Are you enterprise-ready?

A PropTech guide to security, integration and proof

A practical guide for PropTech founders selling into enterprise real estate

ASCENSOR®

Contents

Executive Summary

PropTech has changed in a fundamental way.

What began as a fragmented landscape of point solutions and startup experimentation has matured into a sophisticated ecosystem where enterprise buyers demand far more than innovation alone. The days when a compelling demo and a promising roadmap could secure a pilot programme are behind us.

Today's enterprise real estate organisations approach procurement with the rigour you would expect in regulated industries. Before meaningful conversations can begin, vendors are expected to demonstrate:

- Security credentials that stand up to due diligence
- Integration capability across complex, existing system landscapes
- Quantifiable business impact, backed by credible evidence
- Implementation maturity, with clear methodology and risk controls

At the same time, the commercial opportunity is real. The UK PropTech market is projected to grow from **£3.32 billion in 2024 to over £25 billion by 2035**. But that growth comes with heightened scrutiny. Research indicates that **67% of PropTech implementations fail to deliver expected returns** due to poor planning and execution.

That failure rate makes buyers cautious. It also creates a competitive opening for vendors who can demonstrate enterprise-grade delivery and reduce perceived risk.

This whitepaper examines what enterprise buyers now require from PropTech vendors and provides practical frameworks for founders and product leaders who want to accelerate their path to enterprise readiness. The sections that follow focus on four dimensions that repeatedly decide outcomes in enterprise procurement:

- Building enterprise-grade security posture
- Achieving integration readiness
- Assembling compelling proof packs
- Developing implementation playbooks that reduce buyer risk

If you're ready to move beyond early adopters and into enterprise procurement cycles, this guide offers a practical roadmap for the journey ahead.

What it means for you

Enterprise buyers are looking to buy certainty.

Your product can be genuinely strong and still lose if your security posture is unclear, your integration story is vague or your delivery plan feels improvised. Enterprise readiness is how you remove those doubts and make it easier for a buying committee to say yes.

The maturation of PropTech

From innovation theatre to operational infrastructure

PropTech's evolution mirrors patterns seen across enterprise technology markets, but compressed into a remarkably short timeframe.

A decade ago, the industry barely existed as a defined category. By 2020, there were **over 8,000 PropTech startups globally**, and the sector had attracted billions in venture funding. Today, with **over 900 PropTech companies operating in the UK alone** and **£2.66 billion invested in domestic firms during 2024**, the market has reached a maturity threshold where buyer expectations have fundamentally shifted.

This maturation shows up in several ways.

First, enterprise real estate organisations have moved from viewing PropTech as experimental to treating it as operational infrastructure. The average commercial real estate firm now operates between **12 and 15** different software systems across property management, accounting, marketing and operations. Each new technology addition must integrate with this existing landscape, which creates significant hurdles for vendors whose products were designed as standalone solutions.

Second, the stakeholder set has expanded.

Early PropTech adoption was often driven by innovation teams or forward-thinking individuals who could champion new technologies through informal channels. Today's enterprise procurement involves multiple stakeholders including IT security, legal, compliance, finance and operations. Each group carries its own requirements and each can slow or stop progress.

Third, evaluation has become more rigorous.

Evaluation committees spend an average of **47 hours** reviewing proposals for complex enterprise procurements. Increasingly, that time is spent scrutinising security certifications, integration architecture, financial stability and implementation track records rather than simply assessing product features.

If your sales approach still assumes a single sponsor can push a deal through, you're likely to hit a wall.

The cost of getting it wrong

The stakes for enterprise PropTech decisions have never been higher.

Manual processes cost the average mid-sized real estate firm approximately **£1.8 million** annually in inefficiencies. That creates strong incentives to adopt technology. It also raises expectations that the change will deliver clear value.

Poorly executed implementations often compound rather than solve operational challenges. Research from digital transformation studies indicates that **two-thirds of PropTech implementations fail to deliver expected return on investment**, typically due to inadequate planning, integration failures or insufficient change management.

These failures carry consequences beyond wasted expenditure:

- **Organisational resistance:** failed projects make the next technology initiative harder to champion
- **Resource drain:** internal teams get pulled into rework and firefighting
- **Security and compliance exposure**: poor configuration can create data risk and regulatory gaps
- **Vendor reputation damage:** negative references travel quickly in a close-knit market

For vendors, this is where “product-first” positioning often breaks down. Enterprise buyers have learned that impressive features do not guarantee implementation success.

What successful deployments look like

The firms achieving success tell a different story.

Real estate CFOs report that comprehensive PropTech implementations deliver average annual returns of **28 to 34%** through combined cost savings and revenue optimisation. Organisations investing in proper training programmes achieve adoption rates **3.4 times higher** than those relying solely on vendor documentation and they realise return on investment **45% faster**.

The difference is rarely the technology alone. More often, it is the vendor’s ability to support enterprise deployment with:

- Clear scope definition and delivery governance
- Integration planning that reflects real system environments
- Training, adoption support and change management
- Post go-live support that keeps performance stable

Enterprise buyers increasingly choose vendors based on their confidence in delivery, not only on their confidence in the feature set.

What this means for vendors

For PropTech founders and product leaders, this maturation creates both challenge and opportunity.

The challenge

Enterprise sales cycles are longer, procurement requirements are more demanding and competition has intensified as the market consolidates around proven solutions. A recent survey of PropTech investors found that **25%** cited extended sales cycles as their primary challenge, while **37.5%** identified capital availability constraints driven partly by the extended runway required to support enterprise go-to-market strategies.

You may also find that the same product that sells quickly to SMEs struggles in enterprise because the buying process is fundamentally different.

The opportunity

Vendors who achieve enterprise readiness can command premium pricing, secure multi-year contracts and build defensible market positions through deep integration with customer operations. Enterprise customers provide more stable revenue, more predictable growth trajectories and more valuable references than early adopter segments.

As consolidation accelerates and strategic acquirers drive over 90% of PropTech merger activity, enterprise-grade vendors become attractive acquisition targets.

What it means for you

If you want enterprise deals, you need to remove reasons to say no.

Buyers are not trying to be difficult. They are trying to manage risk across security, compliance, operational disruption and financial outcomes. Enterprise readiness is how you shorten the distance between “interesting” and “approved”.

Security as table stakes

The new baseline for enterprise conversations

Security has transformed from a technical consideration to a commercial prerequisite in enterprise PropTech procurement.

A decade ago, security questions might have occupied a single section of an RFP response. Today, security assessments often determine whether vendors even enter the shortlist.

Enterprise real estate organisations handle sensitive data including personal information, financial records and confidential transaction details. They also operate under increasing regulatory scrutiny and face cyber threats that specifically target the property sector. These organisations cannot afford to work with vendors whose security posture creates risk.

For PropTech vendors, this has a practical implication: security certifications have become mandatory checkpoints in many enterprise sales processes. The two most commonly required certifications are **SOC 2** and **ISO 27001.**

Both can be relevant, but they carry weight in different markets and they signal different kinds of maturity. Understanding which one matters most for your target buyers is now part of go-to-market planning.

SOC 2: The North American standard

SOC 2 (Service Organization Control 2) has become the default security standard in US enterprise technology procurement.

The framework evaluates vendors against five trust service criteria:

- Security
- Availability
- Processing integrity
- Confidentiality
- Privacy

Not all criteria are required for every engagement, but security forms the mandatory foundation and most enterprise buyers expect coverage of at least three criteria.

SOC 2 comes in two variants:

- **Type I** evaluates whether appropriate controls exist at a specific point in time
- **Type II** evaluates whether those controls operated effectively over an extended period, typically six to twelve months

Enterprise buyers increasingly require Type II reports, viewing Type I as a stepping stone rather than a destination.

For PropTech vendors targeting US clients or multinational organisations with US operations, SOC 2 compliance is effectively non-negotiable. It appears in RFP requirements, vendor questionnaires and due diligence checklists with such regularity that lacking it often results in immediate disqualification.

Many enterprise procurement teams are trained to look for SOC 2 attestation. Its absence raises questions about vendor maturity regardless of actual security practice.

ISO 27001: The international standard

Outside North America, ISO 27001 certification often carries greater weight.

ISO 27001 is an international standard for information security management systems. Unlike SOC 2's attestation model, ISO 27001 provides formal certification following a detailed audit by an accredited certification body.

Where SOC 2 tends to be seen as proof of controls, ISO 27001 signals a broader organisational capability: that your business runs a structured information security management system, with risk assessments, governance and continuous improvement.

European buyers frequently require ISO 27001 as part of vendor assessment and the standard aligns well with GDPR requirements governing data handling across the European Union.

For PropTech vendors targeting UK and European enterprise clients, ISO 27001 often provides a stronger commercial signal than SOC 2, though multinational deals may require both.

ISO 27001 demands significant organisational commitment. Certification requires documented policies and procedures, risk assessments, management reviews, internal audits and demonstrated continuous improvement. The process typically takes nine to eighteen months from initiation to certification, with ongoing surveillance audits required to maintain status.

Approach ISO 27001 as a business system, not a checkbox. Buyers can usually tell the difference.

Building your security roadmap

For vendors without current certifications, the path forward requires pragmatic prioritisation.

Step 1: Start with buyer requirements

Security readiness is not a generic task. It is market-led.

- US-focused vendors should typically pursue SOC 2 Type I as an initial milestone, progressing to Type II within twelve months.
- UK and European vendors may find greater commercial return from ISO 27001.
- Vendors pursuing multinational enterprise customers may benefit from dual compliance, especially where procurement teams span multiple regions.

The right answer depends on who you sell to, not on what you prefer.

Step 2: Run an honest gap assessment

Many PropTech startups implement reasonable security practice without formal documentation or external validation. A gap assessment by a qualified security consultant identifies areas requiring attention before audit engagement and prevents costly surprises during certification.

This is where many teams uncover practical issues that slow enterprise deals, such as:

- unclear data handling policies
- inconsistent access controls across tools
- missing incident response documentation
- lack of evidence for controls that do exist

Enterprise buyers care about what you do and what you can prove you do.

Step 3: Budget properly and plan the timeline

SOC 2 Type I typically requires **three to six months** of preparation and audit engagement, with costs ranging from **£30,000 to £100,000** depending on organisational complexity and auditor choice. Type II extends the timeline by the observation period and adds incremental cost.

ISO 27001 requires more substantial investment, typically **£50,000 to £200,000** across the certification programme. Certification is valid for three years, subject to surveillance audits.

These are significant costs for early-stage vendors, but in enterprise markets they are commercial enablers. Certifications accelerate sales cycles by removing procurement barriers. They enable participation in RFP processes otherwise closed. They reduce due diligence friction and signal organisational maturity.

For many vendors targeting enterprise segments, the return on certification investment exceeds the cost within the first or second enterprise contract secured.

What it means for you

Security is part of your sales motion now.

You are not trying to “win” on security. You are trying to avoid losing on it. Certifications and evidence-backed controls stop security from becoming the reason procurement stalls, legal gets nervous or the shortlist gets cut.

Integration as competitive advantage

The reality of enterprise technology landscapes

Enterprise real estate organisations operate complex technology ecosystems developed over years or decades.

Property management platforms, accounting systems, lease administration tools, building management systems, CRM software and numerous specialised applications each serve specific functions while generating and consuming data that other systems require.

The challenge

Enterprise buyers cannot adopt solutions that create data silos, require duplicate data entry or fail to communicate with existing systems. Integration capability has become a primary evaluation criterion. Vendors who cannot demonstrate robust integration architecture often struggle to move beyond initial conversations, regardless of product strength.

The opportunity

Integration has become a meaningful differentiator.

Many PropTech vendors were designed as standalone solutions, with integration added later through basic exports or limited API coverage. Vendors who approach integration strategically, building comprehensive API architecture and pre-built connectors for dominant platforms, can reduce implementation friction and shorten sales cycles.

Enterprise integration is a key part of the buying decision.

The integration landscape

The enterprise real estate technology landscape centres on several dominant platforms that PropTech vendors are frequently expected to integrate with.

Yardi and **MRI Software** represent major property management and accounting platforms, collectively serving thousands of real estate organisations globally. Both have invested significantly in API development and partner ecosystems, creating pathways for integration but also establishing expectations that PropTech vendors must meet.

Recent developments have accelerated integration standardisation across the sector.

- Yardi announced API endpoint updates mapping equipment telemetry to Brick Schema building ontologies, enabling faster data normalisation across diverse portfolios.
- MRI Software expanded its Connect ecosystem with event-driven webhooks, single-tenant data isolation patterns and standardised equipment taxonomies aligned with Brick and BACnet naming conventions.
- The EU Data Act has created additional momentum for interoperability, with major vendors aligning integration architectures to emerging regulatory requirements.

Industry bodies have also advanced standardisation efforts. OSCRE International has developed data standards supporting digital transformation in real estate and MRI Software's adoption of the OSCRE Industry Data Model signals growing commitment to standardised data exchange.

For PropTech vendors, this creates both opportunity and obligation:

- **Opportunity** through clearer integration pathways and shared standards
- **Obligation** to align with emerging interoperability expectations rather than pushing proprietary approaches

Building integration capability

PropTech vendors serious about enterprise sales must invest in integration as a core capability rather than a feature.

That investment spans technical architecture, documentation, support resources and commercial arrangements with platform partners.

Technical architecture

Enterprise buyers increasingly expect:

- API-first design, with comprehensive REST APIs covering core product functions
- Webhooks for event-driven integration to reduce polling and support real-time sync
- Pre-built connectors for major platforms including Yardi, MRI, Salesforce and relevant building management systems
- Support for relevant industry standards where applicable, including Brick Schema, BACnet and OSCRE data models

The point is not to support everything. It is to show you understand how real estate stacks work and you are building in a way that reduces integration effort.

Documentation quality

Documentation directly impacts sales cycle velocity.

Enterprise buyers evaluate integration capability through documentation review before engaging in detailed technical discussion. API documentation should be comprehensive, clearly organised and maintained in parallel with product development.

Integration guides for major platforms should include:

- Step-by-step implementation instructions
- Common configuration patterns and prerequisites
- Data mapping guidance
- Troubleshooting and known constraints
- Sample code and reference implementations where relevant

If documentation is vague or out of date, enterprise teams assume the integration experience will be painful.

Support resources

Integration projects inevitably encounter edge cases and platform-specific challenges that documentation cannot anticipate.

Enterprise customers expect access to technical resources who can:

- Support integration design
- Troubleshoot issues quickly
- Advise on secure data flow and access models
- Help with testing and validation

Vendors should consider integration support as a defined service component, potentially with dedicated resources for strategic customers.

Platform partnerships

Enterprise buyers often ask whether you are part of partner ecosystems and what your relationship looks like with dominant vendors. Partnership participation can help, but it does not replace integration capability.

Be clear about:

- What is officially supported
- What connectors exist and how they are maintained
- What data access patterns you use (read, write, event-driven)
- How you handle single-tenant data isolation where applicable

The strongest message you can send is that integration is planned, supported and repeatable.

What it means for you

Integration is one of the fastest ways to reduce perceived risk.

When you can show clear architecture, proven connectors and realistic delivery requirements, enterprise buyers stop worrying that your tool will become “yet another system we have to babysit”.

Evidence and the proof pack

The end of trust-based selling

Enterprise procurement has evolved beyond trust-based relationships.

Where personal recommendations and vendor promises once carried more weight, today's buyers demand evidence: quantified outcomes from comparable deployments, independently validated claims and documented processes that reduce implementation risk. PropTech vendors who cannot provide compelling proof often fail to progress through enterprise evaluation regardless of product quality.

This shift reflects broader changes in enterprise technology procurement. Buying committees have expanded to include finance, legal, security and operations stakeholders alongside business sponsors. Each stakeholder brings different requirements and different standards for evidence.

- Finance requires demonstrated ROI with clear methodology.
- Legal requires contract terms, compliance documentation and risk allocation clarity.
- Security requires certification evidence and architectural documentation.
- Operations requires implementation timelines, resource requirements and change management plans.

Satisfying this range of requirements demands more than a polished deck. It requires a structured proof pack.

What a proof pack is

A proof pack is a collection of evidence materials designed to answer stakeholder questions across the procurement process. It reduces back-and-forth, speeds up due diligence and gives your internal champion something they can share with confidence.

A typical proof pack includes:

- Quantified case studies
- Reference customer programme and process
- ROI framework and calculator
- Security certifications and supporting evidence
- Integration architecture documentation and example patterns
- Implementation playbook overview, timeline and resourcing model
- Third-party validation (analysts, awards, independent research)
- Standard RFP responses for recurring question sets

You do not need to build all of this in a week, but you do need to treat it as a capability that compounds over time.

Quantified case studies

Case studies form the foundation of enterprise proof packs, but not all case studies carry equal weight.

Enterprise buyers seek case studies from comparable organisations addressing similar challenges, with clearly quantified outcomes and credible attribution to your solution. Generic case studies lacking specific metrics or drawn from dissimilar contexts provide limited value.

Effective case studies follow a consistent structure:

Customer context
Organisation type, portfolio size, operational model, starting challenges and objectives.

Selection process
What alternatives were considered and what decision criteria mattered. This demonstrates that a serious buyer chose you through a meaningful process.

Implementation detail
Scope, timeline, resources required, challenges encountered and how they were handled.

Outcomes
Metrics relevant to enterprise stakeholders: cost reduction, efficiency gains, revenue impact, risk reduction, compliance improvement.

Attribution methodology matters

Enterprise buyers are sophisticated consumers of case study claims. They will ask:

- How was this measured?
- What time period was used?
- What assumptions were made?
- What else changed at the same time?

Case studies should transparently describe measurement methodology, acknowledge confounding factors and avoid overclaiming. Conservative claims with clear methodology carry more weight than aggressive claims lacking substantiation.

If you cannot quantify outcomes yet, treat that as an action, not an inconvenience. Build measurement into your delivery approach so that future case studies are easier to evidence.

ROI frameworks and calculators

Return on investment remains the ultimate enterprise decision criterion.

Many PropTech vendors struggle to articulate ROI in terms finance stakeholders find credible. Generic claims of “efficiency improvement” or “cost reduction” are rarely enough for an investment case.

Vendors need ROI frameworks that enable prospects to calculate expected returns using their own data and assumptions.

Effective ROI frameworks:

- Identify value drivers specific to your solution
- Provide a method to quantify each value driver
- Specify inputs required from the prospect
- Provide realistic benchmarks where appropriate
- State assumptions clearly and allow them to be adjusted

A property management solution might identify value drivers including reduced manual data entry, faster maintenance response, improved tenant retention and energy cost optimisation. For each driver, the framework should include calculation method and data requirements.

Calculators as a sales tool

Interactive ROI calculators can transform frameworks into practical buying tools.

Web-based calculators allowing prospects to input portfolio characteristics, current metrics and assumptions generate personalised projections that prospects can share internally. They demonstrate understanding of customer economics and give finance stakeholders something concrete to test.

A good calculator also creates alignment. It forces the vendor and buyer to agree what “value” means before the contract is signed.

Third-party validation

Independent validation strengthens proof pack credibility.

Analyst coverage, industry awards, customer satisfaction surveys and independent research each provide external perspectives that complement vendor-generated materials.

Analyst coverage

Analyst relationships require sustained investment but can deliver meaningful commercial value.

Coverage from recognised analysts in PropTech, real estate technology and vertical software markets provides procurement committees with an independent reference point. In some enterprise processes, lack of analyst coverage can be a disadvantage because buyers use analyst reports to sanity check vendor claims.

Vendors should identify relevant analysts, provide briefing materials, facilitate customer conversations where appropriate and maintain ongoing relationships that create coverage opportunities.

Building and maintaining the proof pack

A proof pack is only useful if it is current and easy to deploy.

Enterprise teams often ask for materials on short timelines. If your response is slow, incomplete or inconsistent, it creates doubts about maturity.

Maintain:

- A current folder of security and compliance evidence
- Up-to-date architecture diagrams and integration documentation
- Standard RFP response templates
- A reference customer process with clear rules and availability
- An ROI model that is easy to adapt

The work you put in here compounds. Each enterprise deal improves the pack, which makes the next deal easier.

What it means for you

Your proof pack is how enterprise buyers justify choosing you.

You are not just selling to a user, you're selling to a committee that needs to defend the decision internally. Clear, quantified, well-organised proof removes doubt and reduces the work a champion has to do.

Implementation playbooks

Reducing buyer risk through process maturity

Enterprise technology procurement is fundamentally risk management.

Buyers evaluate not merely what vendors offer but how likely vendors are to deliver promised outcomes. Implementation capability is a primary risk factor. Vendors with proven implementation methodologies reduce buyer risk, while vendors relying on ad-hoc approaches increase it.

Implementation playbooks that demonstrate process maturity provide competitive advantage in enterprise evaluation.

A playbook is not just a document. It is an operating model: documented methodology, resource model, timeline framework, training approach, change management and risk mitigation strategy. It should reflect how you actually deliver.

Sophisticated buyers evaluate playbooks as indicators of maturity, because documented processes reflect accumulated experience and increase the probability of implementation success.

Why playbooks matter across the lifecycle

Playbook development requires investment, but it returns value throughout the enterprise relationship.

- **During evaluation:** playbooks provide evidence that differentiates you from vendors who rely on vague assurances.
- **During negotiation:** they clarify scope expectations and reduce post-contract disputes.
- **During implementation:** they guide delivery teams and set customer expectations.
- **During renewal:** they help document delivered value and provide baselines for expansion conversations.

In other words, playbooks reduce friction at the points where enterprise deals usually slow down.

Playbook components

Effective implementation playbooks cover the deployment lifecycle from pre-sales scoping through post-implementation support.

While specific content varies by solution type and customer segment, common components include:

Project governance framework

Enterprise deployments involve multiple stakeholders with competing priorities. Clear governance reduces friction and ensures appropriate oversight.

Governance frameworks should define:

- Vendor and customer roles and responsibilities
- Decision rights and escalation paths
- Steering committee composition and meeting cadence
- Status reporting format and frequency
- Change control process
- Issue management and resolution approach

Strong governance is not bureaucracy. It is a practical way to avoid drift and unclear accountability.

Technical implementation guide

Technical guides provide step-by-step procedures for:

- Configuration
- Data migration
- Integration setup
- Testing and validation
- Go-live checklist

Guides should be comprehensive enough that experienced implementation consultants can execute deployments without excessive vendor hand-holding, while also acknowledging areas requiring vendor involvement.

Templates, migration scripts and testing checklists reduce effort and increase consistency across deployments.

Training and adoption curriculum

Training is often the determining factor in whether value is realised.

Curricula should span:

- End-user training
- Administrator training
- Executive orientation

Materials should be appropriate for each audience, not a single deck forced onto everyone.

Training delivery options can include instructor-led sessions, self-paced learning and reinforcement programmes. Different customers have different learning styles and enterprise buyers expect flexibility.

Change management approach

Even the best software fails if users do not adopt it.

Your playbook should include:

- Stakeholder mapping and communications plan
- Training plan aligned to rollout phases
- Adoption metrics and monitoring
- Reinforcement plan post go-live

Enterprise buyers often have their own change management capability, but they still expect the vendor to support adoption actively.

Support transition process

The handover from implementation to ongoing support is a common failure point.

A playbook should define:

- What “go-live” means in measurable terms
- How incidents and requests are handled post go-live
- SLAs and escalation
- Monitoring and reporting
- Responsibilities on both sides

This is one of the fastest ways to avoid the **“we thought you were handling that”** problem.

Resource models and timeline frameworks

Enterprise buyers require clear understanding of implementation resource requirements and timelines before committing to procurement.

Vendors should develop resource models that specify:

- Roles required
- Effort estimates per phase
- What the vendor provides vs what the customer must provide
- Responsibility matrix for deliverables

Resource models typically distinguish:

- Vendor resources: project manager, solution architect, implementation consultant, trainers
- Customer resources: project sponsor, subject matter experts, technical staff, end users

Timeline frameworks should reflect actual implementation experience rather than optimistic projections.

Enterprise buyers have encountered vendors who underestimate timelines to win deals, then struggle to deliver on compressed schedules. Missed milestones erode trust quickly. Realistic timelines build credibility.

Include contingency and communicate assumptions clearly, particularly around customer availability, data quality and internal decision speed.

What it means for you

Enterprise buyers are looking for signals that you deliver predictably.

A strong playbook makes implementation feel manageable. It tells a buyer, **“We’ve done this before, we know what goes wrong and we know how to stop it.”**

Turning readiness into revenue

Enterprise readiness only matters if it improves conversion rates, shortens sales cycles and increases deal confidence. This part gives you a practical checklist and a set of actions that help enterprise deals move.

The enterprise readiness checklist

Assessing your position

The preceding chapters examined enterprise requirements across security, integration, evidence and implementation dimensions.

This chapter synthesises those requirements into a practical checklist enabling PropTech vendors to assess enterprise readiness and prioritise development efforts.

Enterprise readiness is not binary. Vendors exist along a continuum from early-stage companies lacking enterprise capability to mature organisations with comprehensive enterprise infrastructure. The checklist below helps you identify your current position and map your path forward.

What it means for you

Use this checklist as a prioritisation tool.

Pick the blockers that stop you getting shortlisted, then the blockers that slow down procurement, then the blockers that create implementation risk. Enterprise readiness is built in layers and each layer makes the next deal easier.

Security readiness

Assess whether:

- SOC 2 Type II attestation is achieved or in progress
- ISO 27001 certification is achieved or in progress and aligned to market needs
- Security policies and procedures are documented, reviewed and tested regularly
- Incident response plan exists, is tested and is ready for execution
- Third-party penetration testing is performed regularly and vulnerabilities are remediated promptly
- Data encryption is implemented for data at rest and in transit using current cryptographic standards
- Access controls enforce least-privilege principles with multi-factor authentication for sensitive systems

Integration readiness

Assess whether:

- Comprehensive API documentation exists covering significant product functions
- Pre-built connectors exist for dominant platforms including Yardi, MRI and relevant building management systems
- Support for industry standards including OSCRE, Brick Schema and relevant protocol standards exists where applicable
- Webhook capabilities enable event-driven integration patterns
- Integration support resources are available to assist customer implementation

Evidence readiness

Assess whether:

- Quantified case studies exist from relevant segments with clear metrics and attribution methodology
- Reference customers are cultivated and ready for procurement conversations
- ROI frameworks and calculators exist to support finance-led evaluation
- Third-party validation exists through analyst coverage, awards or independent surveys

Implementation readiness

Assess whether:

- Documented implementation playbooks exist across the deployment lifecycle
- Governance frameworks define roles, responsibilities and decision-making
- Resource models specify effort estimates and responsibilities on both sides
- Timeline frameworks reflect real delivery experience with contingency
- Training curricula cover end users, administrators and executives

Accelerating enterprise sales cycles

Understanding enterprise procurement

Enterprise sales cycles differ fundamentally from SME or consumer sales processes.

Smaller organisations may decide within days or weeks based on limited evaluation. Enterprise procurement often extends across quarters or years, involving multiple stakeholders, formal evaluation processes and extensive documentation requirements.

Enterprise procurement typically progresses through distinct phases:

1. Initial awareness and interest
2. Formal evaluation, proposals and demonstrations
3. Shortlisting and detailed due diligence
4. Negotiation covering commercial terms, legal requirements and implementation scope
5. Contract execution and procurement approval
6. Implementation

Understanding these phases helps you anticipate what is coming next and remove delays that often occur when vendors are unprepared.

Sales cycle accelerators

Several practices consistently accelerate enterprise sales cycles across PropTech categories.

1. Maintain ready-to-send RFP response packs

Security questionnaires, technical architecture documents, implementation methodology summaries and financial stability evidence should be maintained in current formats and ready for rapid deployment.

Vendors who respond quickly with complete, consistent materials demonstrate competence and reduce timeline drift.

2. Engage stakeholders early

Enterprise decisions involve business sponsors, IT, security, finance, legal and executives.

If you only speak to your champion until late-stage, you are inviting surprise objections later. Bring key stakeholders into the conversation early, address their concerns directly and share relevant proof pack materials before they have to ask.

3. Offer structured evaluation programmes

Enterprise buyers want to reduce effort and risk during evaluation.
Structured programmes can include:

- Proof-of-concept deployments
- Sandbox environments
- Guided assessments
- Reference site visits

These programmes demonstrate confidence and provide evidence that buyers would otherwise need to develop themselves.

4. Align pricing and commercial structure with enterprise expectations

Enterprise procurement often has preferred structures:

- Multi-year agreements with appropriate discounting
- Phased rollouts and flexible deployment options
- Clear terms around data portability, termination rights and liability allocation

When commercial structure fits procurement expectations, negotiation time drops.

5. Build influence through the ecosystem

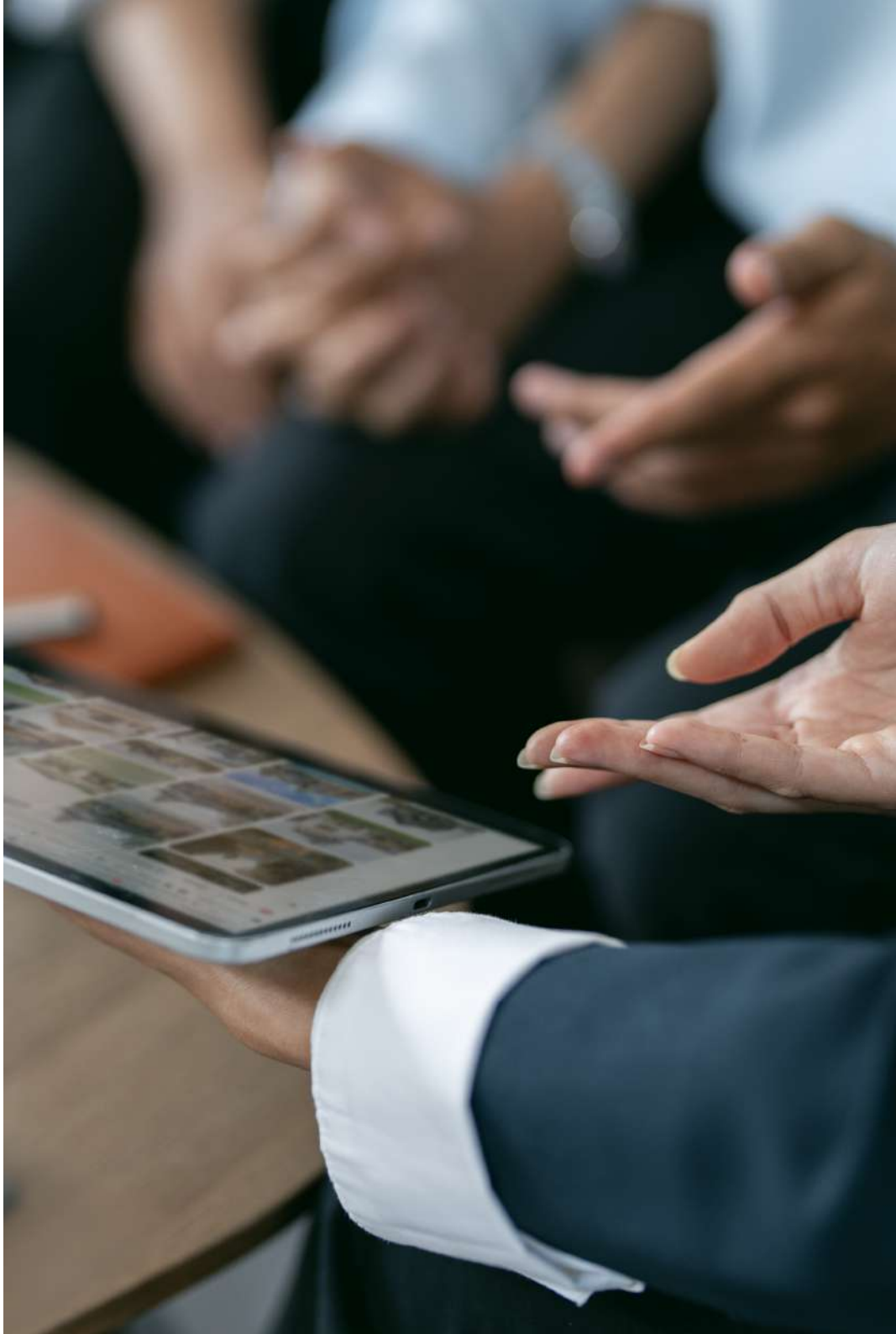
Procurement influencers, including consultants, analysts and ecosystem partners, often shape shortlists and accelerate introductions.

Sustained investment in relationships with these groups can produce compounding pipeline benefits.

What it means for you

Enterprise deals slow down when buyers feel uncertain.

Your job is to keep reducing uncertainty. Prepared materials, early stakeholder engagement and structured evaluation are practical ways to make procurement easier and shorten the cycle.



Looking ahead

Market evolution and vendor implications

The PropTech sector continues evolving rapidly, with several trends carrying implications for enterprise-focused vendors.

AI is becoming assumed

Artificial intelligence has moved from experimental capability to expected functionality. Enterprise buyers increasingly assume AI-enabled analytics, automation and optimisation as baseline features.

Vendors lacking AI capabilities may face growing competitive disadvantage, while vendors with differentiated AI applications can command premium positioning.

Consolidation continues

Consolidation continues reshaping the competitive landscape. Strategic acquirers drive over 90% of PropTech merger activity, building platform positions through acquisition of complementary capabilities.

For enterprise-focused vendors, consolidation creates exit opportunity and competitive pressure as larger, better-resourced competitors emerge.

Positioning for success

PropTech vendors seeking enterprise success should focus investment across the dimensions examined in this whitepaper:

- Security capabilities that meet certification requirements for target markets
- Integration architecture that enables seamless connection with dominant platforms
- Evidence portfolios that prove business impact credibly
- Implementation methodologies that reduce buyer risk

Beyond these foundations, vendors should cultivate deep understanding of enterprise customer operations, challenges and buying processes.

Enterprise success requires more than product quality. It demands sustained relationships, accumulated credibility and a visible commitment to customer success.

Vendors who understand their customers' businesses deeply, celebrate customer outcomes and learn from customer challenges build reputations that sustain enterprise market positions.

What it means for you

Enterprise readiness is not a one-off project.

It is an ongoing commitment to being easy to approve, easy to integrate and safe to roll out. The vendors who treat it that way will win a disproportionate share of the market's next phase.

Conclusion: The path forward

PropTech has grown up.

The sector that emerged from startup experimentation has matured into a sophisticated market where enterprise buyers demand and deserve vendors capable of meeting their requirements.

Security certifications, integration capability, quantified evidence and implementation maturity have become prerequisites rather than differentiators. Vendors who meet these requirements participate in enterprise conversations. Vendors who do not, typically do not.

For PropTech founders and product leaders, the path forward involves honest assessment, prioritised investment and sustained commitment.

Honest assessment means acknowledging the gaps between current capabilities and enterprise requirements without denial or despair.

Prioritised investment means focusing resources on the capabilities most critical to your target market, rather than attempting comprehensive excellence across every dimension at once.

Sustained commitment recognises that enterprise readiness is built through ongoing investment in systems, processes and relationships.

The enterprise real estate technology market rewards vendors who demonstrate maturity, reliability and genuine partnership. These vendors command premium pricing, secure multi-year agreements, build defensible positions and create value for customers, employees and shareholders.

PropTech has grown up. The question for vendors is whether they will grow up with it.

Ready to grow up with PropTech?

Contact Ascensor to turn these enterprise readiness frameworks into a practical go-to-market plan for your PropTech business.

To discuss how we can support your strategy, contact us at:

0113 831 4400
hello@ascensor.com
www.ascensor.com