

SAP Customer Success Story

“SAP Enterprise Portal enabled Inmobiliaria Colonial to develop a tool that eases and enhances its relations with external partners, supporting an exchange of information and creating new collaboration processes in the management of real estate assets.”

José Carlos Moreno, Director of Information Systems, Inmobiliaria Colonial



AT A GLANCE

Company Name

Inmobiliaria Colonial
Spain
www.inmocolonial.com

Industry

Real estate

Key Challenges

- Improve communication and coordination between in-house staff and external parties involved in property maintenance
- Provide simple, secure, unified access to maintenance applications for in-house staff and third-party vendors

Implementation Partners

- Accenture
- SAP® Consulting in Spain

Solution and Services

SAP NetWeaver™;
SAP Enterprise Portal (SAP EP)
and SAP Business Intelligence
(SAP BI) components

Existing Environment

SAP R/3® (functionality now
available in mySAP™ ERP)

Implementation Highlights

- Nine-month implementation
- 100 users
- Implementation based on pre-defined business content provided with SAP Enterprise Portal

Key Benefits

- Improved business processes
- Effective communication channel between in-house staff and third-party vendors
- More efficient maintenance management
- Improved decision making through useful, quality information

Hardware

HP servers

Operating System

Microsoft Windows 2000 with
an Oracle database

INMOBILIARIA COLONIAL

A SPANISH REAL ESTATE GIANT IMPLEMENTS SAP® ENTERPRISE PORTAL TO IMPROVE COMMUNICATION AND INFORMATION ACCESS

For real estate companies, poor property management can be disastrous, increasing both costs and the time spent solving maintenance problems. The end result is dissatisfied customers – and poor prospects for increased business.

Communication is also a large part of property management, so to keep its customers happy and to improve its maintenance practices, Inmobiliaria Colonial, a major Spanish real estate company, turned to the SAP NetWeaver™ platform and its SAP® Enterprise Portal (SAP EP) and SAP Business Intelligence (SAP BI) components.

A REAL ESTATE GIANT

Established in 1946, Inmobiliaria Colonial is one of Spain's largest real estate companies, with assets of €2.61 billion in 2004 and more than €1.2 billion in market capitalization. Its main activities are housing promotions and rental properties.

In the rental business, Inmobiliaria Colonial is among Spain's major property owners, focusing on office building rentals in the business centers of Madrid and Barcelona. Its assets also include a portfolio of logistics parks and commercial buildings.

Over 856,400 square meters of its properties are in use, and another 73,576 square meters are under construction. Most of its well-located properties are true symbols of the cities where they are located.

“Inmobiliaria Colonial is using SAP Business Intelligence, another component of SAP NetWeaver, for producing reports for the managers regarding information provided by the financials and controlling areas.”

José Carlos Moreno, Director of Information Systems,
Inmobiliaria Colonial

In private housing, Inmobiliaria Colonial has nearly 1,829 apartments under construction and land reserves of more than 642,429 square meters. Its activities are focused primarily on the major Spanish markets, such as the metropolitan areas of Madrid and Barcelona.

In June, 2004, Inmobiliaria Colonial bought 56% of the shares in the French real estate company Société Foncière Lyonnaise (SFL). Its ownership increased to 95% following the completion of the *offre publique d'achat* (OPA), a public offering following a takeover, on July 16, 2004. With this purchase, Inmobiliaria Colonial became a force to be reckoned with in the euro zone.

PROJECT GOALS

Maintaining such a huge amount of property is a tremendous challenge. Inmobiliaria Colonial had two main goals when it decided to implement a portal. First, it wanted to improve communication and coordination between its staff and the external parties involved in property maintenance. Second, the company wanted to provide simple, secure, and unified access to its building maintenance management applications for the company's technical departments, as well as industrial vendors (engineering companies, security services, heating and air conditioning, gardening, and so on).

The company was already familiar with the capabilities of SAP software when it began to search for an enterprise portal solution. Inmobiliaria Colonial had already implemented other SAP solutions, including functionality for financial accounting, project management, real estate management, and purchasing management, as well as SAP Business Information Warehouse (SAP BW) the technical heart of SAP Business Intelligence, an SAP NetWeaver component.

Inmobiliaria Colonial evaluated several portal vendors and chose SAP because integration with its existing SAP infrastructure would be simple and because of SAP's market perception as an acknowledged solution provider and first-class technological partner.

NINE-MONTH IMPLEMENTATION

SAP Enterprise Portal was implemented in 2003 by Accenture consultants acting as consulting partners with the support of SAP Consulting in Spain. SAP's business package for assets – predefined content included in SAP Enterprise Portal – was the foundation of the implementation. The implementation took nine months, and roughly 100 users work with the portal.

IMPROVED BUSINESS PROCESSES

Today, Inmobiliaria Colonial has improved its business processes due to SAP Enterprise Portal. "SAP Enterprise Portal enabled Inmobiliaria Colonial to develop a tool that eases and enhances its relations with external partners, supporting an exchange of information and creating new collaboration processes in the management of real estate assets," says José Carlos Moreno, director of information systems for Inmobiliaria Colonial.

The portal provides a new, more effective communication channel between in-house personnel and third-party vendors, which facilitates the management and tracking of service orders. Integration with the SAP maintenance processing functionality has simplified communication between the company and its different vendors, and it has eliminated unnecessary steps in the management of maintenance notices, which used to be processed manually by e-mail, phone, and fax.

The company is also taking advantage of SAP Business Intelligence. "Inmobiliaria Colonial is using SAP Business Intelligence, another component of SAP NetWeaver, for producing reports for the managers regarding information provided by the financials and controlling areas. It also provides information for the business that includes information on occupancy rate for the rented buildings and information about maintenance for the buildings," says Moreno.

Inmobiliaria Colonial has accrued the following important business benefits in addition to improved business processes:

- Online access to technical property maintenance documents
- Easier overall business tracking
- Improved efficiency in managing maintenance programs and optimized tracking of work and repairs performed, as well as the process of managing orders and invoices
- Sorting of property maintenance documentation
- Availability of useful, quality information to facilitate decision making
- Easier business scalability
- Reduced effect of turnover among external maintenance service vendors

SAP Enterprise Portal provides Inmobiliaria Colonial with an open, flexible platform to help it seamlessly adapt to changes and market requirements in the coming years.

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