

# HOW FAMOUS FOOTWEAR USED AMTDIRECT TO INCREASE COMMUNICATION & EFFECTIVELY MANAGE ITS ENTIRE LEASE PORTFOLIO

"AMTdirect is exactly the partner and the solution we needed to break down information silos and ensure effective administration of our entire real estate portfolio."

Fred Busch, Real Estate Management Supervisor



**1,200** locations  
**\$2.8M** annual revenue  
**2,300** employees

## THE STRUGGLE WAS REAL...

No one can tell you that better than Famous Footwear. The retail giant (under the umbrella of Caleres) struggled with manual document management. Talk about inflexible, frustrating, and limited. It's a real estate manager's worst nightmare.

In addition, reporting was barely workable. Without consistent key metrics to review, the Famous Footwear real estate management team couldn't make efficient business decisions. They knew they needed to find a solution that could handle their 21st century problems.

## WHY AMTDIRECT?

Teamwork makes the dream work. And AMTdirect broke down silos between the real estate and finance teams to make one happy Famous Footwear family. Finance enjoys endless reporting flexibility, simplified CAM increase, and rent calculations. The real estate team benefited from the unlimited number of custom fields available and the built-in document management.



**\$13,000**

APX. DOLLARS SAVED PER YEAR



**500**

APX. HOURS SAVED PER YEAR