WHITEPAPER

SCALING GLOBAL STRATEGIC ACCOUNTS WITH INTROHIVE:

Solving Relationship Data Challenges for CRE and AEC Firms

2025

introhive

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Executive Summary

CRE firms, advisors, and multidisciplinary AEC consultancies face growing pressure to manage and expand global accounts with greater visibility, coordination, and efficiency. Yet many still rely on disconnected tools and sources of information like spreadsheets, Outlook inboxes, and siloed systems, making it difficult to coordinate outreach, understand account engagement, and scale business development efforts across regions.

Introhive provides a more connected, scalable foundation for global account growth. Our relationship intelligence platform automatically captures relationship data, enriches contact records, and surfaces insights from the tools your teams already use. Whether you're aligning contacts after expanding into a new region, integrating relationship data post-acquisition, or trying to replace the “who knows someone at...?” email chain with a coordinated global account strategy, Introhive helps unify fragmented relationships into a clear, actionable view that drives client growth across markets.

Firms using Introhive are able to:

- **Build a structured, accurate relationship dataset** that supports account planning, business units, projects, and client development across markets
- **Accelerate outreach** and reduce prep time for pursuits, proposals, and stakeholder engagement
- **Gain real-time insight** into global relationship activity—revealing where strong connections exist, and where engagement is fading
- **Discover hidden internal connections** to key decision-makers—eliminating guesswork and duplication
- **Preserve institutional knowledge** during partner transitions, M&A, or team restructuring

Introhive complements any tech stack by delivering greater visibility into global client relationships and improving data quality without disruption. It’s a scalable, low-lift solution that supports firms focused on growing key client accounts and strengthening relationships globally.

Operationalising Strategic Account Growth at Scale

Strategic account growth is already a top-line goal for many AEC and CRE firms, but most struggle to execute at scale. As firms grow regionally and expand services across the project lifecycle, even basic coordination becomes complex: Who's talked to whom? Which office owns the relationship? Are we duplicating efforts—or worse, leaving opportunities on the table?

The challenge isn't about setting the strategy. It's about giving teams the visibility, structure, and timing to act on it. That's where Introhive comes in, by bridging the gap between strategy and execution by equipping firms with the tools to align globally, engage locally, and grow relationships intentionally.

The Hidden Cost of Delaying Relationship Intelligence

Manual Processes Create Risk and Waste

Everyday tasks, such as preparing event invitations or compiling holiday card lists, often evolve into complex projects. These tasks require manual list-building, last-minute cleanups, and internal guesswork, all of which introduce unnecessary complexity. This increases the risk of errors and inefficiencies.

Moreover, these manual processes reduce the reliance on partners and fee earners to be the primary source of client relationship information. Cold outreach efforts surrounding RFP responses or bids are further hindered when marketing and business development teams lack visibility into existing relationships.

As a result, teams waste valuable hours pursuing introductions that might already exist within the organization but are buried within personal inboxes or individual meeting histories. These inefficiencies not only waste time but also leave potential opportunities unexploited.

Even worse, when key individuals leave the company, their relationship context often leaves with them. Without a shared system of record, valuable institutional knowledge becomes unrecoverable.

Data Silos: The Barrier to Relationship Visibility

Companies often underestimate the cost of data fragmentation. As highlighted earlier, Introhive delivers value by addressing missing relationship intelligence—but it's important to understand the technical root of that challenge: data silos.

Data silos don't just create inefficiency; they prevent strategic decision-making. When relationship and engagement data is scattered across offices, inboxes, and disconnected systems, no one has a clear, organisation-wide view of key client relationships. Without that visibility, it's nearly impossible to coordinate outreach across regions, tailor pursuit strategies, or identify warm paths into strategic accounts that span geographies and service lines.

Connecting the Dots Across Global Accounts

Different regional offices within global built environment firms—whether design studios in London, engineering hubs in Singapore, or real estate advisory teams in New York—often operate in silos—unaware of the broader, global relationships their firm already has with high-value clients. The result? Millions in potential revenue is left on the table, and valuable insights that could guide the client strategically are overlooked. A comprehensive picture of the client's needs and aspirations is missed.

Unlocking cross-selling opportunities begins with unifying client relationship intelligence across borders and disciplines, allowing teams to understand client relationships in APAC, EMEA, and North America as a single ecosystem.

The next step is activating those insights. Introhive makes this possible by revealing the full spectrum of your firm's interactions with a client—past and present—regardless of where they originate.

When teams have a shared view of client engagement and access to relationship context, they can more easily:

- Align pursuit and bid strategy across offices
- Avoid duplicative outreach and missed follow-ups
- Coordinate resources based on influence and opportunity

With this intelligence, you can begin answering strategic questions such as:

- Who do we know and who knows them?
- What depth & breadth of relationships do we have?
- Who across the firm can help strengthen this client relationship?
- Where can we extend more value based on what we already know?

CBRE used Introhive to map their extended network across Europe and uncovered a relationship in Germany that led to a warm intro with a new client in the Netherlands. That one connection led to meetings, a pitch, and

a win worth €1M

LEARN MORE →

Where Relationship Data Lives —and Why That's a Problem

In a typical built environment company, relationship data is locked inside:

- Personal inboxes and calendars
- Excel spreadsheets managed by individual departments
- Unshared Outlook contact lists
- Notes and knowledge held only by long-tenured employees

This unstructured ecosystem blocks cross-functional collaboration. Marketing can't confidently segment and reach the right audience. Business development spends hours manually validating lists. Partners lose time asking internal networks if anyone knows a key contact at a prospect organisation.

Impact on Key Business Workflows

The effects of siloed data cascade across mission-critical functions:

- **Marketing and pursuit teams** can't confidently segment outreach lists or prepare for events without clean, centralised contact data.
- **Business development leaders** lack visibility into who knows whom, weakening trust-building efforts with strategic clients.
- **Firm leadership** cannot evaluate firmwide client engagement without consolidated reporting.

The collective results are more than just operational friction—they become a strategic gap that limits growth, undermines client experience, and slows progress toward digital maturity.

The Need for a Centralised, Relationship-Centric View

Solving the data silo issue requires a centralised relationship intelligence layer—something that connects the company's daily collaboration tools (email, calendars, and communication platforms) and extracts meaningful, structured data from them.

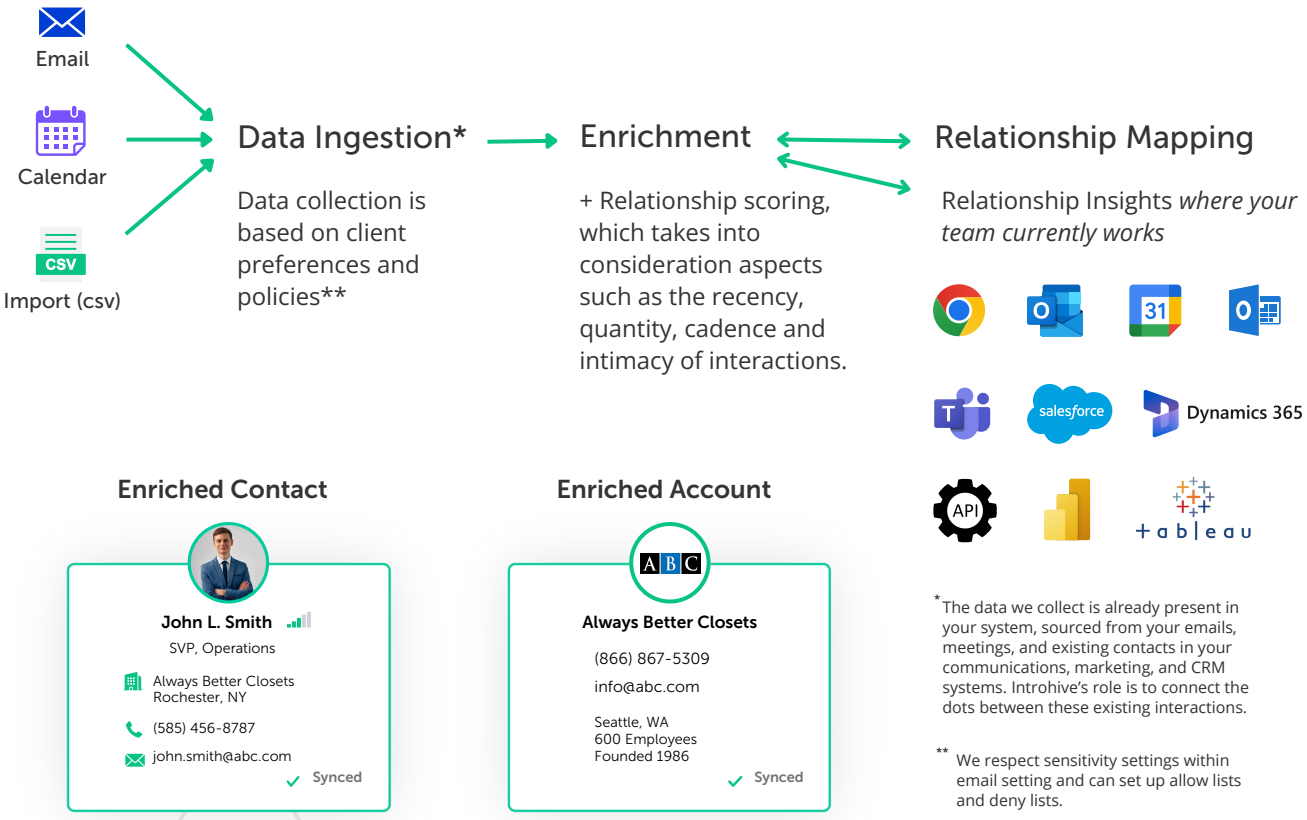
This is where Introhive differentiates itself. It passively captures and unifies contact data from across the company's ecosystem, maps internal and external relationships, and enriches every record with accurate, complete metadata. The result is a single view of relationship strength and connectivity—available to marketing, business development, and leadership—without changing the company's existing workflows.

Introhive's Solution: Centralisation and Automation

Solving the relationship visibility problem requires automation—specifically, automation that captures and consolidates contact and engagement data already flowing through the company. Introhive does this by connecting directly to the platforms companies already use every day, including Outlook, Exchange, and Google Workspace. Introhive can also push data to your collaboration tools (e.g. Microsoft Teams) to make sure you have the insights you need where you communicate and collaborate.

No new behaviors are required from users. No manual data entry. No disruption.

Introhive automatically extracts contacts, email metadata, calendar meetings, and communication signals across the organisation. These data points are then enriched using third-party sources to validate and complete records with job titles, phone numbers, LinkedIn URLs, company info, and more.



* The data we collect is already present in your system, sourced from your emails, meetings, and existing contacts in your communications, marketing, and CRM systems. Introhive's role is to connect the dots between these existing interactions.

** We respect sensitivity settings within email setting and can set up allow lists and deny lists.

Introhive ingests data from any approved source—emails, calendars, CSV exports or flat files—respecting your policies and sensitivity settings via customisable allow- and deny-lists. It can optionally enrich contacts with firmographic and demographic details to boost accuracy.

The engine then mines this unified dataset to uncover relationship networks and applies proprietary scoring models—factoring meeting frequency, response times and communication context—to rank connections.

Finally, it delivers those insights where your teams work today, or exports them via APIs, scheduled extracts or secure feeds.

The result: A centralised and structured view of every external relationship—who knows whom, how recently they've engaged, and how strong that relationship is.

Introhive's Approach to Data Collection

Limited Data Access

We only access email header data, not the subject lines or bodies, ensuring Introhive does not have insight into the content or sentiment of your communications. Users can also choose not to capture subject lines or bodies within the platform options.

Robust Privacy Controls

You have the ability to hide relationships with personal contacts, such as family members or medical professionals. Specific emails and meetings can be excluded from Introhive's platform, and entire domains can be blocked from being imported.

Focus on Contacts, Not Context

Introhive does not tie contacts back to specific projects or opportunities, treating all email addresses simply as contacts without categorising them as leads, prospects, vendors, etc. This ensures that our system remains neutral and only provides the necessary contact information for improving communication.

Publicly-Available Data Only

All enrichment data we provide is publicly available and not sourced from proprietary or purchased lists. We ensure that the information we use is accessible to anyone through standard internet searches.

No Time Tracking or Personal Activity Monitoring

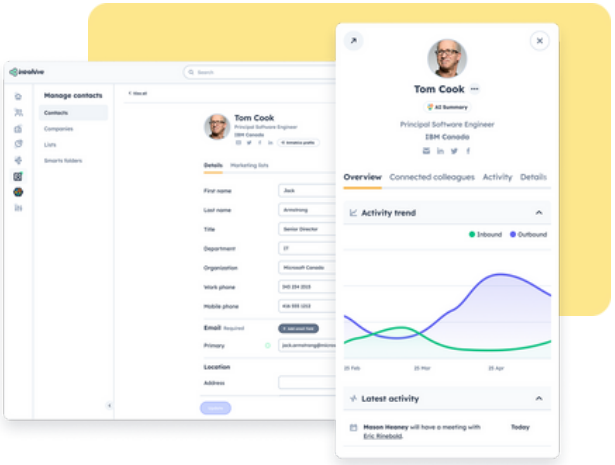
Introhive does not track the time spent on emails, nor do we report on the duration of these activities. Meetings without external contacts are not imported, ensuring personal or private meetings remain confidential.

Exclusion of Social Media and Phone Calls

Our system does not access or track phone calls or social media interactions, including platforms like WhatsApp, LinkedIn, and Facebook. This focus ensures that we respect the boundaries of personal and professional communication channels.

As your data stewards, Introhive commits to:

- Only collect the data we require and store only what is essential to our operation
- Limit the amount of data we transmit between clients and server
- Encrypt all data in transit
- Encrypt all data at rest
- Never underestimate the human element to data security



Built-In Tools for Key Account Management

Introhive's platform goes beyond contact data. It actively supports key account growth:

Account Planning with Introhive's **Account Activity Trends** and **Relationship Scores**, firms can monitor account health:

- Track engagement trends with global stakeholders
- Identify under-engaged contacts
- Pinpoint white space for expansion and cross-selling

Streamlined Meeting Preparation before global client meetings or project updates:

- Get automated summaries with attendee bios, LinkedIn profiles, and engagement history
- Identify recent activity across all global offices
- Surface regional initiatives, ensuring aligned messaging

Relationship Mapping

Introhive helps you visualise reporting lines, decision-makers, and influence networks across complex, multi-regional client organisations—ensuring the right people are engaged at the right time. Track the strength of your team's relationships with key stakeholders, and annotate maps with context like preferences, past interactions, or upcoming meetings. For example, if a critical stakeholder has been disengaged, you can quickly review your team's history with them and tailor your outreach to re-establish momentum.

Proactive Engagement Signals

Introhive tracks key touchpoints—emails, meetings, introductions—and alerts you when follow-ups are due, a relationship is cooling, or a stakeholder changes roles. With these signals, you can maintain momentum across global accounts and show up before your competitors do.

Opportunity Prospecting

Introhive reveals internal warm connections into new target clients, helping business development teams:

- Identify champions for proposals
- Reach influencers in adjacent business units or regions
- Align local business development efforts with global priorities

Simple, Secure Integrations That Respect Existing Workflows

Introhive's architecture is built for fast integration with minimal IT lift. The platform offers secure APIs and connectors to major email, calendar, and collaboration systems. Most implementations require no change to end-user workflows and complete in a matter of weeks.

Security and privacy are core to Introhive's deployment model. It supports granular permissions, role-based access controls, and is compliant with major regulatory frameworks. Data never flows without governance.

IT teams gain confidence through:

- Deployment options that avoid browser extension risk
- Clear audit trails and data flow controls
- Compatibility with cloud, on-premises, or hybrid environments

From Raw Data to Actionable Intelligence

Once Introhive centralises contact and engagement data, it applies enrichment, deduplication, and normalisation processes in real time. The system identifies previously unknown relationships, flags at-risk connections, and surfaces warm paths into target accounts.

Relationship maps are automatically generated, showing how your company connects to clients, prospects, and referral sources—across departments, regions, and time zones. These insights are actionable immediately, whether you're preparing for a key meeting, planning a marketing campaign, or supporting post-merger integration.

Core Capabilities That Drive Value Immediately

Automated Data Enrichment

Introhive continuously enriches contact and company records using internal email and calendar data, paired with trusted third-party sources. Job titles, phone numbers, company affiliations, and LinkedIn URLs are populated without manual effort.

This automation ensures:

- Contact data remains accurate and up-to-date
- Gaps from incomplete contact entry are filled automatically
- Outreach lists are based on verified, real-world relationships—not guesswork

Real-Time Relationship Mapping

Every interaction—email, meeting, or calendar invite—is scored and linked to specific contacts, creating a live map of relationship strength across the company.

This gives companies a full picture of:

- Who knows whom internally
- How strong those connections are
- Which relationships are active, dormant, or at risk

These insights are particularly valuable in account planning, cross-selling, and identifying champions at prospective client organisations.

Introhive Signals: Proactive Relationship Alerts

Rather than waiting for users to pull reports or filter dashboards, Introhive proactively notifies stakeholders about key changes in their network:

- A known contact joins a target company
- A previously active relationship shows signs of disengagement
- A client's engagement pattern changes following a leadership transition

These signals help companies act quickly—whether that means re-engaging a drifting client, celebrating a promotion, or leveraging a new connection in a key account.

Ask Introhive: Instant Relationship Queries

"Who do we know at X?" is no longer a question that sparks an email chain. With Ask Introhive, users can get instant answers through natural language queries, available via browser or mobile. The system searches the company's enriched relationship graph to return ranked connections and engagement history—on demand.

This removes friction from meeting prep, campaign planning, and executive briefings.

Case for Immediate ROI: Quantifying the Impact

One of the strongest advantages of deploying Introhive is the speed at which it begins to deliver tangible business value. Built environment companies typically see a return within the first 30 to 60 days.

Because Introhive connects directly to collaboration tools already in use, companies avoid the upfront delays associated with configuration, migration, or change management. As a result, marketing and business development teams gain faster access to contact data and relationship context—fueling higher engagement and better campaign outcomes.

Time Savings and Operational Efficiency

Manual processes for building outreach lists, identifying internal connections, or cleaning up contact data consume valuable time across marketing, IT, and partner teams. Introhive eliminates this friction by delivering automated workflows and real-time enrichment.

Companies report:

- 60–80% reduction in time spent preparing event or holiday card lists
- Faster turnaround on strategic campaigns due to readily available, segmented contact lists
- Fewer duplicate efforts across departments, leading to better resource alignment

Improved Engagement and Retention

By delivering complete and current contact data—alongside insights into relationship strength—Introhive enables more relevant and better-timed outreach. This directly contributes to improved client engagement and retention.

When companies send outreach based on real, active relationships rather than generic lists:

- Response rates increase
- Event attendance improves
- Follow-up cycles accelerate

These small gains compound over time, especially in competitive, relationship-driven industries like CRE and AEC.

Minimised Risk of Data Loss During Transitions

Companies undergoing restructuring, M&A activity, or partner turnover risk losing institutional knowledge when key individuals leave. Without a centralised system, contact data remains tied to individuals rather than to the company.

Introhive mitigates this risk by continuously capturing relationship data from email and calendar activity—creating a persistent, company-owned record of relationship history. That institutional knowledge remains intact, regardless of staff changes.

Comparative Impact: With and Without Introhive

Consider two similar companies approaching a large client development initiative:

Criteria	Company A (No Introhive)	Company B (With Introhive)
Event List Prep Time	2 weeks of manual effort	2 days using automated sync
Contact Coverage	65% accurate, incomplete data	95% enriched and verified
Visibility Into Warm Relationships	Manual and anecdotal	Real-time, mapped intelligence
Staff Time Required	High (cross-team effort)	Low (automated workflows)
Time-to-Campaign Launch	Delayed	Immediate

The difference is not just technical—it's strategic. Company B moves faster, communicates with precision, and makes decisions based on accurate data.

Why Introhive Stands Out: Competitive Positioning

A Crowded Market, But Few Purpose-Built Solutions

The relationship intelligence space is growing, with several tools offering partial solutions to data and visibility challenges. Yet most alternatives fall short in three key areas: automation, insight depth, and integration flexibility.

Introhive is purpose-built for AEC and CRE firms, where winning work depends on deep client relationships—and where privacy, project-centric workflows, and decentralised teams require a low-friction, adoption-ready solution.

What Sets Introhive Apart

True Data Automation

Whilst many tools offer relationship intelligence, few automate the process of capturing, enriching, and structuring contact data at scale. Introhive's ability to extract contact and activity data passively—without requiring end-user input—is a foundational differentiator.

Other tools rely on manual entry, browser plugins, or partial syncs that leave gaps. Introhive delivers a fully automated pipeline, reducing user burden and ensuring more consistent, trustworthy data.

Data Quality and Enrichment

Introhive's industry-leading approach to data quality stands as a key differentiator in the market, delivering an average contact data accuracy of 90% through its proprietary Enrichment AI. Unlike solutions that rely solely on signature scraping, Introhive leverages a robust combination of proprietary data, trusted third-party sources, and intelligent algorithms to enrich contacts even when signatures or public information are scarce.

Furthermore, Introhive's commitment to data privacy and compliance, underscored by ISO 27001, SOC2, and GDPR certifications, amplifies the trust customers place in our platform. With a comprehensive roadmap focused on continuous improvements, Introhive empowers organisations with the high-quality contact data necessary to drive smarter decision-making at scale.

Relationship Scoring and Mapping

Introhive doesn't just track interactions; it assigns strength scores to relationships based on engagement recency, frequency, and context. This scoring is used to build live relationship maps across the organisation—helping companies instantly identify warm paths, internal advocates, and at-risk accounts.

Competing platforms may offer static relationship views or rely on user tagging. Introhive delivers dynamic, analytics-driven intelligence—without subjective inputs.

Designed for the Built Environment

Introhive is purpose-built for AEC and CRE firms that operate across complex project teams, joint ventures, and multi-office structures. We understand the realities of serving both private and public sector clients—where client confidentiality, regional autonomy, and regulated workflows matter.

Competitive Snapshot

Feature	Introhive	construction360 by HSO	LinkedIn Sales Navigator	Dynamics 365 Sales	Microsoft Excel
Automated Data Capture	Yes	No	No	No	No
Relationship Scoring	Yes	No	No	CRM Dependent	No
CRM-Agnostic Deployment	Yes	No	Yes	No	Yes
Privacy and Role-Based Controls	Enterprise Grade	Yes	Yes	Yes	Limited

Introhive's advantage isn't just one of its features—it's the combination of automation, accuracy, flexibility, and industry alignment that makes it uniquely equipped to solve the relationship challenges of built environment companies.

Up next, we'll take a closer look at how Introhive ensures a low-friction, non-disruptive deployment.

Ease of Implementation: A Non-disruptive Approach

Deployment That Matches Built Environment Realities

Built environment companies don't operate like product companies or tech startups. Change must be deliberate, controlled, and minimally disruptive. IT teams are lean, partners expect continuity, and stakeholders across departments often resist adopting systems that interfere with established workflows.

Introhive was designed with these constraints in mind. It delivers a high-impact solution to a critical data challenge—without requiring companies to restructure operations, retrain staff, or commit to long onboarding cycles. Implementation is fast, quiet, and purpose-built to fit into how companies already work.

Lightweight Deployment, Rapid Value

Introhive connects directly to systems your company already uses—Microsoft Exchange, Outlook, Google Workspace, Microsoft Teams, and others. It passively collects contact and engagement data from email and calendar activity, with no effort required from end users.

Most companies are fully operational with Introhive in less than 30 days, typically without any downtime or disruption to end-users. Because there's no extensive data migration or new workflows required, IT teams can deploy quickly and securely with minimal resources.

From day one, marketers, business development professionals, and partners can start using enriched contact lists, live relationship maps, and real-time insights.

Privacy, Compliance, and Role-Based Controls

Security and compliance is built into every layer of Introhive's platform. For companies in highly regulated or risk-averse industries, this is non-negotiable. Introhive supports:

- Granular role-based access permissions
- Customisable data visibility rules
- GDPR and regional compliance frameworks
- Detailed audit trails and change tracking

Introhive deploys securely at the server level. Data governance is centralised, and information security teams retain control of where data resides and how it flows across systems.

Integration Without Disruption

Introhive's integrations don't require companies to abandon their existing infrastructure. Whether you're operating a shared network drive, relying on an in-house portal, or managing a growing list of disconnected systems, Introhive acts as a unifying layer—not a replacement.

For IT teams, that means no need to sunset systems, reconfigure architecture, or overcommit resources. For users, it means no new software to learn or maintain.

Next Steps: Moving Forward with Introhive

Whether your goal is to:

- Coordinate global engagement across strategic client accounts and regions
- Eliminate manual, fragmented contact gathering and relationship mapping that slows account growth
- Preserve relationship context during leadership transitions, mergers, or global team restructuring

Introhive gives your teams the unified relationship intelligence needed to manage and grow key accounts at a global scale.

Introhive operates independently of your existing tech stack, serving as a lightweight relationship intelligence layer that enhances account planning, stakeholder alignment, and client development, without adding workflow friction.

For IT and operations leaders, it offers fast time-to-value with minimal lift. For business development and pursuit teams, it delivers the visibility needed to prioritise the right accounts and activate internal connections. And for leadership, it provides a reliable, global view of strategic relationships—helping inform client strategy, growth planning, and account leadership decisions.

Take the Next Step

If your company is still managing contact and relationship data through spreadsheets, hallway conversations, or fragmented legacy tools, it's time to move forward.

Book a demo today to see how Introhive can help your company:

1. Unlock relationship intelligence
2. Improve contact accuracy and data governance
3. Surface hidden connections across your person's network
4. Reduce risk, save time, and improve outreach performance

Introhive isn't just a tool—it's a data strategy accelerator.
Start now. Set your company up for success.

BOOK A DEMO →

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