

Quick INFO

- Implementation of [argo®web] BS version for CBRE LCC in the Russian CRE market
- Project scope of more than 100 users, various sites and centralised data storage
- Localised, process-optimised solution with multi-lingual and multi-currency support
- Agency, Capital Markets, Tenant Representation, Project Management, Legal Department
- Realisation period of 9 months to go-live



Mission:

Implementation of a version of the [argo®web] Business Solutions platform localised for the Russian commercial real estate market.

Modification of [argo®web] to meet the specific system requirements and work processes of CBRE LCC having particular regard to the requirements of the Legal Department and the specific requirements for contract management in Russia.

Provision of functions for automated English/Cyrillic transliteration of address and property information as well as automated currency conversion and updating for the rouble, US dollar and euro.

Migration and consolidation of inventory data from the previously used CRM system ACT and various Excel-based data sources.

Integration of CI-compliant templates for internal and external communication, the automatic generation of flyers, property books, marketing materials and reports for the Corporate Controlling department.

Establishment of [argo®web] as a centralised CRM application for the interdepartmental support of customers and business partners.

Realisation:

Project scheduling defined in close consultation with CBRE LCC taking administrative influencing factors into account.

Existing IT infrastructure analysed and system landscape designed for high-performance test and production systems.

Department-specific workshops held in Moscow to evaluate change requests for [argo®web] and customised features to optimise work processes as well as automated functions.

Workshop results elaborated to create a professional, detailed design for approval by CBRE LCC; development process started.

[argo®web] test and production systems developed. Software releases provided as per the development and project schedule. Segmented application tests run for both systems.

Department- and task-oriented training sessions planned and held at CBRE LCC's Russian sites and additional online training designed and implemented.

Up-to-date data import in advance of live operation into the centralised [argo®web] system after performing various test import sequences and verifying the data quality.

Go-live assistance, support and software maintenance. Project phases, components and measures coordinated and monitored by the DELTA ACCESS project management team in close collaboration with the CBRE LCC project team.

Results:

Interdepartmental communication with customers and business partners speeded up and standardised. Efficiency significantly increased through fewer extensive searches and the use of automated workflows. Marketing success and quality of advice increased. Decision-making processes accelerated and controlling and management measures simplified.

Statement:

"With DELTA ACCESS, we have a qualified and reliable partner for the implementation, enhancement, maintenance and support of the [argo®web] system as a centralised CRM application and main instrument for marketing real estate portfolios. Our expectations with respect to quality, flexibility and also consideration of the special conditions which pertain to the Russian market have been measurably and continuously met."

Igor Makarov | Office Research Analyst
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