



Case Study



Icreon

A Real Estate Portal

The entire procedure of selling or letting property in London is a tedious task and many a times customers don't know where to look for complete information regarding available properties. Our client required a solution for its customer; to streamline the process of selling and letting property in London U.K. They wanted a one stop shop for their customers. Icreon studied the various aspects of the requirement and implemented the web application. This helped our client's customer in increasing their ROI and restructuring their complete process of selling and letting properties. It proved a boon to customers who were able to find the perfect destination to buy properties in London.

Customer Profile

Our client is a leading I.T company based in London U.K. They required a web based real estate solution for their customer, dealing in all kinds of real estate and properties.

Business Requirements

Our client is an IT company based in London. They were looking for a website for their customer that would make it easier:

- To maintain their huge database at a centralized location
- To co-ordinate work between their nine branches
- Provide optimized information on properties in London

Our Client's customer required a set of solutions for their company to manage the massive data exchanges between their different branches - an application that would help property seekers in selecting properties in London based on various search conditions such as the number of rooms required, price, availability of swimming pool, parking area, elevators, adjacent parks etc.

E-Solutions for Homely Affairs

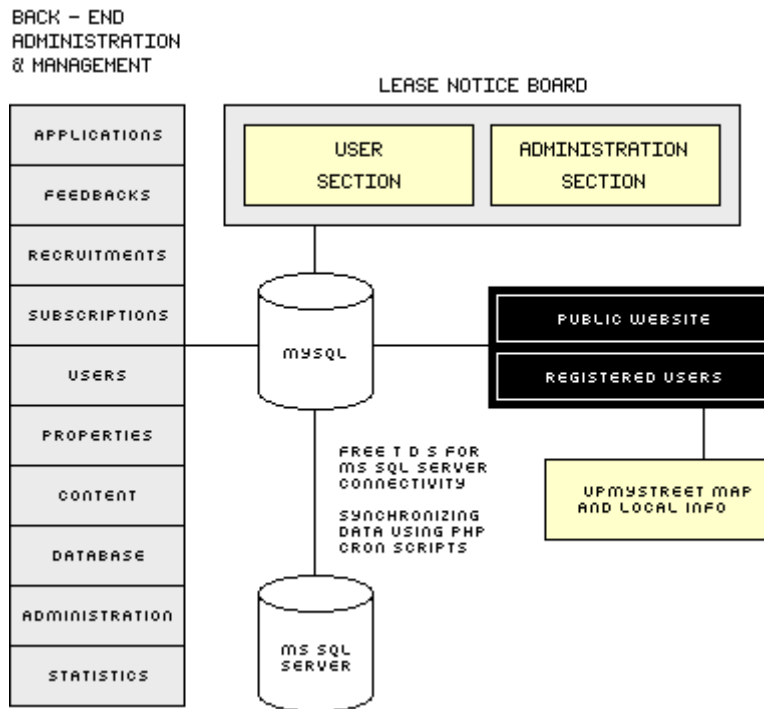
Our client's customer required a solution for streamlining the process of selling and renting real estate in London. The website thus developed has special features such as:

- The web application is powered by a content management system. This enables site administrators to dynamically manage what the end customer views on the website.
- A Multi-level administrator user management system has been integrated in this web based application. This empowers numerous sales managers with the necessary tools to fulfill their unique responsibilities and manage their workflows. The three levels of administration are:

- Super administrator who has all the powers and who can make any change in the website.
- Managers, who have powers in their own particular offices and who are liable to report to the super administrator.
- Editors, who have very limited set of powers and are not empowered to modify the application.
- Integration of a workflow module wherein the property seeker gets automatically directed towards the agent handling property in that particular area as desired by our client.
- Integration of Up My Street web services, to show all information regarding properties in a local area.
- Integration of an extranet for agents to keep a track of all properties they deal with.
- Use of the GD Library to enhance the visual effects of the pictures of the properties. These pictures can be viewed in any size without compromising their clarity
- Integration of a Statistics Module which gives a complete overview of the web application in one glance.

The web application developed by us is highly customer friendly wherein we have integrated numerous modules to enable the property seeker in his property search. These modules are:

- **User Module:** It is the integration of this module in the web application that facilitates any web user to search for the available property in U.K.
- **Registered User Module:** Through this module the registered customer gets the facility to log into the web application and also save his settings.
- **Property Tracker:** Is a comprehensive module which enables agents in keeping a track of the property that they are handling.
- **Admin Module:** With the incorporation of this module the company was empowered to designate a Super administrator, managers and editors. These administration levels enjoy their own set of powers which help in distributing roles, thereby streamlining the entire process.
- **Notice Board Module:** The functionality of this module is block centric. It is a micro-site with a separate admin, which updates the information on the notice board for particular blocks which can be easily accessed by the block user through the block name, user I.D. and password.



The streamlined process of data flow within the application:

- The web based application is based on a multi-tier architecture.
- The main Oracle Server is updated by our clients themselves and these updated figures regarding available properties, are fetched by the local server, MySQL using the Free TDS Technique.
- Through the local database server the data is fetched by PHP classes and transferred to the Template Engine.
- From the Template Engine data is directly displayed on the UI.

An automatic script has been integrated in the real estate portal, which runs at a set interval of time to update and enhance the site according to the changed status of the main server.

Technologies used in developing this application are:



Summary

Our client's customer required a solution to organize the process of property buying and letting. The need was for an application that would provide all the relevant information to the end customer such as the location of the property, the prices, disabled access, garages and other facilities that are available with the concerned property.

The application developed by Icreon is serving its purpose and has proved to be the perfect resolution in the arena of real estate management.