



Case study on Real estate media and listing portal

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Developing an Online portal for Real Estate listings, E-Magazine & integrating with major Real Estate CRM of UAE.

Transforming real estate operations of online listing & sales into a highly efficient system with innovate approach.

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SOLUTION

Web portal development

Developing a web portal application for Real Estate listings.

Data Integration System for Property Listings

Integration with the existing Real Estate CRM's like Master Key, Propspace, Husky Monkey and private CRM owned by clients by creating two way API with third party applications.

E-Magazine Blog

Creation of online blog for publishing magazine articles and giving access to E-Magazine reader for users to read the monthly released magazine.

Overview

Media Lab Publishers LLC working in real estate sector in the UAE, Media Lab Publishers LLC's primary aim is to create and deliver a product that sheds light on the immense potential of this market despite being crippled by the crisis for a while. Through our product, they want to let the world know the Dubai property market is probably the best market to invest in currently given the prices and better regulatory framework.

Business need

Media Lab Publishers LLC need a system which will be useful for displaying their real estate property listings which are managed by number of CRM by the third parties, so basically they want an online solution to display their data which can integrate with their existing CRMs and they have no need to update this online web, it will automatically update it on daily basis.

Creation of a web portal with a heavy crowd driven traffic and manage the application in cloud. Allow real estate brokers, agent, and user login for analysing the property market, searching listings, generating reports and stats on their listings, maintaining associated media like images & videos, tracking leads etc.



Solution

The company transformed one of the best, efficient, high-return real estate property listings, integration system, which is highly capable to reading CRM data and loading them online for their customers, updating and refreshing the third party data on daily basis. A centralized portal where all buyers can meet sellers, agents, brokers and users can log in and manage their listings. Track leads on listings.

The deployment of application is done on the cloud services. Holding more than 100 GB of persisted storage with 2 concurrent servers serving the data to 100+ users per minute. The platform is highly scalable the load can be managed as per requirements by adding more servers within minutes.

Benefits

Media Lab Publishers LLC is now managing more than 80,000 property listings, which are highly integrated with the number of third party CRMs. Company is now enable to get third party data by integration of their CRM and company's online system, its low maintenance and highly optimized integration systems which has automated jobs scheduling for retrieving information from third party systems.

CASE STUDY

Instrumented

Daily queries and requests transactions are gathered into a central system, which provides channelling of leads and requests to the authorised person to process. Now the queries can be transferred to the third party so they can process it.

Interconnected

The data is fed into sophisticated predictive models and processed by the right person to provide insight to analysts and decision-makers across the business.

Intelligent

Provide number of features to filter property listings on the basis of categories Buy, Rent, Commercial, and Residential also contain filters Type, Price, Area, Community etc.

Business context

Media Lab Publishers LLC pushed for an increased focus on controllership, governance and measurements while placing a major strategic focus on real estate asset performance. The company has made great strides toward its objectives, and has laid a solid foundation that will enable it to address challenges of today and those well in the future with its operational requirements, environmental imperatives, and financial results.

Integration of Business Process



To put the company's real estate services transformation into context, it is helpful to look back on what the company had been doing to manage its vast property and building asset portfolio. The Company had a limited global view of the real estate portfolio across the business units and the overall utilization rate of assets within the portfolio.

This made it difficult for real estate and facilities staff to identify inefficient and high-cost properties, and to easily eliminate unnecessary duplication and redundancy in its portfolio in the major market cities it had assets in throughout the world. As a result, the company found that it had redundant, underutilized real estate assets in key metropolitan areas with duplicate IT, telecom, reception areas, and excess support space such as conference and training rooms. It had no centralized and systematic means to identify these inefficiencies and opportunities to significantly reduce costs.

The company sought a technology that could initially provide capabilities in the areas of transaction management, lease administration, and portfolio management while providing the ability to grow into facilities management in the future.

Objectives of the System

The goal was to obtain an end-to-end solution that could be used on a global level while being flexible enough to adapt to a constantly-changing business environment. The company had the following drivers:

- **Reduce costs:** identify and consolidate inefficient and high cost properties and to continue to improve utilization and drive cost savings across the company's real estate portfolio and workplace operations.
- **Improve operational effectiveness:** identify and reduce real estate transaction times from the time of the initial real estate request to the final approval and to collaborate and share best practices for real estate strategies across business units.
- **Consistency:** to create and codify real estate processes, procedure, forms, and reporting across business units to ensure consistent and reliable outcomes for real estate transactions and real estate analysis

Result oriented Integration

The company understood the value of implementing a global system that handled the entire real estate life cycle within its portfolio. It required a system that could provide a global view of its real estate portfolio across geographies, organizations and locations.



EXPERTISE DOMAIN

While developing the online data integration system of Media Lab Publishers LLC 7i Systems used their following major domain expertise to simplify the problems.

System integration

The final component in the transformation story, and perhaps the most significant, is use of Online Property Listings System. The solution provided the capabilities the company needed to execute and integrate the other elements of the strategy noted above. For Integrating with 3rd Party CRM working in web service, XML-HTTP and REST API we created the central Integration Interfaces and documentations for integrations.

Web Development

7i Systems believes that website development is paramount to carry out online business efficiently in both micro as well as macro levels. An online presence means more than just an Internet brochure to a web business. We hosted a WordPress blog for E-Magazine and migrated all previous data from the old blog used by client.

For more information please visit: <http://www.7isys.com/services/web-services/>

Application Development

We used PHP platform for developing the backed property management application. The application was developed using the best in standard techniques and quality assurance. The application was also integrated with the WordPress blog to create seamless UI experience to users when they switch between the fronted and backend.

For more information please visit: <http://www.7isys.com/services/application-development/>

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