Digitalization and Next20

To become an industry leader in digitalization by 2020: this is the goal Castellum set in early 2017. Rapid developments in the business environment change the conditions for companies to pursue their operations, but at the same time it opens up possibilities for new players.

In the property sector today, there are several companies offering new types of services that challenge traditional business models. In order to develop its customer offering and its own operations, Castellum started an innovation laboratory, Next20, in 2016. The lab provides opportunities for pursuing, experimenting and acting boldly on development issues. By constantly challenging ourselves, Castellum can fully leverage the innovation opportunities presented to real estate companies, thereby creating the preconditions for improved efficiency and profitability. These efforts also create the preconditions for developing our customer offering.

In the innovation lab, we collaborate with external business developers as well as consult with start-ups who can contribute resources as well as new expertise. The goal of Castellum Next20 is to develop Castellum through people-centric digital innovation. Our focus is on developing innovative solutions that support developing the customer offering and Castellum's own operations in the project development process, everyday management and operations. Castellum will thereby identify new ideas early on and create feasible solutions that are disseminated throughout the company.

Castellum Next20 has developed several exciting projects that are being tested in the company's operations.
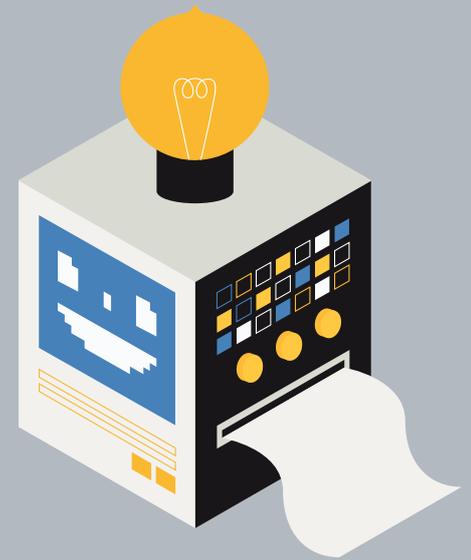
Matilda, Handly and Beambox

Matilda

Castellum is also testing how in-depth work with data and artificial intelligence (AI) can develop smart properties. The first stage of the project, called Matilda, involves setting up sensors in premises in order to increase knowledge of how areas are used and why. The aim is to continue offering our customers premises that function properly and are adapted to their operations, but also to develop our future customer offering. The project is built on analysis of large amounts of data on an AI platform for increased insight and knowledge.

Handly

One of the pilot projects, called Handly, is linked to the larger trend of increased e-commerce. The Handly service facilitates daily tasks for anyone working in any of Castellum's properties by sending all e-commerce deliveries to a smart locker at the workplace. Employees can avoid trips to pick up ordered goods — in short, it's a modern digital way of escaping everyday time sinks. Castellum collaborates with a start-up called Instabox on Handly, and the service is now operating in Stockholm, Gothenburg, Uppsala, Malmö and Lund.

Beambox

Another interesting project to come out of the lab is linked to the trend of activating storage overcapacity. The project is named Beambox and it matches the big-city resident's need for storage with society's unused resources. These take the form of Castellum's available warehouse storage space and resources in the logistics chain. Beambox is a storage service where the items are collected from the user's home. The user can choose when they would like the items to be returned again. There is also the possibility for Beambox users to choose to sell, discard or give away their stored goods if they choose not to have them returned home. Everything stored through Beambox can be monitored and managed through a digital interface. The service focuses on promoting a sustainable, circular society by utilizing unused resources in the form of existing storage space. The service was launched in the Stockholm market in April, 2018.