a mountain of documentation relating to multiple properties and you're sharing private information pertaining to them across systems and time zones.

Matt signed on to Ansarada's platform to lay the foundations that would enable seamless interfacing between investors and properties.

"Connecting the dots and bringing everything together in one place would certainly make life easier."

Matt Woodman



CHALLENGES

Coordinating contractual chaos

Prior to using Ansarada, managing the individual assets and the paperwork they require was a challenge. "Simply setting up the contractual infrastructure around that is a mammoth task," said Matt.

For the very first asset they purchased, WhiteBox set up a Sharepoint drive for the customer and quickly encountered friction, as access required users to have a Microsoft account; an extra step in an already chaotic process.

Manual tasks were putting the team under unnecessary pressure and stress. "You want to be confident that the information you're providing is accurate, that you maintain that professional appearance," said Matt. "You don't want to be going through your Outlook trying to find the right documents, worrying what version got sent, who can access – it's too easy to stuff up."

SOLUTIONS

All smooth scaling from here

Once on-boarded onto the platform, Matt was able to scale his operations quickly and securely.

"What Ansarada does – rather than having my documents on my desktop and emailing them to people, I can have all that data centrally housed, it's become a database to hold our company structure."

Matt Woodman

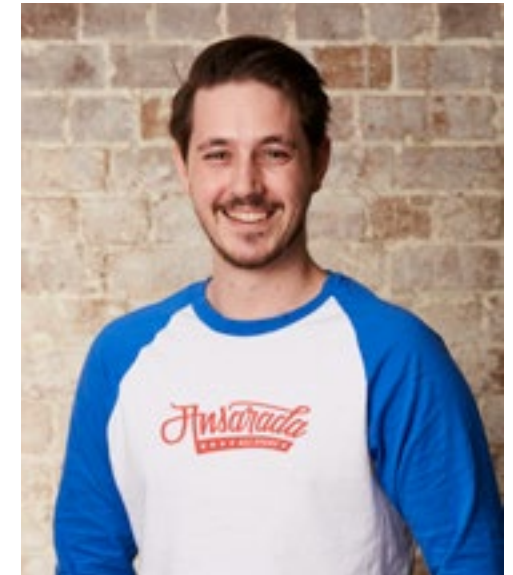
Clients are able to view all the detailed information about the asset securely. "I can send out a property to multiple global investment funds, have them sign an NDA and open a data room, and within minutes they are active in there with the same set of information," said Matt. "Everyone gets it in real-time."

With every document and interaction visible and accessible within the dashboard – clearly tracked, managed and up-to-date – managing multiple properties, partnerships and investors was suddenly much simpler. "Programs like Sharepoint had nowhere near the same flexibility as the platform," said Matt.

Care around the clock

Matt loved the support offered by the customer success team and the follow-the-sun approach to service. "They are so reactive and jump right in to help you," he said. Matt's clients can access that support 24/7 as well, which gives an added layer of confidence that there won't be any obstacles.

"If you're trying to do something on the other side of the world and they've got questions, you could end up waiting another day or missing each other," said Matt. "This way, you're confident they can just get on with it. That's really valuable; it helps me be always-on."



Mitch Cain
Ansarada Customer Success Manager

LOOKING FORWARD

From readiness comes complete confidence

In Matt's field of work, with projects ranging from a few months to five or more years, readiness is critical.

With all information housed in the platform, WhiteBox has already positioned each asset to add value, which means they can jump on opportunities even if they aren't targeting to sell it.

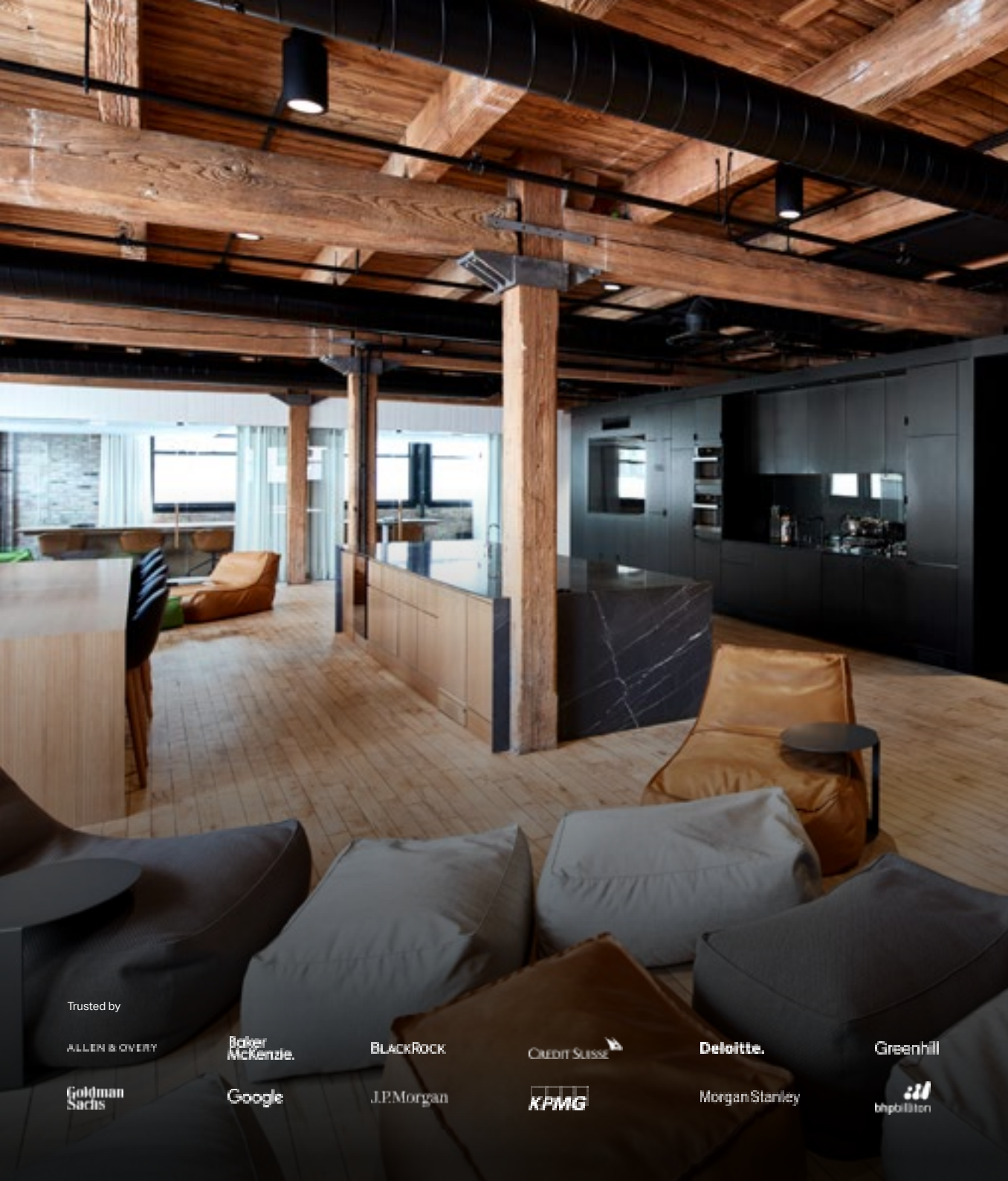
"If you've got everything ready to go, you're ready for an investor to come in right away," said Matt. "It's quicker, smoother, less risky and professionally packaged up for them."

And that's what empowers Matt to play on an equal playing field to such huge competitors. He's able to stay lean, using Ansarada to support at the back end, while getting the clarity and security to facilitate much larger transactions.

"When you're confident the information you're providing is accurate, you're able to play alongside those with many more resources at their disposal," said Matt.

"Having this platform gives us that professional edge; we're doing more with less."





Who we are

We are big thinkers, with a big vision for a world where every business, during every critical decision, is always ready to act. It's born out of an absolute belief in companies and the people who found, run and advise them. We are on a mission to achieve this with our SaaS platform and world class team who are based in five main hubs: Sydney, Ho Chi Minh, Chicago, New York and London.

Through supporting companies to execute more than 30,000 critical business transactions since 2005, we've learned what good looks like. Ansarada has leveraged this data and experience to enable companies to get to great sooner and identify ways to improve their operational excellence, and prepare for their most important business transactions. We give companies confidence for those big moments, including capital raises, IPOs, M&A deals and more. We like to remain on the forefront and constantly seek ways to make our clients lives easier which has led to the development of AI and machine learning tools that automate tasks, identify opportunities, and remove unnecessary risk.

Our team is really the core of who we are though and we are proud to have made the list of Australia's Best Places to Work for the last seven years and AFR's Top 100 most innovative companies.

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