

CASE STUDY

Real Estate



Compete effectively in the real estate market by extracting the maximum value from SharePoint®

Industry Overview Real Estate Development

A major downturn in the housing market and a renewed trend toward urban migration has led to growth in the commercial real estate market. To compete effectively in this market, commercial real estate firms must coordinate new construction projects, maintain existing properties, and monitor and react to tenant feedback all in a cost-effective manner. Small IT staffs and shrinking technology budgets have caused firms in this industry to turn to Microsoft® SharePoint to automate their business processes. To extract maximum value from SharePoint as well as minimize IT/application expenditures, commercial real estate firms are relying on Bamboo's extensive portfolio of products to enhance SharePoint's performance.



Solutions Brief - Real Estate Project Management and Collaboration

With urban residential communities in nineteen states under management, a large internal team of industry professionals, and an under-staffed IT department, a property management firm was struggling to keep tabs on the various projects in process at any given time. A formal project management office would have been overkill, and spreadsheet-based project management was not getting the job done. One of the biggest challenges the firm faced was the sharing of project-specific information with appropriate users while not sharing it with everyone in the organization. The firm determined that a combination of SharePoint with **Project Management Suite** would provide an effective solution in much less time and at a fraction of the cost of a fully-custom application.

The new project management solution allowed project teams to collaborate while aggregating important project information

up to a dashboard that managers can use to easily check the pulse of active projects and overall resource allocation. Proactive email reminders pushed from the system made sure that project team members did not forget about important tasks and events. They also ensured that the system stayed updated by sending reminders when assigned tasks are overdue.

The firm also implemented an online knowledge base using SharePoint and Bamboo's **Knowledge Base**. It was extremely easy to implement and provides answers to questions commonly asked by project managers and project team members. If a project manager or team member cannot find what they need, they simply submit a request which gets routed to the appropriate subject matter expert. Responses are monitored to ensure that users don't wait too long for an answer. Since users can rate and comment on articles, the content of the knowledge base is continuously improving.

Bamboo® Solutions

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