AI IN FACILITY MANAGEMENT

from idea to operational value



Maarten de Bruin
14 October 2026

YOUR SPEAKER

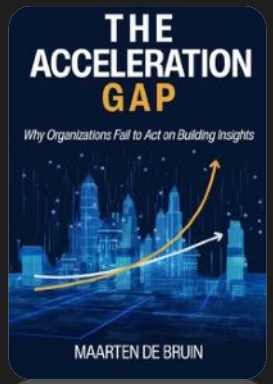


Maarten de Bruin

Manager Value Delivery & Consultancy, Planon

- 15+ years at the intersection of facility management, corporate real estate and technology
- Board member, IFMA IT Community
- Advisory board member, Breda University of Applied Sciences, Facilities Management
- MSc in Strategy & Innovation, on the adoption of AI in facility management

Forthcoming book: ***The Acceleration Gap*** · Business Expert Press, 2027
Pre-order now at: Amazon, Barnes & Noble, Business Expert Press



Planon
Building Connections

OPENING · WHY NOW

FM challenges driving AI implementation



Cost and resource pressure

Budgets are shrinking while service levels are expected to hold steady.



Skill shortages

Skilled technicians are scarce, so more work stays reactive by default.



Rising compliance load

New reporting and audit duties pull staff away from the work that adds value.



Fragmented systems

Disconnected platforms make it hard to trust the data behind a decision.

Planon
Building Connections

PART 01

TECHNOLOGY

What AI can already do inside FM operations today

PART ONE · TECHNOLOGY

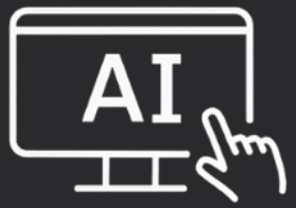
How AI is advancing inside FM tools



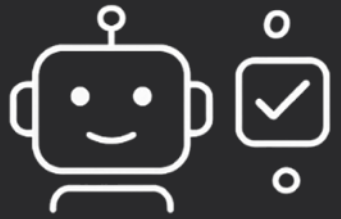
Multimodal capabilites

LLMs as collaborators (not chatbots)





Adoption of AI-native interfaces



Agentic AI execution

Planon
Building Connections

PART ONE · TECHNOLOGY

Where AI already creates value in FM



Service desk to work orders

Service desks receive requests in every format and level of detail, while engineers stay overloaded.

- Request processing and classification
- Smart routing to the right team
- A copilot for the technician on site



Predictive and prescriptive maintenance

Maintenance teams still lean on fixed schedules or reactive response.

- Connecting sensor and asset data
- Anticipating likely equipment failure
- Turning a forecast into a work order



Space and occupancy

Demand for space keeps shifting, and it is hard to track by hand.

- Occupancy insights and optimisation
- Cleaning and service optimisation
- Scenario modelling for demand

Planon
Building Connections



A study of 53 AI practitioners found that 92 percent had experienced one or more data cascades, where poor data quality early in a project compounds into failure further downstream. Quality alone is not enough, because model performance also keeps improving with the amount of data available to learn from. Before an organisation can think about AI, it first has to ask whether its data is both good and sufficient.

Sambasivan et al., 2021; Halevy et al., 2009; Kaplan et al., 2020

JLL

"There is no AI strategy without a data strategy."

JLL, IFMA webinar: Navigating the IWMS Landscape, June 2025

Planon
Building Connections

PART ONE · TECHNOLOGY

The devil is in the ~~details~~ data

AI is only as good as the data it can access

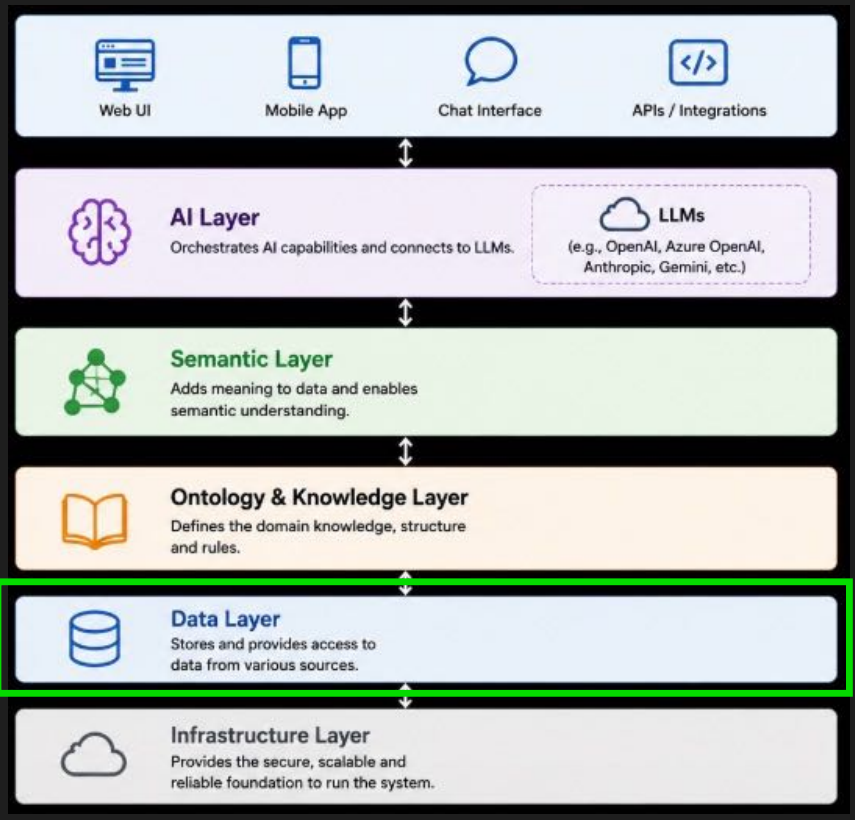
Even the most advanced AI models produce weak or unreliable results.

Fragmented data creates fragmented intelligence

Disconnected applications lead to hallucinations, poor recommendations, and low user trust, making it difficult to deliver actionable and accurate insights consistently.

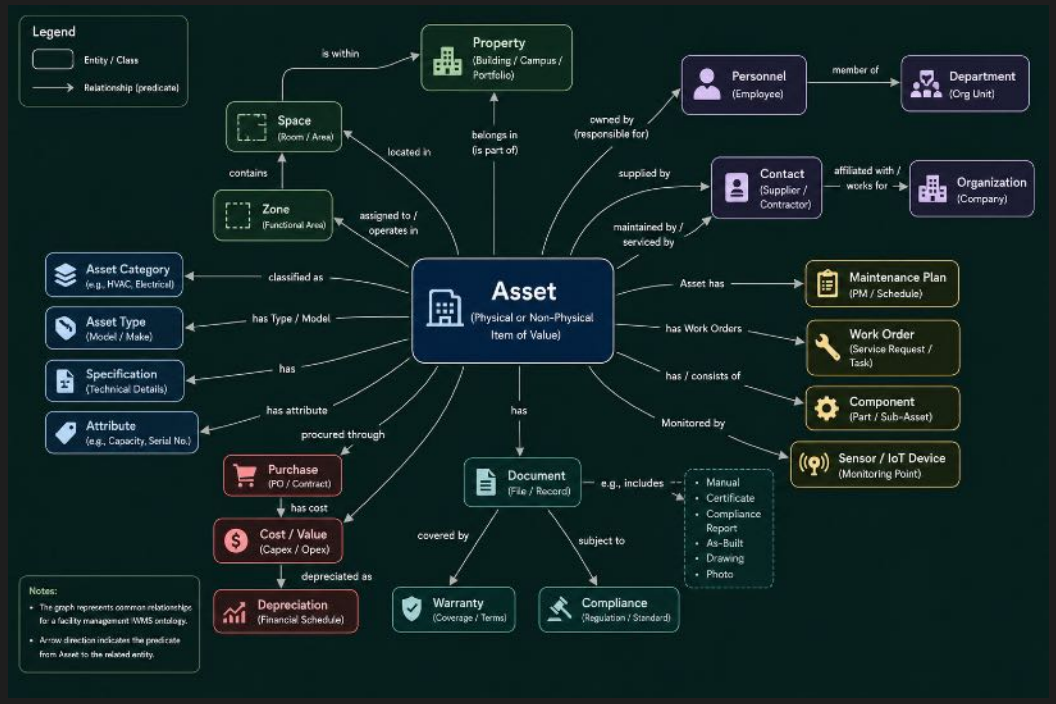
Business context turns data into understanding

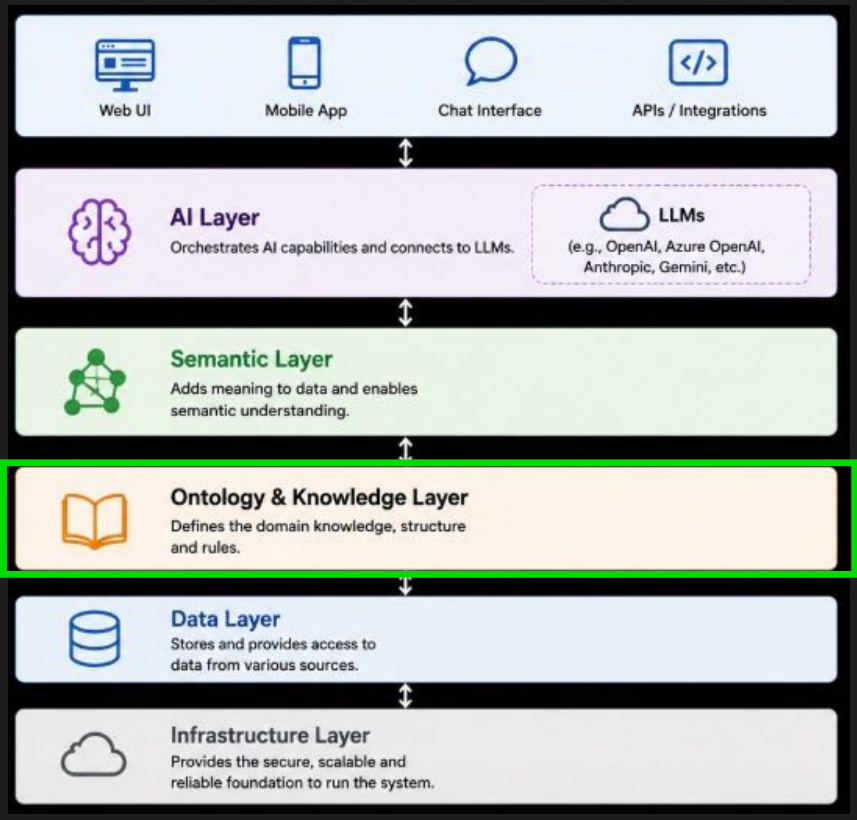
Raw data alone is not enough. Assets, spaces, work orders, and documents need consistent definitions and relationships for AI to deliver meaningful insights.



Planon
Building Connections

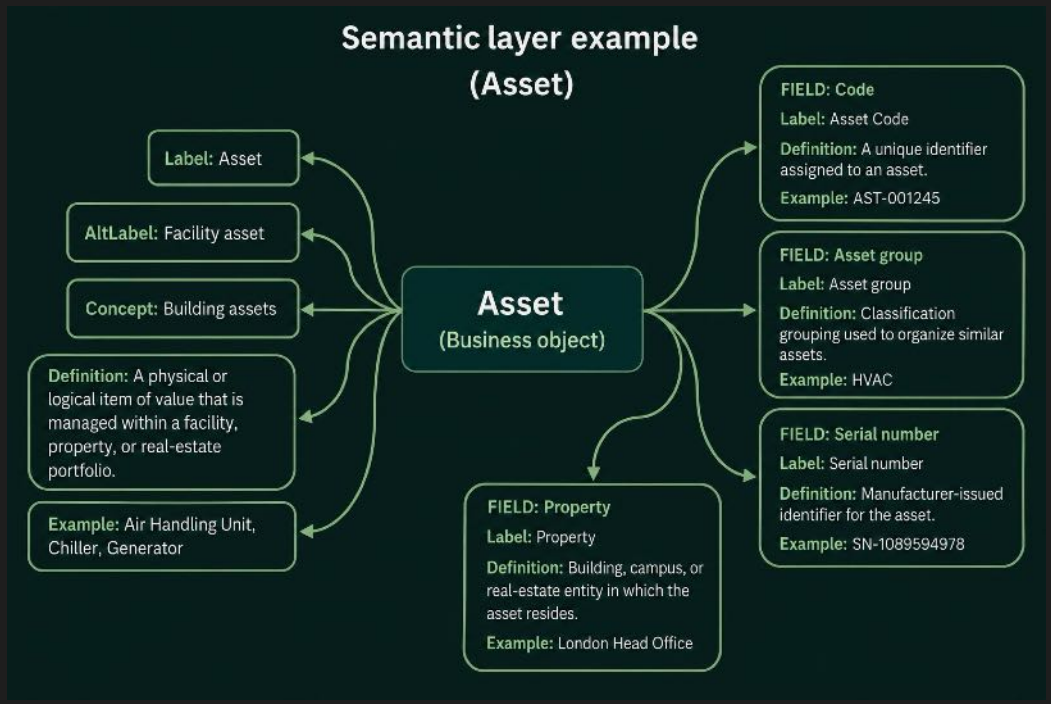
The devil is in the ~~details~~ data

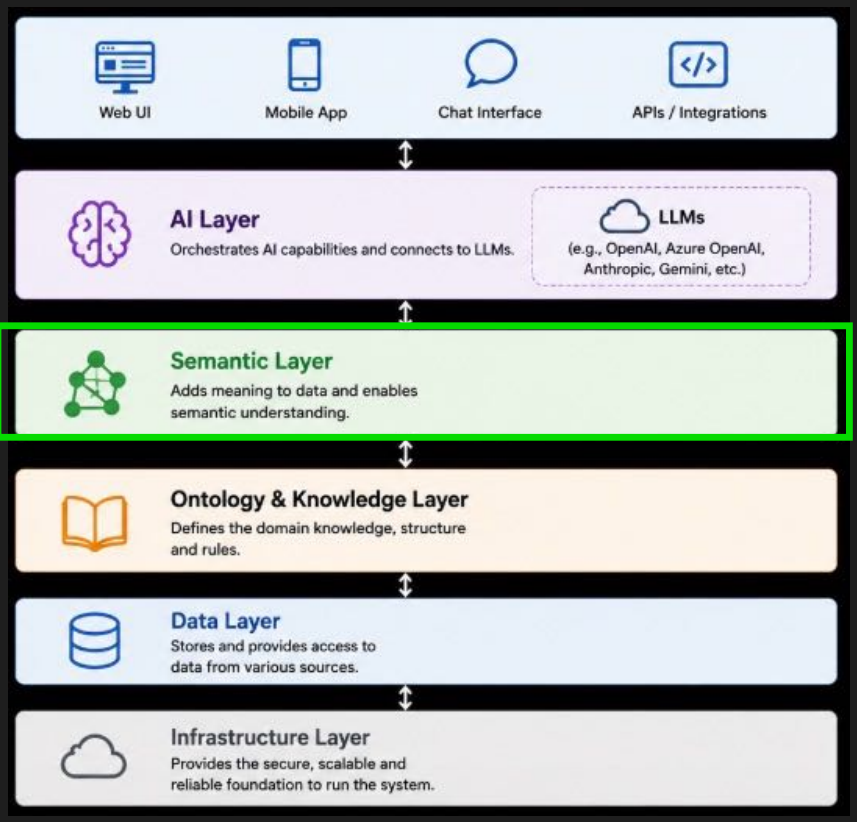




Planon
Building Connections

The devil is in the ~~details~~ data





Data quality and integration, not budget, are now the barrier FMs report most often when scaling AI.

Johnson Controls, 2026 AI & Digitalization in Facilities Management Report

Planon
Building Connections

PART ONE · TECHNOLOGY

How far AI capability goes on its own

1 Assist

Augmenting user productivity

AI offers insight or a recommendation.

2 Predict

Identifying patterns and forecasting outcomes

People stay the architects and orchestrators of the workflow.

3 Automate

Automating complex tasks and workflows

Problem solving and coordination across multiple agents.

ENGAGE TO AUGMENT · SUPPORTING HUMANS

ENGAGE TO AUTOMATE · REPLACING HUMANS

Planon
Building Connections

PART 02

ADOPTION

Why a proven business case still does not guarantee action

PART TWO · ADOPTION

The realities of adoption in 2026

Trust	People act on what they believe, not only on what a model outputs. Lee & See (2004); Dietvorst et al. (2015)
Governance	Someone must own the decision before the signal arrives, not after. Weill & Ross (2004); NIST (2023)
Data quality	Reliable output starts with a shared definition of the asset behind it. Wang & Strong (1996); Sambasivan et al. (2021)
Scale	A pilot that works for one building doesn't automatically work on portfolio level. Gartner (2024); Verdantix (2026)
Cost	Acting on data has a price Sculley et al. (2015); Gartner (2024)

Planon
Building Connections

PART TWO · ADOPTION

Operational maturity is not keeping pace

VALUE

20-40%

potential energy cost reduction

IEA, Energy Efficiency 2022

ADOPTION

67%

of facility managers already use AI

Johnson Controls, 2026

READINESS

75%

of organisations remain predominantly reactive

Upkeep, 2026 State of Maintenance Report

The gap is no longer between interest and technology. It is between adoption and operationalisation.

Data quality and integration remain the leading reported barrier to scaling.

Planon
Building Connections

PART 3

LEADERSHIP

What actually closes the gap between visibility and action

PART THREE · LEADERSHIP

The maturity ladder from signal to decision

1	**Reactive**	*What just happened*	Minimal control, high risk
2	**Preventive**	*What should we maintain*	Scheduled routine, fewer surprises
3	**Condition-based**	*What is happening now*	Data gap between schedule and condition
4	**Predictive**	*What is likely to happen*	Analytics gap between condition and prediction
5	**Prescriptive**	*What should we do about it*	Decision and coordination gap between prediction and action

Level five is not a technology question. It is a leadership question.

PART THREE · LEADERSHIP

Technology capability is not enough

TECHNOLOGY CAPABILITY
Sensors and building systems
Data and analytics
Predictions and forecasts
Work order management
Integrations and routing

As AI becomes increasingly integrated into business operations, the pressure is mounting to deliver meaningful outcomes while managing complexity and uncertainty. With 49% of organizations saying that demonstrating AI value is a top barrier to success, tensions are rising among many C-level executives over who has authority and who is responsible for various facets of AI transformation.

Gartner. (n.d.). *Scale data and analytics to support your AI transformation.*

Gartner

Planon
Building Connections

PART THREE · LEADERSHIP

Technology capability is not enough

TECHNOLOGY CAPABILITY	LEADERSHIP CAPABILITY
Sensors and building systems	**Set priorities**
Data and analytics	**Make decisions**
Predictions and forecasts	**Define ownership**
Work order management	**Act with speed**
Integrations and routing	**Align teams across functions**

AI only pays off once both columns mature together. Most buildings can already tell an organisation more than the organisation is set up to act on.

Planon
Building Connections

PART THREE · LEADERSHIP

The role of Leadership

Own it	Assign who decides before the signal arrives, not after.
Resource it	Budget the action itself, not only the software licence.
Govern it	Set how fast a decision has to move, and who can override it.
Measure it	Track decisions and outcomes, not AI activity.

Planon
Building Connections

CLOSING · WHAT YOU CAN DO TOMORROW

Act

1

Map

Pick one signal your buildings already generate and trace it from sensor to decision.

Where does it stall, and who sees it first?

2

Assign

Name who decides when that signal calls for a response.

Not eventually. Explicitly, and in writing.

3

Check

Test whether your operational history is usable for learning.

Not just for reporting. For better decisions.

Small enough to start this week. Important enough to reveal where value gets lost.

Planon
Building Connections

Thank you

Questions?

Maarten de Bruin

Let's connect on LinkedIn



Planon
Building Connections