

CentreCorp Takes Back the Reins, and Increases Internal Efficiency



CASE STUDY



CentreCorp
Giving back the
reins to their process

THE INNOVATOR >

CentreCorp is a fully integrated and diversified property management and real estate service company; specializing in the shopping centre segment of the real estate industry in Canada and the US. CentreCorp is actively involved in all aspects of management, development, remerchandising and leasing of shopping centres and other retail properties.

With CentreCorp's entrepreneurial philosophy, they have grown to become a premier retail service provider in North America.

CentreCorp has a staff of over 125 real estate professionals, managing and administering over 120 properties comprising over 20 million square feet of property either existing or under various stages of development.

THE OVERVIEW >

CentreCorp, a property management and real estate service company, came to Konverge to help refresh their current property viewing system. This application is used when CentreCorp meets with prospective tenants to showcase properties which may be of interest when considering leasing commercial space.

This application was in dire need of an overhaul. CentreCorp needed a way to manage the application in-house while reducing the amount of time and external resources required to manage the application, while adding new functionality.



THE CHALLENGE >

CentreCorp's process involves providing sales representatives with accurate and current property/leasing information to show prospective tenants. However, to achieve this, CentreCorp was required to hire a third party service provider to manage the application and conduct any changes to the application. Waiting on external resources for edits and additions was time consuming and costly.

SOFTWARE FEATURES >

- Designed for iPad Tablets and the web
- Properties can be searched by geographical location or property name; complete with a dynamic map which pans and zooms based on criteria entered
- Google Maps Integration - users can search surrounding areas for key points of interest and populate the site map
- All images use SVG Viewers - zoom, pan and reset while maintaining full quality
- PDF exports of property details and images can be printed and emailed directly from the application
- Smartboard functionality - allowing users to markup site plans for interactive demonstrations

THE SOLUTION >

Konverge provided CentreCorp with a tablet-based viewer that shows relevant information and images of selected properties and the surrounding area.

It was vital for CentreCorp to be able to update the application in-house by a non-technical user. Now administrators can use a built-in editor to edit existing pages and create new ones.



Once a property is chosen, a property page (sample above) is opened with a complete overview of the property and information. This includes vector images of the property and site plans that can be marked up with smartboard functionality. With Google Maps functionality, the application allows users to locate the property and search for surrounding key points of interest. These points populate the map, and give the prospective tenant a clear view of the property and surrounding area.



Properties can be searched by geographical location, and the map will update, zoom, and populate based on the criteria entered



The applications administration manager allows a non-technical user to edit and create content for the application quickly and easily.

SOLUTION PROVIDER >

For over 20 years Konverge Digital Solutions has delivered custom software development projects on time and on budget. Recently Konverge has developed a specialization in tablet solutions, from Sales & Marketing to Field Applications, both online and offline.

Our mission is simple - to build value-building applications that enable your team to achieve and exceed your business goals and objectives.



THE RESULTS >

Konverge gave the reins back to CentreCorp by building an application that gives full administration powers. CentreCorp can now create new property pages, allow users to mark-up site plans, and populate integrated Google Maps with points of interests.

Since the application runs on a tablet, agents can now review properties with clients anywhere, at any time.

This application now provides CentreCorp a sense of ownership over their processes and assets, allowing them to be efficient and conduct updates on their schedule without depending on a service provider.

“The application gives our sales department the freedom to access our entire portfolio wherever and whenever they need. The development process was smooth and a pleasure due to the exceptional Konverge team.”

-Kyle Andrews
Director, Marketing & Design

The purpose of CentreCorp's property pages is to give prospective tenants a whole overview of the property. This is achieved by providing information on; location, neighboring tenants, proximity of points of interest, the demographics and how they fit in with the prospective tenants target market. CentreCorp is now able to show prospective tenants more information than they have previously, through a mobile, flexible application.