

The Impact of the Pandemic on Strategic Relationship Management and Governance

SIG ERP NYC

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President & CEO
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SIREAS delivers strategies that drive shareholder value. We bridge the gaps between organizational needs, service delivery models, market capabilities and financial performance.

Value Proposition



Michele Flynn
SIREAS, LLC
Co-Founder &
Executive Chairman

- Former CAO at Liberty Mutual
- Senior real estate and investment roles at AETNA
- 25+ years in corporate administration, real estate, facilities and procurement
- Founder, Expense Management Solutions and Hiperos
- Expert in outsourcing and governance



Ingrid Fenn
SIREAS, LLC
Co-Founder &
President

- Former Head of Global Real Estate for Covidien
- Accomplished CRE and FM leader
- Developed strategy and global portfolio platforms for a succession of major multinational corporations
- Experienced in emerging markets and navigating complex matrices of international laws and real estate practices

Optimize your CRE organization with SIREAS...

- O**bjective, unbiased strategic advisory services
- P**roven expertise in all areas of CRE & facilities
- T**rusted advisors to the world's top brands
- I**nnovative, sophisticated tools & methodologies
- M**arket leader in strategic relationship management & governance
- I**nsights gained from real-world experience
- Z**eroed in on current market trends and best practices
- E**xtensive database of industry benchmarks and resources

SIREAS delivers strategies that drive shareholder value. We bridge the gaps between organizational needs, service delivery models, market capabilities and financial performance.

- Founded in 1977
- 100% Women Owned, certified WBENC
- Guided over \$6B in contract value
- Achieved savings of more than \$1B for clients
- 20:1 ROI for clients
- Strategies for more than 678 million RSF across 72 countries

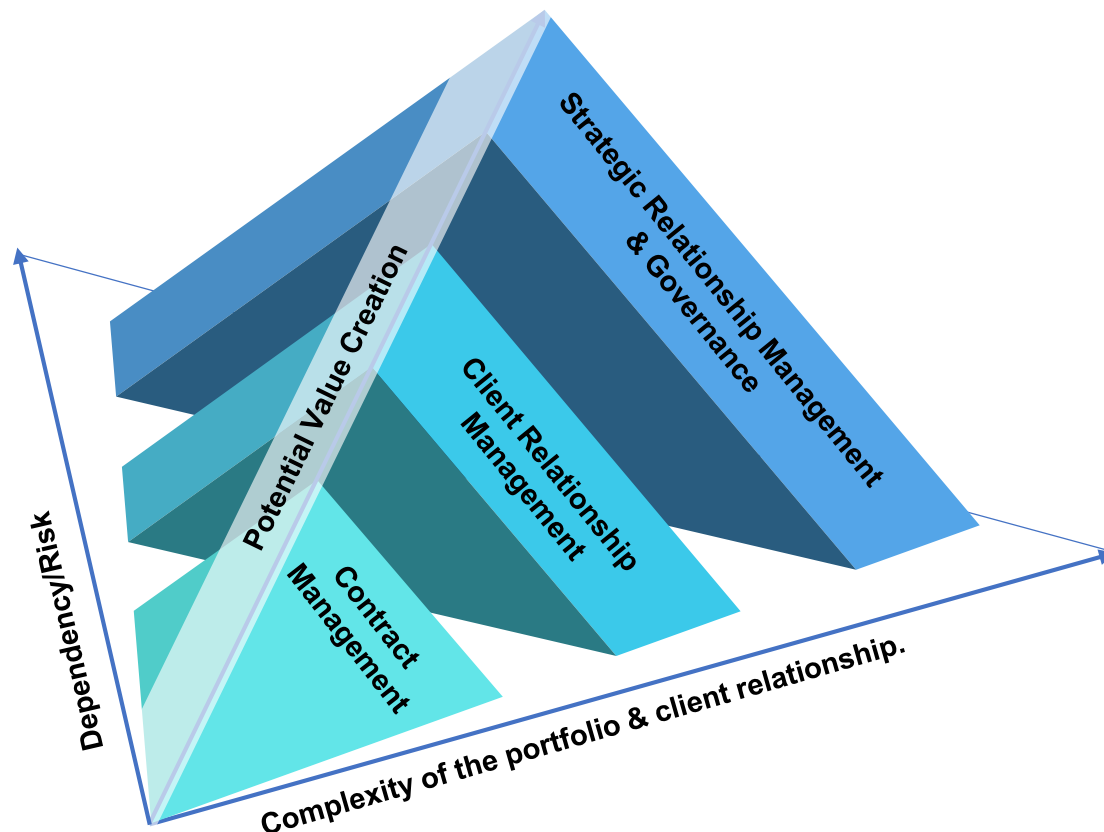
Representative Clients



Awards & Certifications



Strategic Relationship Management and Governance



The Pandemic has created an environment of:

- Significant uncertainty
- Shifting priorities
- Increased scenario planning

A strong SRMG framework enables:

- Speed of change
- Effective adaptability
- Quick decision making
- Flexibility

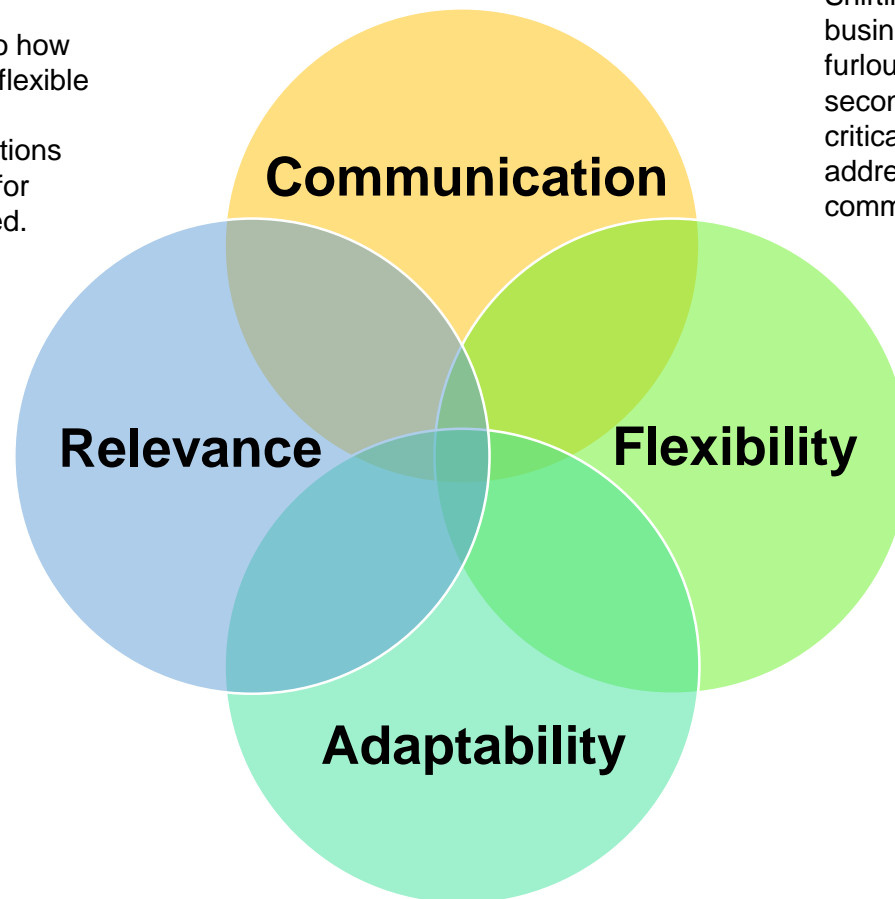
SRMG: Key Considerations

Are you reviewing the KPIs, scorecards and performance review strategy to ensure they reflect the current strategic relationship?

Your strategic partner is going to perform according to how their performance will be measured and rewarded. A flexible contract will allow you to adjust the KPIs and SLAs to specify the required quality, volume or other specifications as the situation dictates. For example, service levels for cleaning and disinfecting will likely need to be adjusted.

Are you communicating strategic objectives to your partner as you adjust during the pandemic, and is your partner able to remain aligned with your objectives?

Your strategic partner is adapting to pandemic-related disruptions and uncertainty too. It is conceivable that the adjustments that are right for their business make it impossible for the two parties to remain aligned in the same way that made you perfect strategic partners in the first place. Be vigilant, acknowledge and address the situation quickly, and make the adjustments to re-align desired outcomes.



Are your lines of communication intact, and are all parties open, transparent and consistent in communication?

Shifting priorities, the speed with which some or all of your business may have been shut down or disrupted, and even furloughs and workforce reductions may have impacted primary or secondary points of contact across the strategic relationship. It is critical that breakdowns in the communications structure are addressed immediately, and a culture of open and transparent communication is fostered.

Does your contract with your strategic partner have the flexibility you need in the current environment?

Every business has had to adjust during the pandemic. Is your contract holding you to an agreement that doesn't make sense in the current environment, or requiring your partner to perform in a way that doesn't suit your current needs? It may be time to renegotiate a new contract that has the flexibility that you and your strategic partner require.