



CASE: EDC

BUSINESS INTELLIGENCE SOLUTION CREATES OVERVIEW AND NEW INSIGHT FOR EDC



The estate agent chain EDC has optimised the overview of the chain’s extensive business and created transparency in the case flow. A Data Warehouse with flexible reporting possibilities now offers a chance of an even more targeted business development within Denmark’s largest chain of estate agents.

EDC is a competent business. For one thing, EDC has been able to create a business concept which has made the business Denmark’s largest chain of estate agents, and for another, EDC is highly professional in its business methods.

- We have decided to outsource everything which is not related to our core business, including a large part of our IT development and operations, says Christian Rosbæk, IT Director of EDC.

So when EDC needed to establish a Data Warehouse solution which would provide an overview of the business, EDC contacted Platon.

ALMOST FREE HANDS

At the time, EDC had an internally developed reporting solution. The reporting solution was heavy and inappropriate, as it used unsynchronised data from several sources, and because all reports needed to be defined from scratch each time.

- The effect was that defining the reports were a highly time-consuming job and that



- With a solution from Platon collecting data in a Data Warehouse, and a Business Intelligence solution providing relevant reports, we have obtained the IT tools which will really create cohesion in our business and enable us to utilise the potentials of our business model

Christian Rosbæk, IT Director, EDC

they took up expensive time in our development department, says Christian Rosbæk.

It was a condition that the Date Warehouse solution to be developed by Platon was based on Microsoft technology, but apart from that, Platon’s Microsoft team was given a free hand.

During the initial work, a focus group was established to provide input for the contents of the solution, just as Platon prepared a report regarding requirements for the solution and was in charge of internal dialogue processes by which EDC created common definitions for key data.

On the basis of this fundamental work, Platon developed a Data Warehouse solution based on EDC’s own CRM system and utilising among other things different market data.

A NEW WORLD HAS OPENED UP

EDC’s new Data Warehouse creates full overview of data and it is easy to use the data, also for the about 240 independent estate agents in the chain.

- Platon developed a Business Intelligence front end for us, including 30 standard reports, some of which are used by our shops throughout the country. The shops get the reports through a SharePoint based web-portal giving them access to information to support their business easily and efficiently, says Christian Rosbæk.





Through the web portal, the individual estate agents have access to data giving them an overview of both their own shop and the other EDC shops, and a chance to compare with other large chains of estate agents. This gives the individual estate agent a chance to observe his own sales flow, the development in prices per m2, the duration of the sales period, and a large number of other relevant data.

- The individual estate agent has obtained an excellent tool by which to keep an eye on his/her sales work. But in addition, we have put together knowledge in a way which will also make it easy to give our clients competent and efficient advice: Prior to the client meeting, our Business Intelligence solution will automatically generate a report on the case in question. The report is forwarded by e-mail to the estate agent holding the meeting, so that all relevant information will automatically be in the estate agent's mailbox before the meeting.

FACTS

EDC is Denmark's largest and oldest chain of estate agents, including 240 shops throughout the country. EDC has about 1,400 employees.

EDC's Data Warehouse solution is based on data from EDC's CRM system and on market data and other data. The Data Warehouse solution provides data to a SharePoint based web portal, from which both standard and customised reports can be obtained. The solution is based on EDC's business model and strategy and on EDC's choice of Microsoft as the strategic platform. The solution has been developed by Platon's Microsoft team and is based on Platon's Best Practices as far as development process, architecture and documentation are concerned.

HIGH-QUALITY INFORMATION MANAGEMENT

However, not only the EDC shops will benefit from a well thought-out Business Intelligence solution. Also the EDC chain office at Frederiksberg in Copenhagen will have access to any relevant information.

- The shops look at the development of their own business compared with other estate agents, but at the chain office, we can observe the total development and watch the development of the entire chain through reports with management information of high quality.

- We do that through a number of standard reports. But in addition, we can quickly generate more specialised reports in which we use data from our Data Warehouse via Excel. So regardless of the type of information we need, it can be covered, says Christian Rosbæk, who finds that EDC has in general obtained a highly efficient management tool.

- The integration between our CRM system and Business Intelligence means that we can manage very precisely on the basis of insight and thereby improve the efficiency of our sales work considerably.

STRONG BUSINESS CONCEPT

Whereas EDC consists of independent estate agent businesses, drawing on common staff functions, the large competitor chains are franchises owned by large banks.

- Our business model gives us a high level of dynamics and a feeling of ownership. We feel that this is the reason why EDC is the leading chain of estate agents.

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and enable us to utilise the potentials of our business model, says Christian Rosbæk, emphasising the cooperation with and solution from Platon as strategically important.

IT AND BUSINESS A UNITY

EDC has been working very deliberately with its use of IT, in particular during the past few years.

- We know that IT is a strategically important element contributing to the development of EDC as a business. And IT and business are becoming increasingly integrated, in particular as far as our sales processes are concerned.

- The entire project and our benefit from the present data are extremely important, and the result is that the estate agents see IT as strategically important tools who contribute to increasing their professionalism and scope of freedom, says Christian Rosbæk, IT Director of EDC.