

## Case Study: COUDERQ & PARTNERS

COUDERQ & PARTNERS UKRAINE is a branch office of Couderq & Partners Int. an American-French-Polish corporate real estate consulting office.

For the last 15 years, the company provides consulting services in the field of leasing and sales as well as real estate investments for B2B.

The 900 business centers in Ukraine and thousands of professional premises have been integrated with their full details to allow a 360° view, make a reservation quickly and allow customers to access via their extranets to a list of available space.

### ■ Integrated Management Modules:

- Companies & Contacts
- Segmentation
- Newsletters & tracking
- Offices & Warehouses management
- Real Estate offers
- Real Estate contracts
- Document management
- Workflows
- Employees management
- Work Schedule
- Business dashboard
- Reports & Analysis

- CRM
- Marketing
- Administration
- Programmes
- Finance
- HR

### ■ Companies and contacts

A unique data base to regroup the owners of the office buildings / warehouses, real estate agencies-partners, actual customers and prospects labelled accordingly.

The full general and customized details are managed from this module. The customized fields for the actual customers and prospects give the possibility to define their exact needs:

- Status;
- Number of employees;
- Number of offices;
- Interested in;
- Actual supplier;
- Actually leased area, m<sup>2</sup>;
- Contract start;
- Contract end;
- Office zone;

Before the manager takes contact or meeting with the customer or prospect he can consult all this information as the history of the relationship with him to customize perfectly the offer as well.

After the interaction with customer, prospect, supplier or partner, the manager creates the report that is shared with the other employees of the company and eventually creates a task for himself or for another manager according to the required competences. The module is fitted with powerful and customizable search engine.



## ■ Segmentation

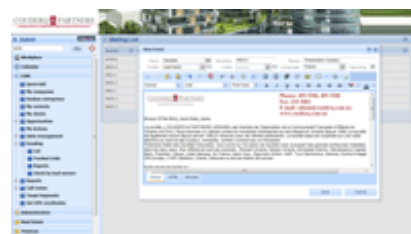
This module gives the possibility to the sales department to resume the needs of the actual customers and prospects as well as those of real estate agencies-partners and building owners and to create the groups of contacts united by common criteria (companies who wish to rent an office in the city center or in the suburbs, big offices or small ones, etc.).



Couderq & Partners is using these groups for the emailing campaigns with the adapted information and offers inside, for call campaigns and for commercial monitoring.

## ■ Newsletters & tracking

Couderq & Partners inform their customers and prospects about their company news, events and real estate offers using the module of newsletters or e-mailing. They simply create the content in the form and send it automatically to all the groups of companies selected in the list of addressees.



The module enables to place the links and the images to track in order to know who opened, read the newsletter and who clicked on what. So the company improves nonstop the knowledge of their customers and prospects as well as their needs.

## ■ Offices & Warehouses management

This application was especially developed for the real estate companies to enable them to manage all the necessary information about the buildings to rent or to sell.

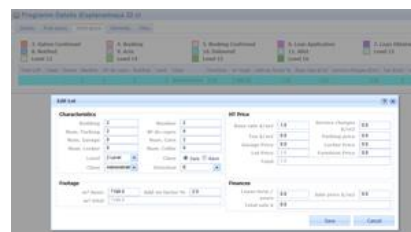
The general details are used to manage:

- Name, address, city, country;
- Building type;
- Class;
- Status: for rent or for sale;
- Location zone;
- Date of construction, commercialization;
- Owner;
- Tax type & rate;
- Fees nature & rate;
- Total area;
- Etc.



The customized details regroup the following details:

- Nearest metro station;
- Fund;
- Indexation;
- Number of floors;
- Elevators;
- Amenities;
- Standard fit-out;
- Condition;
- Etc.



Lot (office) management is made from this module as well with all the general and customized details of every lot (office).

The 10-level booking system is available integrated with workflow features.

The images of the building and every office (lot) are uploaded in this module and are used after in the real estate offers.

## ■ Real estate offers

This module was improved and adapted for the real estate agencies to give them the possibility to make a search by different criteria or demands of the customers and make commercial offers of different levels of data inside.

The first-level offer is made for free and so the data about the buildings are limited. It represents a list of different buildings that fit the explained need of the customer.

When the customer is interested in some offices presented in the offer, the sales manager prepares the second-level offer with more information about the premises. This offer includes the pictures of the building and the office, the plan, some key information for the customer understands whether it meets the need or not.

And finally the third-level offer contains the full information about the premises.

All the offers can be exported in PDF, HTML or just printed and sent to the customer.



## ■ Real estate contracts

This module is the logical continuation of the previous one and enables the sales department to prepare the contracts for the customers who made their choice for the premises.

The contract content will differ according to the type of action (rent or sale), owner conditions and include all the necessary details of the premises (financial conditions, guarantee, contract duration etc.).



## ■ Document management

Created for the improvement of the collaborative work, the Document management solution brings all the possibilities of a documentary portal.

The interface of the system includes a document creation workflow, a dynamic research engine, and a catalogue tree information system (structured and non-structured). For the secure usage of this module an administrative platform insures the access rights and manages the profiles able to read, write and browse.





## ■ Workflows

This module transverses each other module in the portal and gives the possibility to alert the involved managers about every action made in the system by another employees.

This module is a real artificial intellect robot able to create the following tasks according to the steps indicated in the system.

In general this automatization improves the quality of work and services provided to the customers.



## ■ Employees' management

The HR application collects all professional and financial information about the employees to display them in one 360° view.

The managers are always aware of employee's details, projects, worked hours, salary, performance reports, vacations, appraisal and trainings.

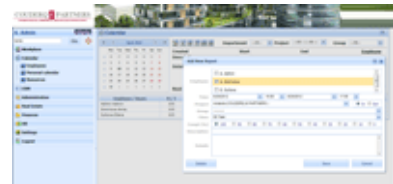
Managers control the administrative processes, complete monthly reports and print all the document forms.



## ■ Work schedule (Outlook & Google Calendar synchronisation)

This module is used by Couderq & Partners to establish the work schedule per day, per month, for employee or whole team. The company enjoys a very functional ergonomics thanks to a drag and drop system. Outlook and Google calendar synchronization is very useful and helps to save time and not to loose any information or email.

In addition to Outlook and Google Calendar, this work schedule is related to the internal projects (marketing, prospection, recruitment ...) and external ones (customer projects and opportunities) of your management Portal. The module enables you to provide all the management indicators (time and costs) necessary for your perfect management.



## ■ Business dashboard

The dashboard module offers the ability to create various indicators / ratios from your Management Portal database. These indicators are gathered in portlets and are displayed on the main page of the user's portal. They can be sent by email to employees or partners on defined time period.

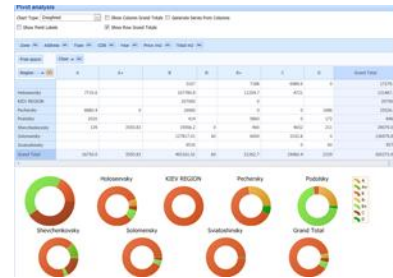


## ■ Reports & analysis

The Artemis application includes Business Intelligence applications enabling you to perform all the analysis and crossing all data in real time.

All the needed reports and analysis were developed for the real estate business:

- Rate of available area;
- Price by class;
- Free spaces per class;
- Buildings by class;
- Average price per class in CBD;
- Free total space per region per class
- Etc.



The reports are provided with a graph tool and Pivot table components and updated automatically.

The statistics made by this module can be easily exported to the other applications or to Excel.

Furthermore the access rights to all dynamic indicators, reports and analysis are customizable according to the user's profile.