



## **Outside the Region: EXETER Retail DataHub to supply retail sales data analytics for Related Cos.**

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New Orleans, LA The Related Cos. is providing its retail tenants in The Shops and Restaurants at its Hudson Yards mixed-use complex with EXETER Retail DataHub, according to Kenneth Lamy, CRRP, CRX, founder and CEO of DataPoint International LLC (DPI). The EXETER data management platform is the industry's first digital solution dedicated to the reporting, analysis and benchmarking of all components of retail sales data.

"Adapting to a new technology is not easy and a challenge, but the EXETER team and our tenant advocates have worked closely to make sure retail tenants have a good experience," said Bryan Gaus, senior general manager, Hudson Yards Retail. "On our side, as other Related properties come on board, the comparative data sets and benchmarking will be even more useful."

Real data in real time can be accessed by the landlord's authorized representative via desktop, laptop, tablet or even smartphones over a secure connection.

"Everything about Hudson Yards is beyond state-of-the-art, so this grand opening was the perfect opportunity to institute the first data solution designed specifically for landlords and retail tenants," Lamy said. "As it does with all our clients, EXETER will give Related executives real-time access to data they need, whenever they need it, in a convenient and customized format. With standardized, accurate data, transparency enables leasing teams to operate from a position of strength."

The EXETER platform is the result of extensive collaboration planning and research with property owners and managers, who have been clients of Lamy's 30-plus year CRE retail property and financial management consulting practice.

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