press release 2016-03-08  
Datscha launches in UK and appoints former COSTAR head

*Datscha, the Swedish proptech business, has formally launched its property analysis platform in the UK and, at the same time, has appointed Paul Marples, the former managing director of rival business Costar, as an adviser.*

Marples sold Property Investment Exchange Ltd to Costar in 2007. He was formerly a partner at Brown Cooper Marples and Weatherall Green & Smith.

Jacob Philipson, CEO of Datscha said: *“The appointment of Paul, coinciding as it does with the launch of Datscha in the UK, is of huge significance to our clients, coming at a time where more and more commercial property professionals are harnessing the power of digital technology to research, analyse and share real estate data.*

*For the first time in the UK businesses can now access highly valuable information regarding millions of properties at the click of a button. We have tied together all the public information sources, and added additional data from other sources, to enable users to examine market information down to individual properties and owners and make the most informed decisions possible.*

*We believe that the availability of such detailed property intelligence will disrupt the UK market in the same way that it has in Sweden.”*

Paul Marples said: *“By drawing together data from the Land Registry, Ordnance Survey, Environment Agency, Valuation Office Agency, Companies House and MSCI (formerly IPD), and by combining it with the records of over 7 million properties in England and Wales, Datscha now provides the market with an incredibly powerful commercial property intelligence and research tool.*

*“Combining all this data together brings a new level of transparency to the market.”*

Mark Bruno, MD of Datscha UK added: *“Since Datscha was launched in Sweden 16 years ago it has become the commercial property research service of choice for the vast majority of the market. It has introduced a new way of working to thousands of property professionals from the smallest to the largest firms. With this launch we are now ushering in these changes to the UK.*

*“The true innovation comes from how the data from all our suppliers is merged and visualized, giving our customers much better support for their decision-making. We provide them with a massive competitive advantage by making it possible to search, map and analyse huge amounts of property information and ownership data. Users tell us that after a few minutes using Datscha they’re already two days into their research. They really appreciate the speed and ease of use of the interface and the depth of data that is available to them, often using Datscha as the main information source when doing first cut market analysis.*

*“This is the future of property research intelligence and we are excited to be bringing this digital disruption to the UK property market.”*

* Ends -

Notes for editors  
Datscha – the future of property research intelligence  
Datscha’s clients receive instant web access to information about all commercial properties in the UK, Sweden and Finland and an efficient tool for analysing the information. Datscha has more than 2000 users in over 600 companies in seven countries, most of which operate within the financial or property market.

The Datscha Property module includes data for just over 7 million commercial freehold and leasehold interests in England and Wales. As we continuously collect and match data from a variety of public and private sources the information provided is both up to date and accurate. Investment is made to ensure that the most accurate data in the real estate industry is gathered from the leading providers that include: Land Registry, Ordnance Survey, Valuation Office Agency, Companies House, Environment Agency, CBRE, Oxford Economics, Bing and MSCI (former IPD).

The data is brought together in an innovative platform with an intuitive interface to provide users with the ability to make faster and more accurate decisions Datscha turns data from the best public and private sources into insight and knowledge enabling property professionals to focus on decision making.

Founded in 2000 Datscha is a part of the Stronghold Group. The Stronghold Group consists of Stronghold Invest AB, Newsec and NIAM private equity real estate firm.

Datscha at MIPIM 2016  
Datscha will be present at the MIPIM conference in Cannes 15-18 March, giving visitors a sneak peak into the heart of the digital disruption in the commercial real estate. Visit us at the London Stand, Croisette Hall, C15

For further information, please contact:  
Mark Bruno, Managing Director UK, +44 (0) 7726 876771  
[mark.bruno@datscha.com](mailto:mark.bruno@datscha.com)   
[www.datscha.co.uk](http://www.datscha.co.uk)

Andrew Barber, Flashbulb +44 (0) 7989 553903  
[andrew@the-flashbulb.com](mailto:andrew@the-flashbulb.com)  
[www.the-flashbulb.com](http://www.the-flashbulb.com)

Johan Hopstadius, Head of Marketing, +46 (0) 76 634 20 05  
[johan.hopstadius@datscha.com](mailto:johan.hopstadius@datscha.com)   
www.datscha.se

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