

# Sage solution manages mission critical business processes and workflows



## Customer

Realestate.com.au

## Industry

Real Estate

## Location

Melbourne, Australia

## Solution

Sage CRM and Sage 300 ERP

The Rea Group (ASX:REA) operates Australia's leading residential and commercial property advertising sites, as well as international real estate property advertising sites such as the market leading Italian site, casa.it.

These sites, which service the commercial, residential and home improvement markets, attract more than 8.5 million unique visitors each month. Realestate.com.au not only survived the dot com bust, but has managed to grow into a profitable international company employing over 500 people around the world.

## The business challenge

Such rapid growth can provide tremendous structural and operational challenges to an organization. To ensure growth is managed adequately, without sacrificing service or blowing out budgets, requires extensive planning, vision, and having the right systems and infrastructure in place.

Realestate.com.au employed Ralf Stoeckl as Business Operations Manager to ensure the organization had the right systems, technology and operational infrastructure to enable its plans for the future.

A vital function of the new system was to manage the contracts handled by the contracts team with real estate agents and third parties. They needed a system that could integrate into a robust and industry leading ERP system as well as their website, to provide an end-to-end solution for managing a very vital part of their business. Stoeckl says, "When a client subscribes to one of our services via the phone or the Internet, we require a contract to be completed and entered into the CRM system. When the contract is approved and activated in the CRM system, the service will be automatically activated on the website." The relevant billing and financial information needs to be updated in the financial system to manage invoicing and payments.

"The billing process used to take us days and days and days. Now it's all done in one batch job over night."

Ralph Stoeckl,  
Business Operations Manager,  
Realestate.com

## Challenge

Faced with rapid growth and the operational challenges this brings, Realestate.com.au needed a joined up solution that would allow them to adequately manage their business expansion.

## Solution

Sage 300 ERP and Sage CRM provided Realestate.com.au with an end-to-end solution for managing every part of their business. This has allowed for streamlined customer management, automated workflows as well as growth and overseas expansion.

## Results

The Sage 300 ERP and Sage CRM solution has allowed Realestate.com.au to grow into a global company. Key to this result is the seamless flow of information coupled with the quality of workflows enacted through the system.

“The system is so easy to use, where the whole process for managing our contracts has been greatly streamlined.”

Ralph Stoeckl,  
Business Operations Manager,  
Realestate.com

#### The solution

Following a review of possible options, realestate.com.au selected a 70-user Sage solution incorporating Sage 300 ERP and Sage CRM as well as a HR solution from Sage Micropay. The Sage 300 ERP system was implemented about a year before Sage CRM was integrated with it. The new system before it went live, was developed and customized in a very controlled testing environment. The core business objectives for the implementation were to:

- streamline contact and customer management
- automate the management of customer contracts and associated workflows
- to provide core financial and business system to allow growth and overseas expansion

#### The results

The Sage 300 ERP/Sage CRM solution has allowed realestate.com.au to grow into a global company employing over 500 staff. Tasks that use to take days can now be completed within minutes. Stoeckl said.

“The billing process use to take us days and days and days. Now it’s all done in one batch job over night,” he said.

Key to this result is the seamless flow of information coupled with the quality of work flows enacted through the system.

## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at [www.sagecrm.com](http://www.sagecrm.com)

