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Jitendra Khaitan, CEO, Pioneer Property Management Ltd.

AT A GLANCE

Company
Name : Pioneer Property Management Limited
Location : Kolkata, India
Industry : Real Estate
Products & Services
: Marketing, Consultancy of Real Estate in India. 85 Residential and Commercial Projects 15 million sq. ft. Prime Real Estate transacted. 20,000 Flats and other properties sold worth 30 Billion
Revenue : 30 Billion
Employees : 125+
Website : www.pioneerkhaitan.com
Implementation Partner
: SAP Channel Partner

Challenges & Opportunities
Integration
Availability of real-time data
Reduce costs with better management of operational processes

Objectives
Implement an integrated technology solution to streamline & harmonize all business processes
Increase competitiveness

SAP® Solutions & Service
SAP® Business One

Implementation Highlights
Time-frame : 2 months
Implementation: Challenging
Support from senior management

Why SAP
Well-known brand
Met company's requirements
Assured support in the future

Benefits
An integrated solution
Common Database
Ability to retrieve and update data in real-time
Ability to generate detailed reports efficiently
Improved internal and external communication
Improved Productivity
Standardized Processes
Faster Decision-Making
Enhanced control over business operations

Existing Enviornment
Legacy systems, PioSoft, an in-house developed real estate solution
Database : SQL Server 2005
Hardware : IBM
Operating System :
            Windows 2003

PIONEER PROPERTY MANAGEMENT LIMITED

SAP builds real integration at Pioneer Property Management Limited, a leading player in the real estate sector.

Background

The Pioneer Group, a well-known corporate house stepped into the world of Real Estate in the year 1986 and pioneered the organized real estate industry in India. A professionally managed ISO 9001:2000 certified company, Pioneer Property Management Limited has been at the forefront of the infrastructure boom. The company provides all real estate solutions for a diverse range of users and needs, including comprehensive consulting, marketing and management of large scale housing, commercial and industrial projects. Pioneer also has a financial assistance team to assist its clients for Housing as well as Corporate Financing. It has a strong network and business associates spread across Kolkata, Mumbai, Delhi, Bangalore and Chennai.

The Need for SAP

Before Pioneer turned to SAP Business One, it was difficult for the company to deal with rapid growth and it was unable to respond promptly and deliver on time due to lack of standard operating procedures. The company realized that it needed to enhance and automate its business

processes in order to achieve its goals. Pioneer has offices at project sites at different locations spread across Kolkata, and manual-based processes were resulting in inefficiencies and data inaccuracies across the organization. The lack of integrated data and processes drove up costs. For instance, tracking and managing customers from the payment to the servicing stage was a tedious and time-consuming task, as the staff were using Excel spreadsheets for functions like generating reports and opportunity management. This also meant that they could only prepare reports manually at the end of the month, and a lot of time was spent searching for data to fulfill senior management's ad hoc requests for business-critical information.

Pioneer concluded that its problems could be answered by a centralized enterprise management system that would integrate the company's processes and enable staff to retrieve, manage and analyze data in real-time. As a result, the firm decided to look for a new enterprise system that included customer relationship management (CRM) – to improve efficiency and service levels. Pioneer chose SAP Business One application because its prepackaged features contained well-defined processes and operational sequences that were in line with the firm's long-term goals. After evaluating the various solutions available, Pioneer decided that SAP Business One was the best as it fitted all the criteria the company needed. "We considered Microsoft, but SAP offered more data security in comparison. We also studied the implementation of SAP in big companies in India and abroad and we were assured that we would get good service and support from SAP," says V.S.Suresh, Manager-IT, Pioneer Property Management Limited.

Implementation

The implementation partner for the project was Embee Software Private Limited. SAP Business One was implemented across 12 sites, including the company's Head Office. It has been integrated with PioSoft, an in-house developed real estate solution which is being used by the company since 2 years – for booking a flat, follow-up with the customers for payments and after sales service etc.

"We are using SAP Business One for our pre-sale activities. Once the sale is closed, the data is taken from PioSoft and the booking is continued with the SAP software," says Suresh.

During the implementation, the major complexities faced were integrating PioSoft with SAP and designing an incentive structure for the employees. "But, we have a fine solution and we expect very good results in the future," adds Suresh. There were around 10 members from Embee Software and around 4-5 members from Pioneer involved in the implementation process.

During the implementation process, Pioneer conducted a business process re-engineering exercise to realign existing operational processes with industry best standards so as to optimize business efficiency and performance. The implementation of SAP and the adoption of best business practices has facilitated business process re-engineering and enabled business transformation in the organization. Today, there are 25 users who have the implementation well. "Though the implementation was smooth, it was quiet challenging as it brought about a transition from the old software which we were working with, and users took time to catch up," says Rajkumar Khaitan, Chairman.

Benefits
Information now just a click away
Deploying the solution has had positive effects on the workflow and decision-making process. Before SAP, the transfer of data between different project locations was tedious and time-consuming, while it became increasingly difficult for the

company to cater to customer requirements and quickly respond to market opportunities. With SAP Business One, data from different departments are now integrated on a centralized platform. This allows staff to update, retrieve and manage data in real-time, which enables them to execute their tasks more efficiently. SAP Business One has not only addressed all the company's business needs, but has also been the most user-friendly solution, offering the company a very comprehensive package with functionality.

Marketing and Sales have become more streamlined through improved sales analysis. The SAP solution has also given top management increased visibility of the company's operations. With the ability to drill down to data at any point in time and as detailed as which customer payments are outstanding, Pioneer is able to make decisions that give them an edge over the competition. By having a clear understanding of the problems that customers face, who the key customers are and what they like, for instance, Pioneer will be able to enhance customer service offerings in the most cost efficient manner.

"With SAP Business One, we have real-time information at our fingertips. This allows us to track the status of our business as and when we want, before visiting a customer or even during meetings. We can serve our customers better in terms of their needs, analyze their requirements and offer value-added services to them," says Ravi Khaitan, MD. With the CRM function, Pioneer is in a better position to anticipate client needs and through SAP's business reporting feature, management can now adapt to changing market dynamics faster than before, based on real-time data.

"We have an SMS gateway. Earlier, whenever we wanted to send any information to our customers, it would be difficult to take out the data from Excel and then push it through. Through SAP, the procedure of sending data to our clients as and when

they require information has become easier and simpler. We also have plans to integrate SAP with Blackberry," says Vinay Agarwal, COO.

The availability of real-time data enables the company to completely redesign communications with its most important partners and customers— as well as the content and quality of its information. "With SAP, we can even reduce our ad spending in the future," continues Vinay Agarwal.

With SAP Business One in place, Pioneer's management now has real-time access to timely and accurate reports, thus improving the decision-making process. The system has established a standardized and more transparent management style that allows the company to identify business pain points easily. SAP Business One can help the management discover problems quickly, and find the cause of the problems easily. Through SAP, an Incentive Structure for Incentive Distribution has been designed which is based on the activities of employees involved in lead generation.

"The different activities in lead generation, for instance, if an employee communicates with a customer, or if he takes action based on the customer's requirements, are defined in the SAP system. All the executives who are involved right from the beginning in lead generation earn points, based on which they become eligible to finally get incentives. Earlier, only the last person or the person who got the order from the customer used to be visible for getting incentives," says Rajendra Khaitan, Director.

Pioneer believes in forming long-term relationships with it's clients. "We maintain a personal touch with them. The customer information provided in the SAP database can be used

as and when required. Earlier, we used to take out customer data from Excel sheets which often led to duplication and errors. With SAP, sending invites for any celebrations or anniversaries and gifts at the time of the Durga Puja festival and the New Year to our customers has become easier," says Ramesh Kejriwal, Exec. Director.

Future Plans

Through SAP Business One, the company has established a set of standard operating procedures which has resulted in better control and overview of its business operations. Using SAP Business One, Pioneer has a centralized information sharing for all its departments which has improved the communication flow. This has resulted in enhanced operational efficiency and clarity on the status of its business, with greater data transparency and management insights on market conditions and sales performance.

At Pioneer, the focus has always been on quality delivery ahead of schedule, and the company aims to align its business processes in this direction. Through SAP, faster decision-making has enabled the company to react quickly to the changing business environment.

"Working with SAP exposes us to industry best practices in managing our business, and we believe SAP Business One is well worth the investment. It has high value for money. Looking at the benefits that SAP has brought in, we feel that we have already achieved the ROI on the project," says Manish Agarwal, Exec. Director.

SAP has enabled Pioneer to integrate processes, and recognize and leverage its inherent resources, strengths and capabilities. "We are very satisfied with SAP. It helps mid-sized companies in their growth," concludes Jitendra Khaitan, CEO.

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