

AI-Ready Data Starts with Asset Identity

Why a common language for buildings and equipment must come before advanced analytics, automation, and digital twins.

Before asking what AI model to deploy, determine whether your systems agree on what your assets are.

AI cannot improve building operations if every system has a different name for the same asset.

At JLL, one of our hardest data problems was not collecting more data. It was creating a common language for a global portfolio. The same chiller could appear differently in a building system, work-order platform, energy application, and capital plan.

When asset identity is inconsistent

- Analytics become fragmented.
- Automation misroutes work.
- Data quality deteriorates.
- Digital twins become difficult to maintain.
- AI produces answers from incomplete context.

The approach

We created a centralized asset registry and ontology that standardized naming, hierarchy, identity, and relationships across systems. We also developed an AI-enabled asset-onboarding approach that created structured records 70 percent faster while identifying missing information, duplicates, and formatting problems.

What the foundation enabled

- Predictive maintenance and energy optimization.
- Scalable digital twins.
- Asset-specific guidance for technicians.
- More reliable automation and analytics across the portfolio.

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