

Estate Master Customer Snapshot



Sorouh Real Estate PJSC is one of the leading real estate developers in Abu Dhabi, and one of the largest developers in the UAE. The group's developments include many of Abu Dhabi's landmarks: Lulu Island, Shams Abu Dhabi on Reem Island and Alghadeer on the border of Abu Dhabi and Dubai.

Client

Sorouh Real Estate PJSC
Abu Dhabi, United Arab Emirates

Industry

Real Estate Development & Project Management

Annual Revenue

Approx. US\$1 billion

Estate Master Solutions Provided

- Estate Master Property Development Suite (DF, DM & CC)
- Corporate Training including Business Rules Review
- Ongoing Support on Best Practice & IT

"The Estate Master Developer Suite has enabled a consistent standard of analysis and reporting across all departments at Sorouh.

From project identification, development delivery, investment analysis and/or disposal; Estate Master provides us with the right tools to manage our many different developments.

The Corporate Consolidation tool has streamlined and simplified the merging of multiple projects/phases for monthly/quarterly reporting across both our development and finance teams.

The full spectrum of the development management process has become more accurate and consistent with the implementation of the Estate Master Developer Suite."

Daniel Hammond

Development Manager
Sorouh Real Estate PJSC

Scope

- A consistent approach to analysis and reporting across business units of acquisitions, development management and investment.
- A scalable solution that can be introduced on a project by project basis in various countries as and when required.
- Increase productivity and expand the use of business intelligence technology between divisions and through with collaboration with external consultants.
- Eliminate bottlenecks in information sharing, and speed up the delivery of consolidated information among Sorouh's business units.
- Reduce error rates arising from the use of bespoke spreadsheets.
- Accelerate the consolidation of project cash flows for monthly reporting to enable faster and more informed decision making at the executive level.

Approach

- Adoption of the Estate Master Property Development Suite.
- Majority of licenses were deployed on a Terminal Server (CAS License) but 'Power Users' were provided with User/PC licences to work-off site.
- Establishment of Enterprise Database as central repository for all cash flows, and Estate Master CC (Corporate Consolidation) as the interface for consolidating those cash flows in their respective portfolios.
- Interface with Oracle ERP to capture actual cost and revenue data for development and investment.
- Permit users to insert custom worksheets that provide consultant data relevant to the project for reference and linking to input sheet for data entry. External links to workbooks or nested formulae in core model were not permitted.

Outcome

- Increased productivity for the development manager with more time spent on analysis rather than spreadsheet design and/or checking formulae.
- Improved collaboration with the ability to insert external consultant data, as spreadsheets, and link with a cell reference. This minimised time for data entry and reduced errors when data was updated.
- Gained an intuitive and user-friendly solution that provided a common and logical platform for the collaboration between acquisition managers, development managers, finance, treasury and executives. The ease of use encouraged every key executive to use and understand its results.
- Improved insight into all the variables and factors that impact Sorouh's business and profitability. EM Property Development Suite was central to understand how individual projects and the entire business is performing now and into the future.
- Accelerated decision-making at the executive level. More accessible, key reports enabled faster reaction to market trends - a critical advantage in a challenging real estate development market.

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