Case study :

Enterprise Property Management Solution

SODTECH
Solutions on Demand

iDempiere
Open Source ERP System

Business Flexibility
With SODTech Open source ERP

Gaining an accurate, complete and integrated solution is an asset that separates strategic customer strategies from tactical and will dramatically influence the company's ability to achieve its most important objectives. When you really know what your customers want, not just what you think they want, you can architect business strategy, design solutions and craft messaging that truly resonate with customers and thereby provide a significant uplift in marketing effectiveness, sales conversions, satisfied customers and ultimately Customer Lifetime Value. SODTECH Open source IDempiere ERP solution brought us more flexibility and effectiveness in achieving our business goals.

Mr. Sohail, Managing Director
Star Giga Establishments Ltd.

Client profile

Star Giga Establishment Limited was formed in Dubai, UAE in 2004 jointly by Mazyood Giga International and ETA Star with a vision to lead in the creation of community styled-living in the region. All the projects undertaken by this union of giants are a study in modern engineering and models for real estate development

Website: http://www.stargiga.ae/

The Challenge

Star Giga establishment limited lacks an automated enterprise software solution for managing their core functional areas such as financial management, property and sales management and overall administration. In order to operate more efficiently and accurately, SODTECH has proposed Open source iDempiere ERP solution which will be a one stop solution to integrate and materialize all the functional problems faced from Star Giga establishment limited. The existing application generates sales receipts, reports, bank reconciliations as different modules which are not all integrated. Regarding property management from Star Giga, they are having currently 8 projects in the construction phase. Each Project consist multiple towers and towers will consist of multiple Units (Flats or Property). IT guy is importing the projects details such as project, tower, units (flat or property), payment plans from the MS SQL tool to update the tables related to the Project. SGE will provide owner ship transfer from one customer to another customer and maintains the hard copy for the property transfer. Transfer form may be for an individual or for a company. All the process are done through a defined document checklist and the data will be finally fed into the I-control application from a sales person. So there is a considerable amount of time consumption for processing all the details into the existing application, which in turn increase the turnaround time.

The current sales management process in Star Giga has a reservation form to fill the details of a project and property chosen by the customer. Once reservation completed they will generate a Sale agreement and hand over the document to the customer. All these process to and after are done through manually and documented. Through the existing i-control application, client captures data of the Entity (Customer), where they will enter customer data in predefined form.

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Customer executive will update the comments on daily basis if customer is having any pending payments and other required documents. Customer agent or broker is also an entity for the client. The current sales process will generate a SIN from the i-control application and has a bunch of word document export facility which in-turn find very hectic for the client to manage. There are lack of coordination in between the sales management module which in turn affects easy functioning of the organization.

The Solution

SODTECH using Open source iDempiere ERP, an open source solution which is not tied by any licensing cost for functional changes or version upgrade. IDempiere ERP solution introduced the standardized processes for sales management and financial accounting in the real estate and construction industry. SODTECH has been a long-term iDempiere implementer, deploying global ERP applications in complex multinational Industries. IDempiere ERP is an open source solution, not tied by any licensing cost for functional changes or version upgrades. The iDempiere ERP solutions implemented by SODTECH towards Star Giga Establishment Limited, comprises of a full range of Sales, Financial, Fully fledged property management and administration of all these modules which in all fully integrated to provide a comprehensive enterprise management system.

With the newly functional iDempiere ERP application, all the modules such as Financial, Sales, and Property management got interconnected and it is easy for the management to look into the MIS reports and study and forecast the ROI and sales volume obtained each and every year. Thus a sophisticated enterprise application which has given a varied user experience to Star Giga Establishment Limited with cent percent user satisfaction.

The Benefits

Using SODTECH's new and improved iDempiere Open source application, Star Giga Establishment Ltd can now keep a track on their sales progress using a UID number based on each unit and customer based parameters. Users will be able to see various types of sold and unsold units of apartments in various towers and projects in a common web interface. Star Giga Establishments can now modify as well as edit their payment schedules based on each and every customer convenience. Now payments are made more flexible compared to previous version application. Using the current iDempiere application, for sales management, sales proposals can be allocated against already allocated units in case of units sold are unavailable. Users can see history based on customer and unit wise financial transactions. All the data are captured on one time basis and used in transactions. Various levels of audit controls are used in modifying records. Notifications/alerts are provided to users for non-payment or delay from the customers. If a delay in payments has occurred, auto penalty allocations for payments are made which is based on a pre-defined percentage.

Data Access Level is defined for Tables, Reports/Processes, Forms, Workflows and Tasks. User privileges are assigned to different set of accounts and provide the default functional access. By using Personal Lock option in this application, an users can restrict access to a specific record in this application. SODTECH team delivered a best in class Enterprise solution to the client for their use in various verticals in managing their sales, financial and customers which help in key decision making. The system completely avoids the use of traditional document/paper mode and improves the cycle time in defining the process, collecting the information and analyzing the data for a better output.

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Solution Summary

★ Standardized Business Processes

★ Improved work-flow and efficiency

★ Increased cost- effectiveness

★ Improved visibility

★ Integration of overall business functions

★ Improved Operations efficiency

★ Immediate access to enterprise information

★ Enhanced user experience

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