

# Executing a Winning Strategy

Partnering to Deliver  
Integrated Services  
and Sustainable Value




JONES LANG  
LASALLE

Deutsche Bank



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## Executing a Winning Strategy

Deutsche Bank will gain immediate and sustainable cost savings, an enhanced, world-class Corporate Real Estate and Services (CRES) organization and best practices – applied consistently across services and geographies – by partnering with Jones Lang LaSalle.

- Seek and seize cost savings**
- Annual run rate reduction of \$51-\$73 million
  - Annual capital spend reduction of \$15-\$35 million
  - Streamlined CRES and delivery process
  - Ongoing run rate reduction

- Develop a world-class CRES organization**
- Strategic, elevated CRES
  - Empowered execution of strategies
  - Accountability that drives change
  - Efficiencies through integration
  - Proven processes that deliver savings
  - Depth and breadth of global partner
  - Thought leadership

- Achieve consistent, high-quality service portfolio-wide**
- Single point of accountability
  - Performance management program that delivers consistent standards of excellence
  - Industry best practices
  - Alignment with expectations
  - Improved reporting and benchmarking capabilities
  - Compensation based on satisfaction

- Effect a smooth transition**
- Business continuity
  - Catalyst for change
  - Excellent career opportunities for incumbent employees
  - Client and employee satisfaction

**The Bottom Line:** Deutsche Bank CRES will achieve transformational change while producing significant savings and heightening quality.



**D**evelop a  
world-class CRES  
organization

CRES can shift its focus from tactical to strategic by leveraging our ability to assist with strategy and then execute with precision.

*"We recently consolidated service providers. Our goal was to find a firm that could follow us into the future with vision, resources and global reach. With Jones Lang LaSalle, we got all that as well as senior-level involvement and commitment."*

**Bill Miles,**  
Vice President



With Jones Lang LaSalle as an extension of your CRES team, you will streamline your organization. This new organization will fully leverage our integrated delivery model and core competencies to move your real estate delivery to best-in-class performance. We will draw on our global best practices boards, establish target metrics, and use our benchmarking capabilities to continually reach beyond boundaries and expectations.

**Strong partnerships with our clients produce award-winning results.**



**IDRC's Strategy Best Practice Award**

Our corporate real estate strategy for Capital One positioned real estate as a key contributor to optimizing business performance.

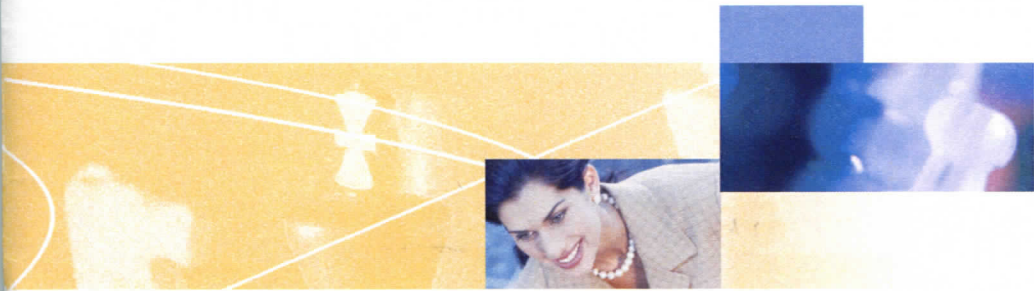
- Linking real estate strategies to business objectives
- Integrating planning processes to ensure timely delivery of new capacity
- Recommending optimal real estate solutions



**Treasury and Risk Management's Alexander Hamilton Award**

Our Financial Alignment and Optimization Model for Whirlpool measures the impacts of real estate financing decisions.

- Creating a financial cash flow model linked to key financial metrics
- Incorporating 14 relevant non financial metrics
- Establishing an executive approval process to facilitate timely decision making



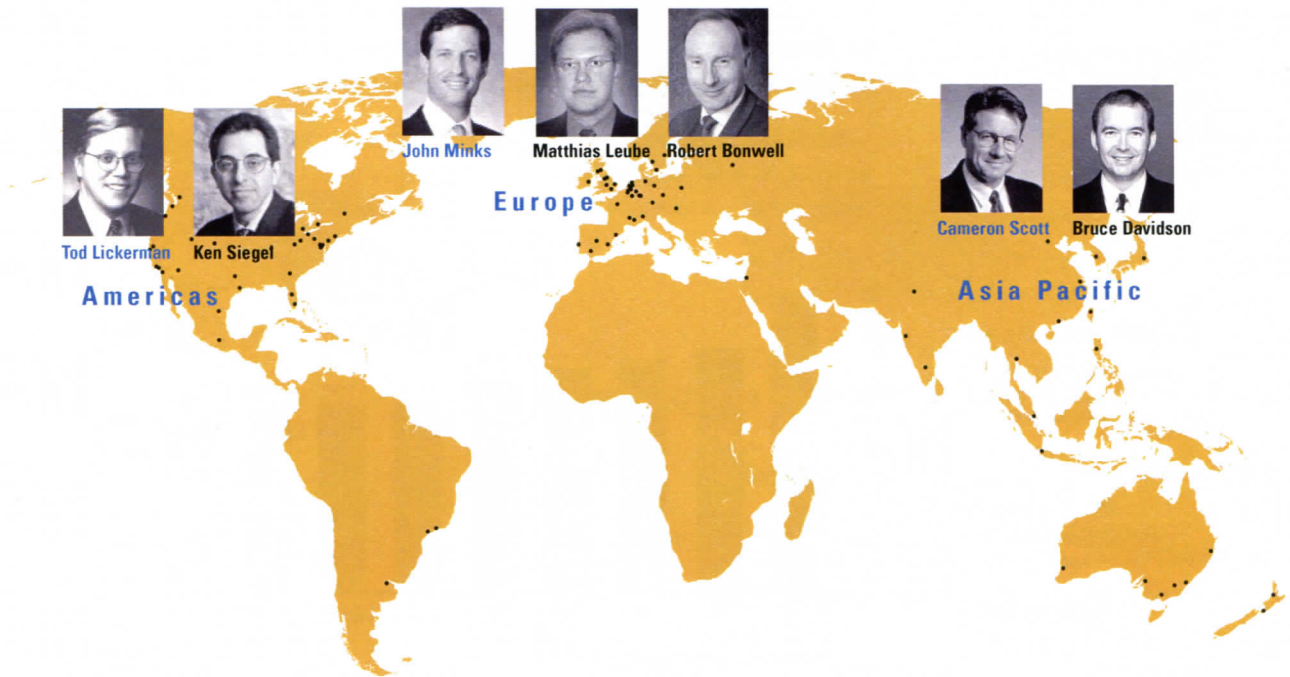
*"My overall perception of Jones Lang LaSalle's professionals is very, very positive. They work in a consultative mode very well, better than any other firm. They are willing to find solutions for us. They also work very well with other internal groups in search of the best solutions for their clients."*

**Bill Yontz,**  
Vice President

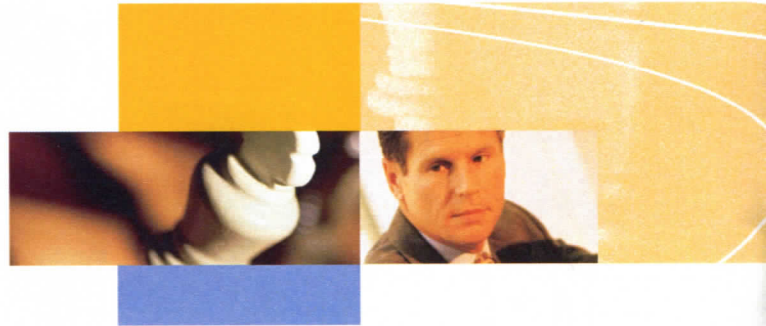
**Capital One**

Building on our recently awarded alliance in EMEA, Jones Lang LaSalle can create a global account team, which will deliver consistency of services, reporting and communication across your entire portfolio. The benefits: *accelerated* sharing of best practices, a cohesive worldwide organization and rapid achievement of cost savings.

**Thought leaders and dedicated senior resources will support CRES.**



*Achieve consistent,  
high-quality  
service across  
your portfolio*



Deutsche Bank's satisfaction will drive our success.

**Account Management**—Our dedicated team fully committed to your success will:

- Implement best practices for consistent performance portfolio-wide
- Draw on transaction, project and facility management experts to support tactical implementation
- Use variable resources that deliver the same caliber of service and commitment to augment the core team
- Leverage our strategic consulting expertise and research specialists to support strategic initiatives

**Performance Management**—We will work in partnership with you to define metrics against which our performance will be tracked and measured. These metrics will aggregate to a performance rating that ultimately determines our compensation.

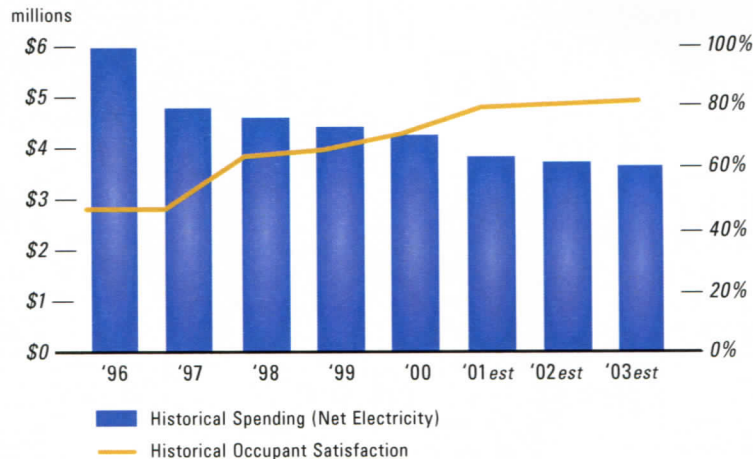
*"It became apparent that Jones Lang LaSalle was best suited to become our single strategic partner. We were able to save significant O&M expenses — 14 percent — and within six months, we substantially increased occupant satisfaction — 15 percent."*

David Peterson,  
Distribution Facilities  
and Services

**ComEd**

**By leveraging our systems, people and processes, our clients increase satisfaction while driving significant cost reduction.**

ComEd's historical spend was significantly reduced while service levels and satisfaction were raised. ComEd now consistently meets top-quartile performance — a recognized accomplishment in its industry.





**E**ffect a smooth transition

You will gain service continuity through retention of top performers while we immediately implement cost-saving initiatives, setting the pace for the new organization.

You will be able to conduct business as usual, relying on the experience, processes and capabilities of our transition teams. They have successfully completed more than 110 million square feet of transitions within the past 12 months, including the consistent transfer of over 90 percent of the incumbent workforce. Our proven processes and methodologies will be applied across regions. And we will build on lessons learned in transitioning your Asia Pacific properties and EMEA transactions to our firm.

Transition Manager  
**Bob Bennett** • International Portfolio  
 22 years  
**Susheel Koul** • Asia Pacific

**Deutsche Bank will have the full attention and expertise of our experienced transition team.**



On October 17, 2001,  
 Bank of America rated  
 Jones Lang LaSalle  
 4.75/5.0 for its recently  
 completed transition.

Post-Transition Survey



**Leverage our experience to eliminate the pains of transition.**

**tyco**

Electronics

- 87 employees
- 7.9 million sf
- 90 days

**Bank of America**




- 300 employees
- 16 million sf (phase2)
- 120 days



**MOTOROLA INC.**

- 252 employees
- 8 million sf
- 90 days



Selecting a partner that brings  
thought leadership, commitment  
and global expertise

With Jones Lang LaSalle, Deutsche Bank will have a fully committed partner that will produce greater results through an integrated team that delivers globally.

1. **Cost-Savings Track Record** – Working with us, our clients have saved over \$850 million in value through reductions in annual real estate spend. Use our experience to seek and seize cost savings.
2. **Strategic Capabilities** – We will align real estate with your business strategies, using our unparalleled strategic capabilities and experience. Use our experience to heighten results through mindful strategy and execution.
3. **Strategic Alliance Experience** — To develop and sustain long-term, strategic alliances, we continually invest in our systems, our people and our performance management programs. Use our investments to gain best practices, thought leadership and industry innovation.
4. **Global Account Team and One-Firm Solution** – We are built to serve clients like you – with a single, global management structure that provides a one-firm solution and consistent service excellence. Use our global platform and integrated model to best support your needs.

Together we will transform your CRES to a world-class organization, *developing and executing a winning strategy.*