



ERA Real Estate Core Application

2013



About ZAD Solutions

Software House

Since **2003**

25 Employees

Over **100** Clients

Open Source Since 2003

Agile Project Management

SPIG Quality Certified

ESTB Testing Certified

Business Automation

- ERP
- CRM
- HRMS
- Accounting
- Warehouse
- E-learning
- Performance Mgmt.
- Employees Assessment
- Recruitment
- KPI Dashboards
- E-commerce



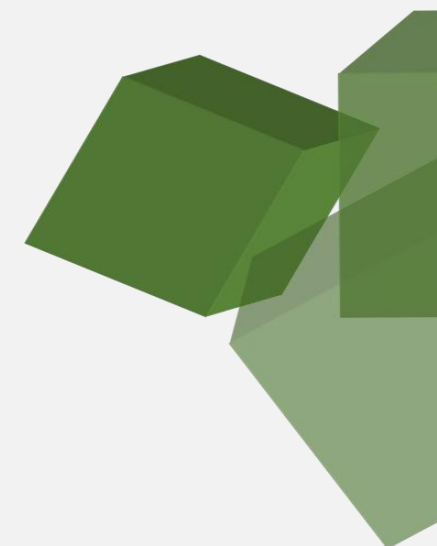
Case Study

ERA Real Estate Core Application

Several large, semi-transparent green 3D cubes are scattered across the bottom and right sides of the slide, creating a modern, geometric design.

How did it start?

- About ERA
- Real-estate process
- Automation is not optional



The Real-estate Challenge

- ▣ Databases - Assets
- ▣ Speed
- ▣ Confidentiality
- ▣ Search
- ▣ Core application is the differentiator

Approach

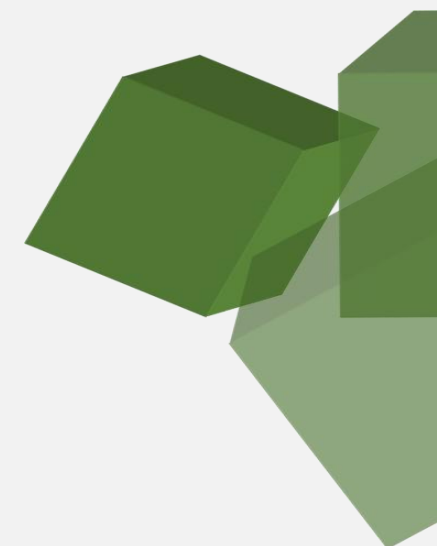
- ▣ Ready made – limited customization
- ▣ SAAS – developed by competitors
- ▣ Custom made application
 - ▣ 1 year
 - ▣ 500k
- ▣ Open Source
 - ▣ CRM Starting point
 - ▣ Property listing integration
 - ▣ Select out of 5 available applications

Open source Experience

- Fast jumpstart (2 months)
- 20% cost
- Platform independent
- Integration (Call Center, Property listing, Website)
- Open to Change Requests

Next Steps

- ▣ Apply on all regional branches
- ▣ Improved property management



Thank You

