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IT | Consulting | BPO

CASE STUDY Real Estate - Sales & Marketing Support

PROJECT DETAILS

- ▶ **CLIENT**
Vornado Realty Trust
<http://retail.vno.com>
- ▶ Fully integrated real estate investment trust (REIT) and “one of the largest owners and managers of real estate in the United States with a portfolio of approximately 58 million square feet in its major platforms, primarily located in the New York and Washington, DC metro areas.”

Business Case:

▶ Integrated Web and Print Publishing Tool Developed at Dramatically Reduced Cost

• Client Requirement

Annet Technologies has been engaged by Vornado Realty Trust, a leading REIT, to build a comprehensive, integrated web and print publishing tool, encompassing marketing needs for all retail properties, including shopping malls, community centers and urban retail outlets.

• Annet Business Solution

Solution developed by Annet's Real Estate business and technology (application development and integration) experts includes:

- Fully web-based, real-time Document Management system: Fact sheet, Profile, Lease Document etc., for properties in different locations, accessible everywhere at any point in time.
- Ability to mark stores as vacant/occupied and link to Document Management system for use by leasing personnel and viewable by potential tenants.
- Website developed for Retail Dept.
- Secure administration section on website to update information.
- Interactive Flash-based property map highlighting Vacant Spaces.
- Easy update of all property-based information.

Technology Solution:

▶ Technologies Employed

- ASP 2.0 | ASP.NET
- HTML
- Microsoft SQL Server 2000

Services Performed:

- ▶ Complete Document Management System design, implementation and customization.

Business Benefits:

- ▶ Entire solution delivered at reduced costs through the use of co-sourced consulting, project management and development including offshore outsourcing.
- ▶ Regular updates to Document Management System including patches, bug fixes, and new features.
- ▶ 24/7 Online technical support also at very reasonable cost.