



entrata[®]

Breaking Down Data Silos in Multifamily

How connected technology improves efficiency, reporting, and decision-making across your portfolio.

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Introduction

Properties often rely on "best-of-breed" solutions with the expectation that specialized software will create greater operational efficiency. In practice, however, the opposite often happens. A fragmented tech stack creates bottlenecks and data silos that prevent real-time access to critical information. Even tightly integrated systems are vulnerable. A single integration failure can disrupt workflows and bring business operations to a standstill.

Specialized software can be valuable for solving specific operational challenges. But a fragmented technology stack often results in duplicate data, disconnected systems, and inefficient operations. This is one of the primary reasons multifamily operators have increasingly prioritized technology consolidation over the past several years. A consolidated technology stack is easier for onsite teams to manage while creating a single, reliable source of truth for every aspect of property operations.

Properties reduce operational complexity by operating from a unified data layer, a foundational database and system of record that consolidates information across CRM, marketing, leasing, accounting, maintenance, and utility billing into one centralized platform. With a unified data layer in place, decision-making improves, operations become more efficient, costs are reduced, and residents receive a better experience.

This ebook explores why consolidation has become a strategic priority and how it creates the foundation for long-term growth.



SECTION I

The Rise of Multifamily Tech Sprawl

Disconnected systems create delayed responses, inconsistent communication, and frustration for both residents and site teams.

Today, nearly every aspect of the resident journey has its own point solution, including:

- CRM and lead management
- Marketing automation
- Revenue management
- Resident communications
- Maintenance
- Utilities
- Fraud prevention
- Business intelligence
- AI

When this many tools operate independently, the result is not always greater efficiency.

Instead, operators often experience:

- Duplicate data entry
- Multiple logins and workflows
- Inconsistent reporting due to siloed data
- Data discrepancies that make it difficult to determine which information is accurate
- Increased training requirements
- Higher software costs

Ultimately, each additional software tool delivers diminishing returns. Consolidation will not eliminate every interruption or solve every problem, but for organizations operating with fragmented systems, it can remove much of the friction created by constantly switching between applications.



SECTION II

Hidden Costs of Disconnected Systems

When data is delayed, inconsistent, or inaccurate, leadership eventually loses confidence in what they're seeing. That may be one of the most significant hidden costs of disconnected systems. While it's difficult to assign a dollar value to lost confidence, it becomes apparent in the questions leaders begin asking:

- What is our current physical and economic occupancy?
- Which lead sources are performing best?
- What is our lead-to-lease conversion rate?



The result is redundant work across site teams, duplicate data entry, conflicting reports, accounting reconciliation issues, and the need to continually validate numbers before anyone trusts them.

Residents don't care which solution you use for payments, maintenance, communications, or renewals, as long as those experiences are reliable and secure. They simply want as little friction as possible when interacting with the property. When every function operates in a different system, it becomes difficult for residents to know where to go for what they need.

SECTION III

Why a Single Source of Truth is Needed



First, what do we mean by a "single source of truth"? Simply put, every department operates from the same trusted, real-time data foundation. This differs from point solutions that each maintain their own data, making it difficult to bring together the information needed to make informed, data-driven decisions. When data is centralized, it becomes more consistent, more accessible, and more valuable to both site teams and management.

The biggest benefits of a single source of truth include:

Better decision-making:

Executives no longer have to question whether reports are accurate. Instead, they can make decisions with confidence, knowing the data reflects what's happening across the business.

Faster operations:

With a centralized model, teams spend less time validating data and more time acting on it.

Improved forecasting:

When your data is accurate and centralized, your team can forecast revenue, occupancy, and renewals with greater confidence. Better forecasting leads to smarter budgeting and planning, helping allocate resources effectively, identify potential risks earlier, and make more informed decisions about spending and hiring.

Enhanced accountability:

A single source of truth creates a single standard for accountability. When every team measures success using the same metrics, decisions happen faster, alignment improves, and far less time is spent reconciling conflicting reports.

Greater efficiency by reducing manual processes, duplicate work, and administrative burden for onsite teams.

- **Lower costs.** While cost reduction isn't the primary objective of consolidation, organizations often benefit from fewer vendor contracts, reduced integration costs, lower support expenses, and simplified onboarding for new employees.
- **Improved security and compliance** because fewer systems need to be secured, resulting in fewer data handoffs, reduced exposure to risk, and simplified governance.
- **Better scalability.** A consolidated technology stack is inherently less complex, making it easier to grow and support additional properties.
- **Simplified training and support.** Fewer systems make it easier to onboard new team members and help support teams respond more effectively to resident needs.

When evaluating a consolidated technology platform, operators should look for a solution that supports as many core operational functions as possible, including leasing, marketing, resident communications, accounting, maintenance, payments, and reporting.

Consolidation does not eliminate the need for third-party solutions, but it does make integration more important. When additional tools are necessary, prioritize solutions with robust APIs that allow data to flow seamlessly between systems.

Perhaps the greatest advantage of a consolidated platform is that it creates the foundation for effective AI. AI is only as good as the data behind it. When data is centralized, AI can uncover operational insights, identify residents most likely to renew, prioritize leads, automate workflows, and help teams make faster, more informed decisions. When data is fragmented across disconnected systems, AI doesn't solve the problem. It amplifies it by producing incomplete insights, inconsistent recommendations, and less reliable outcomes.



SECTION IV

Tips for Tech Stack Consolidation

Begin by identifying every software solution currently used across your organization. Next, map every integration connecting those solutions. Finally, identify where duplicate workflows exist.

Once you understand how everything is connected, or where it isn't, identify data silos by asking questions such as:

- Where does the data for each solution live?
- Are there data conflicts? If so, where do they occur?
- Which reports require manual reconciliation?

From there, identify where to focus your consolidation efforts and develop a roadmap, beginning with leasing, financial, and resident data. At this stage, it also makes sense to define your consolidation goals, determine ownership, and establish how success will be measured.

Finally, measure results and adjust as needed. Metrics worth tracking include:

- How much time are you saving?
- Where are you realizing the greatest value?
- How many solutions have you consolidated?
- How much cost savings have you achieved through consolidation?
- Are you maintaining data accuracy?
- What impact, if any, has consolidation had on resident satisfaction?



How Entrata can Help

Breaking down data silos isn't about replacing technology for its own sake. It's about creating an ecosystem where every team, from leasing and marketing to accounting and maintenance, can work from the same trusted data.

Entrata's operating system was built around this philosophy. Rather than relying on dozens of disconnected applications that each maintain their own records, Entrata provides a unified platform where property operations share a common data foundation. That means resident information, financial data, leasing activity, maintenance requests, communications, and operational reporting all work together instead of existing in separate, siloed systems.

With a centralized platform, teams spend less time reconciling conflicting reports, manually entering the same information across multiple applications, or troubleshooting broken integrations. Instead, they can focus on higher-value work, such as improving resident satisfaction, increasing occupancy, and optimizing property performance.

A unified platform also creates better visibility across the organization. Executives gain confidence that dashboards and reports reflect the same real-time information that site teams use every day. Regional managers can identify trends more quickly, while onsite teams benefit from streamlined workflows that reduce administrative burden and improve productivity.

Consolidation also creates the foundation needed to fully leverage artificial intelligence. AI is only as effective as the data powering it. When information is fragmented across disconnected systems, AI recommendations can be incomplete or inaccurate. By centralizing operational, resident, and financial data, Entrata helps ensure AI has access to the information it needs to surface meaningful insights, automate repetitive work, and help teams make faster, more informed decisions.

Entrata recognizes that no two organizations have the same technology strategy. While many operators benefit from consolidating core operations within a single platform, there will always be cases where specialized third-party solutions add value.

With an open ecosystem and robust APIs, Entrata makes it possible to integrate those solutions without sacrificing data connectivity. Operators gain the simplicity of a consolidated platform while preserving the flexibility to meet unique business needs and ensuring their data remains connected to support better reporting, automation, and AI-driven insights.

The result is more than a simpler software environment. It's a connected operating platform that helps reduce complexity, improve operational efficiency, increase confidence in reporting, and deliver better experiences for both associates and residents.

Conclusion

Technology should simplify operations, not make them more complicated. Yet for many organizations, years of adding disconnected tools have created unnecessary complexity, fragmented data, and operational inefficiencies. The result is inconsistent reporting, slower decision-making, frustrated teams, and limited visibility into what is actually happening across the portfolio.

The organizations that will lead the industry are those that simplify. By consolidating their technology stack, they create a single source of truth that improves operational efficiency, empowers better decisions, and delivers a more seamless experience for both associates and residents.

At Entrata, we believe technology should work together, not compete for your team's attention. Our unified platform provides the connected data, automation, and flexibility operators need to run smarter communities today while building the foundation for the next generation of AI-powered operations.

When your technology is connected, your teams are empowered, your data becomes more valuable, and your business is positioned to outperform the competition.

