ANACITY claims to be the final word in convenience and user-friendliness for residents. Can you highlight some specific features that make ANACITY stand out from other community management software providers?

ANACITY is a comprehensive community management solution that empowers residents by offering them more convenient and user-friendly access to services. It benefits residents, Owner Association Management (OAM) bodies, and community managers. It offers the following benefits to residents:

- As a Mollak-integrated platform, it allows residents to pay service charges directly. The receipts generated by Mollak are auto-synced with ANACITY, thus ensuring that all accounting entries are up-to-date in the latter. As a digital solution, it also allows homeowners to make their payments from anywhere and at any time.

FEATURED INTERVIEW WITH
SHAJAI JACOB

Managing Director & Country Head, ApnaComplex & ANACITY ANAROCK Group Business Services.

- With ANACITY's Facility Module, residents can book facilities such as tennis and badminton courts. They can choose their slot, thereby avoiding any double booking or crowding. In the case of paid facilities, users can also pay through the app.

- It brings together all residents and admin on one platform, enabling easy communication. Residents can register complaints, track its resolution, and leave feedback.

ANACITY is one of just four companies in the United Arab Emirates (UAE) that has recently been authorised by the government to bring all available property ownership data across the different platforms on a uniform view for current and prospective property owners. This data is sent via direct integration with Mollak. This includes, but is not limited to financial, customer satisfaction, insurance and asset data. This technology implementation will be done within Mollak and is expected to improve transparency and access to property ownership data.

How does ANACITY ensure complete data protection within the communities it powers? Can you elaborate on the compliance policies and security measures implemented by ANACITY to safeguard residents' data?

As a community management software that deals with the personal information of users, safeguarding data is of topmost priority for ANACITY. Protecting user data is essential to maintain the privacy and trust of our users. Our data security measures extend from data collection to storage and access.

ANACITY has now been awarded the ISO/IEC 27001:2013 certification by the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC). It recognises that the company follows industry best practices and complies with thorough audits to ensure data privacy.

How does ANACITY's Multi-Property Dashboard enhance the management of gated communities? Is your app equally useful for facilities managers as it is for residents?

ANACITY's Multi-Property Dashboard has been designed keeping in mind the requirements of OAMs. The dashboard is designed to facilitate the operational efficiency of OAMs by

offering community managers a consolidated overview of different communities. The key features of the dashboard are:

App adoption & login: Managers can see the overall app adoption across different communities. They can also check logins and active users per unit.

Complaints management: They can view the total number of complaints with a category-wise split. In addition, they can also view the progress of complaint resolution. A complaint escalation matrix shows an overall view of total complaints, those in progress and the resolved complaints.

Track payments: View Service Charge invoicing and get a summary of all collections. You can also track defaulters' rate across communities.

Vendor management: Get a community-wise overview of quotes, Purchase Orders (POs), Purchase Requisitions (PRs), and Request for a Quote (RFQs) for easy expense management.

Can you explain how does ANACITY's Financial Management service simplifies the process of generating invoices, sending service charges and reconciling the balance sheet for Owners Association Management Companies?

ANACITY is fully integrated with Mollak, an innovative platform by Dubai's Real Estate Regulatory Agency. The primary aim of Mollak is to create transparency in OAMs, enable registration of maintenance companies and track their escrow accounts and service charges. This integration simplifies financial management through the following:

Budgeting: ANACITY facilitates budgeting by offering instant access to real-time information on expenses. Approved budgets on Mollak can be imported onto ANACITY. You can also get a real-time budget variance with corresponding expenses.

Automated service charge invoicing: Once the budget is approved and the service charge rates are determined, the invoices are raised directly through Mollak. Managers can then import the invoices from Mollak and it gets reflected onto the Unit/Apartments statement of account.

Automated payment gateway: Residents can pay directly through ANACITY. The receipts generated by Mollak are auto-synced with ANACITY, thus ensuring that all accounting entries are up-to-date in the latter. This eliminates manual entries, and reduces accounting work by as much as 80%.

Instant access to reports: Get real-time financial statements, including Profit & Loss statements and Budget Variance reports. Managers can also generate community-wise reports.

Can you explain how the extensive data analysis contributes to the development of ANACITY's services and the overall improvement of residential experiences?

The ANACITY platform has been developed with data insights from community management interactions across the globe. This has helped us develop a unique insight into the challenges faced by residents, homeowners, OAMs, as well as community and facility managers. ANACITY was developed to meet these specific challenges while ensuring an optimal living experience for residents.

For instance, our data shows that the biggest challenge faced by community managers concern financial management and discipline. Hence, ANACITY's Financial Management module was designed to help track payments and billings. Timely reminders to defaulters are meant to encourage timely payments.

How do you see the role of technology in the future of community management and residential experiences? Can you provide insights into emerging trends or innovations in the industry?

With the increasing integration of technology into our daily life, community and facility managers will increasingly depend on digital solutions to improve operational efficiency, streamline financial management and increase user access while ensuring a high standard of residential experiences.

Some of the emerging trends that we foresee are:

- Consumers driving digitalisation: With 99% digital penetration in Dubai, consumers now expect a mobile-first approach.

- Digital facility management: Starting from the pandemic, facility management digitalisation will continue with touchless reservations and quick online payments.

- Collaborations: OAMs partner with service providers ranging from household services to e-commerce platforms.

- Economic and data integration: Part of the Smart Dubai initiative is the economic and data integration for improved transparency and better access. It allows residents to easily pay their bills with instant reconciliation. Simi-

larly, data integration is designed to resolve issues with property registration or ownership.

- Strong growth expected: The facility management industry has been riding a double-digit growth rate with the y-o-y figures reaching as high as 16.25% in 2013/2014. In 2021, the industry was valued at US$17.41 billion. Experts predict growth to be robust in the next five years with consolidations through mergers and acquisitions. This growth will receive further impetus as critical industries like construction, tourism and events pick up momentum. Within the UAE, Dubai will continue to be the dominating market with Abu Dhabi following suit.

Can you share some key milestones or experiences from your career that have contributed to your leadership style and the vision you have for ANACITY?

Building leadership talent: Developing and retaining talent is crucial for any organisation. It enhances our competitive advantage by driving strategy execution, encouraging independent entrepreneurial thinking and navigating change. We have seen that empowered employees lead to better outcomes in every sphere.

Hard work: While talent is critical, it is of little use without hard work. Talent can fade if it is not put to use. On the other hand, dedicating the time and effort to hone your skills and finish your tasks is vital to individual and organisational growth. Even if the rewards are slow to come, hard work will always trump in the long run.

Encouraging diversity: Diversity acknowledges the individual strengths and potential of each employee. Studies have shown that it encourages richness of ideas, reduces employee turnover and helps us connect to a wider range of consumers. Diversity in the leadership cohort is also essential in countering unconscious biases and entrenched attitudes.

Turning up every day & and focusing on the process and not the outcome: The most vital work ethic is to show up everyday and focus on the processes and tasks at hand. If we work only for success, we run the risk of getting bogged down at every hurdle. Focusing on the processes ensures that we stay on course. It also shifts our focus from outcomes that we often cannot control to actions that can make a lasting Impact.