



**BNP PARIBAS  
REAL ESTATE**

**willow**

## **PRESS RELEASE**

### **BNP PARIBAS REAL ESTATE MAKES BUILDINGS “CONVERSATIONAL” THROUGH ITS ASSOCIATION WITH WILLOW TO MANAGE AND OPTIMIZE PERFORMANCE AND COMFORT THROUGH ARTIFICIAL INTELLIGENCE**

**As part of its artificial intelligence (AI) development strategy, BNP Paribas Real Estate Property Management is partnering with Willow, the global leader in Operational Intelligence, to deploy digital twin and AI-driven solutions in the buildings it manages across Europe. This collaboration aims to provide clients with increasingly innovative, high-performing, and sustainable buildings.**

BNP Paribas Real Estate Property Management has already implemented the Willow platform in a pilot building: the entire 37,000 m<sup>2</sup> of the iconic Métal 57, located in Boulogne-Billancourt. The experience has been a success. Thanks to AI, this building has become a “conversational building,” capable of interacting in real time with property and facility management teams via an intelligent digital assistant, Willow Copilot.

While building data already existed and was regularly analyzed by management teams, AI now makes it possible to optimize its use and go further:

- **Automating analysis,**
- **Accelerating recommendations and reporting,**
- **Optimizing service management (comfort, energy, maintenance, incident handling) through an intuitive interface,**
- **Improving responsiveness by enabling managers to focus on high-value actions,**
- **Enhancing CSR data utilization and operational transparency.**

#### **An Innovation Strategy Focused on Client Value**

The deployment of Willow’s platform is at the heart of BNP Paribas Real Estate Property Management’s innovation strategy in France and Europe. It supports the transformation of property management and addresses key challenges in the sector: energy performance, user quality of life, CSR requirements, cost optimization, and tenant satisfaction.

By collaborating with Willow, property and facility management teams now have a powerful performance tool designed to improve operational efficiency and enhance the appeal of buildings.

Key Benefits include:

- **Improved operational quality:** faster access to information, focus on strategic analysis, and better targeting of operational actions,
- **Energy and financial optimization:** rapid identification of overconsumption and opportunities to reduce operating costs,
- **Enhanced user experience:** a “responsive” building offering improved comfort,
- **CSR value creation:** improved reporting and easier environmental certification processes.

“With Willow, we are taking a new step in the digital transformation of our buildings by integrating artificial intelligence into the heart of property management. Following the successful deployment of Willow at Métal 57, our ambition is to offer this solution to our clients across their portfolios, making each building a smart, conversational space that serves its occupants with a connected, seamless, and sustainable real estate experience” said **Grégoire Tripon, Deputy Global Head of BNP Paribas Real Estate Property Management.**

“Operational intelligence is transforming the built world, and our collaboration with BNP Paribas Real Estate is a concrete illustration of this evolution. By making buildings truly conversational, we provide operators with additional insights that strengthen building management and support better anticipation of needs. Willow is proud to lead the way into a new era where artificial intelligence meets infrastructure, where digital and physical systems finally interact” said **Bert Van Hoof, CEO of Willow.**

#### About BNP Paribas Real Estate

BNP Paribas Real Estate, one of the leading international real estate providers, offers its clients a comprehensive range of services that span the entire real estate lifecycle: Property Development, Transaction, Consulting, Valuation, Property Management and Investment Management. With 4,000 employees, BNP Paribas Real Estate as a one stop shop company, supports owners, leaseholders, investors and communities thanks to its local expertise across 23 countries (through its facilities and its Alliance network) in Europe, the Middle-East and Asia. BNP Paribas Real Estate is a part of the BNP Paribas Group, a global leader in financial services.

As a committed stakeholder in sustainable cities, BNP Paribas Real Estate intends to spearhead the transition to more sustainable real estate: low-carbon, resilient, inclusive and conducive to wellbeing. To achieve this, the company has developed a CSR policy with four objectives: to ethically and responsibly enhance the economic performance and use of buildings; to integrate a low-carbon transition and reduce its environmental footprint; to ensure the development, commitment and well-being of its employees; to be a proactive stakeholder in the real estate sector and to build local initiatives and partnerships.

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For more information: [www.realestate.bnpparibas.com](http://www.realestate.bnpparibas.com)

Real estate for a changing world

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**About Willow**

Willow, the global leader in Operational AI, is at the forefront of revolutionizing the built world through AI connectivity and digital twin technology. Its platform not only optimizes operations but also enhances the sustainability of facilities. Trusted by significant players across various sectors, including education and transportation, Willow strives to create a more responsive and sustainable built environment. For more information about Willow, visit [www.willowinc.com](http://www.willowinc.com).