



iCube+
for the Real Estate

**Unified Communication
Collaboration
Business Application**

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Overview

iCube+ is a platform for communication and collaboration that offers companies a number of business benefits:

- enable different forms of communication (e-mail, SMS, fax, voice, video, chat, mail, registered letters and telegrams) in an integrated manner using a unique platform;
- integrate with Company's existing IT applications enabling the iCube+ communication engine to deliver information;
- accelerate decision-making by providing access to company related information from anywhere and at any time;
- provide a real CRM solution; and
- lower IT and communication costs through least cost routing standards (also available in SaaS).

These benefits provide a cost effective solution to the Real Estate Market by reducing communication costs drastically, a tool that is necessary on a daily business to fulfil the business requirements. All incoming and outgoing communication held with clients, agents and the various agencies (internal and external) is done through one unique platform, retaining a history of all communications of the company, creating a real CRM solution.

iCube+ also offers significant advantages to end users by enabling them to view comprehensive information about properties available that are of interest, directly from their mobile or through the website 24 x 7.

Major Benefits

- a) significant benefits for agencies and agents through unified communications enabling collaboration between various entities of the real estate organisation
- b) simultaneous distribution of information integrated with the company's communication, collaboration and business tools. Example:
 - marketing information
 - financial proposals
 - customisable MLS
- c) Innovative service provided at a low cost enabling the company to manage fast delivery of information using the iCube+ communication engine.

Unified Communications

Unified Communications is becoming crucial to many companies. Particularly, companies can benefit mostly from a good communications strategy as follows:

- The number of remote workers continues to grow over time. In a study carried out by Gartner, it was reported that the number of employees working from home at least once a week is envisaged to increase by 4.4% in 2011. Remote workers can become more efficient if they have access to company information remotely.
- Employees are given the ability to work from anywhere, at any time, including from the comfort of their home, in remote locations or while they are on the move by connecting through their "mobile" phone. As such, companies reduce overhead expenses including office space. This concept is used today adopted by very large companies, and can offer significant savings to the real estate market.

5 KEY ELEMENTS

A Unified Communications platform that manages five basic elements:

- Integrated e-Mail communications-company wide emailse
- Availability using voice, telephony, and online presence
- Real time communications using a multi-channel and multi-platform environment
- User group management (by typology, department, etc.)
- Distribution of enterprise wide information

Advantages

Advantages for the Agencies and Agents

- i3+ | Real Estate allows agents access to all their communications tools - e-mail, calendar, telephony, real-time communications and business directories through a simple and unique interface, boosting their productivity.
- i3+ | Real Estate allows agents to use a single tool and work from within the office or remotely without any disruptions e.g. assist clients, update property information including photos, schedule appointments and more.
- i3+ | Real Estate allows agents to manage all information on real estate and receive notifications of interest about potential clients using the communication channel of preference – e.g. via chat or talk in a seamless manner irrespective of location.
- i3+ | Real Estate assists companies in their Corporate Social Responsibility objectives in respect of environmental friendly measures. These include the ability to work remotely reducing energy, paper and office space requirements.



Traditional management of a Real Estate Agency

An agent uses traditional communication methods including e-mail, telephone handset, a desk with a phone and an assistant agent to support him / her in the backoffice activities. Additionally the agent uses his mobile phone to call clients, read emails and access contact and calendar information from within.

Typically an agent uses his office to access the following:

- Telephone set, traditionally managed through the company PABX from within the office,
- Instant messaging access - including Skype, Google Chat, Yahoo Messenger, MSN Messenger - or a web-based tool like Facebook.
- Incoming calls, appointment bookings, fax receipts and transmission, letters and other correspondence using the help of the Assistant Agent.

This method of working in today's competitive market provides a cumbersome and inefficient method of working. Sharing of information is dependent on the individual agent.

The New Approach to Business



iCube + enables employees, clients, agencies and agents to focus on efficiency. i3+ | Real Estate can be accessed from the PC or mobile and integrated with existing business applications. The application manages all incoming and outgoing communications through a unique platform, enabling agents to access and deliver information from anywhere remotely using an Internet connection.

Customers are able to use interactive tools 24 hours a day to access and receive property information. This information can be accessed through a phone, the web, mobile web, sms, email or a dedicated application that can be downloaded on the mobile phone.

This results in a more productive work force enabling instant access to information by all stakeholders, allowing rapid decision-making, improved customer service and reduced IT costs. iCube+ enables the agent to focus on providing an excellent customer service to their clients and prospective clients whilst fostering teamwork, with an emphasis on quick response to market demands.

In brief: innovation in the industry!

Benefits for the Client

- i3+| Real Estate provides clients and prospect clients with all information pertaining to properties registered with the agency, including photos, area, number of rooms, price and more through the comfort of their mobile phone.
- i3+| Real Estate enables GPS access from the mobile phone providing properties available with specifications needed in the desired location, and enabling the possibility of communicating with the agent to arrange a viewing..
- i3+| Real Estate enables clients to access desired information 24 x 7 through the preferred method of communication, viz. e-mail, fax, letter or SMS.



iCube+ for the Real Estate Sector

Clients

Real Estate Franchising

- Gabetti Franchising
- Professione Casa
- Grimaldi
- Pirelli Real Estate
- Colliers International request

Mortgage

- Rexfin
- Gabetti Finance
- Assirex
- Credit Planet
- Mutui Star

Real Estate Services

- Magic
- Abitando
- CFD
- Organizer Network

Real Estate Construction

- Build Up
- Pirelli Real Estate
- UBH Fund
- Artiade
- INSO
- Salini Costruttori

How i3+ | REAL ESTATE can improve your sales

Is the future "unified communications"?

Companies make extensive use of communication tools such as telephones, e-mails and more. i3+|Communications can be used by companies of all sizes to reduce communication costs and achieve greater flexibility and reliability. In particular, small and medium sized companies, have higher communication costs per user and lack the expertise to manage complex projects. iCube+ enables you to implement a customised platform creating a simpler and faster distribution of all your communication needs.

Long Term Benefits

Successful achievement of company goals can only be fulfilled if information is shared with the various stakeholders. The key to ensuring that companies share information in a timely and efficient manner is through the use of a strong communications infrastructure. iCube+ provides an innovative solution that facilitates communications and sharing of information. The application uses state of the art technology and adapts it to meet your business requirements.

iCube+ Platform

COMPONENTI

Communications Suite

- i3+ Communications
- i3+ Mobile
- i3+ Desktop Communicator
- i3+ Call Center
- i3+ Communication Gateway
- i3+ ERP Plugin [SAP, Oracle]
- i3+ Outlook Plugin
- Columbus Unified Messaging

Collaboration Suite

- i3+| Collaboration
- i3+| Portal CMS
- i3+| Conference
- i3+| e-Learning

Solutions

- i3+ | Interactive ADV
- i3+ | Shop24
- i3+ | Interactive Product
- i3+ | Interactive Mobile
- i3+ | Service
- i3+ | Certified Document

Business Vertical

- Franchising
- **Real Estate Agencies**
- Retail

Consulting

- Enterprise Communication Consulting
- Enterprise Communication development

iCube+ is a platform of "Unified Communication and Collaboration" providing a comprehensive solution for the management of all communication needs ("Extended Communication ProcessesTM").

3 areas totally integrated:

- **Communications:** all incoming and outgoing communications can be fully integrated with existing applications, channels or communication tolls;
- **Collaboration:** a unique system that integrates communications and collaboration, video conference, chat, online presence, calendaring, content management;
- **Business:** customised by sector and fully integrated with existing systems including company eMail, ERP and CRM applications as well as legacy systems;

A unique platform that can handle multi-company, multi-brand, multi-language (including business jargon), multi-administration and management of groups. The system keeps a record of all inbound and outbound communications creating a real CRM solution.

A unique platform with workflow functionality enabling users to track and share all company documentaiton whilst providing strong search capabilities.

iCUBE+ - for the Real Estate Market

Real Estate Agencies Network is dedicated to the management of real estate, specifically designed to meet the following requirements :

- **Franchise Management (Franchisor)**
- **Agency Management (Franchisee)**
- **Client Management**

Franchise Management

The Franchise Management platform enables the management of a multi-company and a multi-brand agency. The system provides an enhanced search capability enabling an effective and efficient manner of retrieving information that will enable the Franchise to finalise contracts, prepare and distribute bills as well as provide the necessary tools for an effective marketing and advertising campaign.

The iCube+ platform meets the management needs of a Franchise Real Estate company by enabling the agency to share information through the various communication channels, access on-line training courseware including videos, and access company documentation from a central repository system.

Main Features:

Objectives

iCube+ integrates communication, collaboration and agency application processes that will enable it to meet the following requirements:

- Territory knowledge
- Fast turn-around for property advertising
- Faster sale conclusions
- Value added services to the clients
- Focus on the agents
- cross selling (mutui, arredi, servizi, ecc.) .

- Internet e extranet Portal, intranet
- Multi-company, Multi-brand, Multi-agency, Multi-administrator, multi-language
- Complete management of back-office processes for a Real Estate Franchise network.
 - Management of zones per district and management of contacts for new agencies within the network.
 - Management of new affiliates
 - Management of Affiliate contracts (Royalties , renewals, contract data, districts, duration, type, etc..)
- Integration with existing management applications
 - Order Management Systems
 - Billing Systems
 - Agency Location Systems
 - Merchandise Systems
 - Payment Systems
- User / Group Management per agency
- Career Management
- Personalised views per agency / user (eg. cover, logo, views and more)
- Accessibility of information from any PC connected to the Internet

Agency Franchisee Management

The Management of Affiliate network is an important element within the management of Real Estate Agencies.

The Affiliate Management platform enables:

- Management of information related to contacts, clients, partners and suppliers;
- Requests and offers, subdivided by typology tied to information related to a property including photos, videos, location and other relevant information;
- Extended Search capabilities: Offer -> Request;
- Management of appointments and activity plan per user and group;
- Management of Sales or Lease Activities with expiry notifications;
- Opportunity and Lead management;
- Integrated communication system for marketing activities;
- Loan Calculator;
- Detailed quote for clients;
- Advert Management;
- Automatic creation of property adverts on group portal;
- Population of information including property details, photos, geographic location from mobile with the ability to automatically populate company portal;
- Personalised agency view — per user (eg. cover, logo, views, etc.)
- Advanced communication management functionality:
 - Interactive Advertising
 - Shop Window Advertising with automatic information forwarding using barcode or SMS requests
- Dedicated Mobile application for agents;
- Management of property portfolio directly from mobile;
- I3+ | mobile fully integrated

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Client Management

The system provides a number of features for the clients including:

- Extended search capabilities from mobile providing information relating to properties available with the required criteria in a particular location;
- Geographic location of properties using mobile GPS functionality;
- Appointment request and confirmation
- Access to information related to any property via SMS, IVR, mobile directly from agency 24 x 7;
- Ability to receive information and documentation on a particular property 24 x 7 through the web interface, voice, fax or paper document via surface mail.
- Ability to speak to an agent through a chat client, including sharing of information and documentation relating to a particular property.

Distributor

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