

Microsoft Dynamics combo is *hot property* for Perry Developments



THE SITUATION

To understand the influence that Perry Developments Limited has had on the Waikato/BOP building landscape, you need look no further than their flagship development, the Riverside Entertainment Centre, home to Hamilton's casino. As one of New Zealand's leading property developers, they also have an equally strong presence in property investment, managing substantial commercial and retail tenancies.

Today Perry Developments has a \$50m building development in their sights at Victoria on the River. With long-term business goals in mind, and a desire to tightly manage business information across large-scale projects, Perry Developments went to the market to find a business solution that would give them a total view of their operation.



THE PAIN

In Perry Development's own words, its overly customised and disparate platforms were "unsustainable." As a company looking forward, it wanted to know the status of its business at any given moment.

"We're constantly striving for industry leadership within our area, so we needed to have the systems and processes in place to provide the best possible service for our clients. Our decision to go with Microsoft Dynamics NAV and CRM is integral to that focus."

Tony McLaughlan, General Manager, Perry Developments Ltd



Perry Development's accountant, Karen Braybrook, recounts that because of the complexities of its dual areas of business the company didn't expect to find everything they wanted in one package.

"Intergen jumped up hugely in rankings when they came to us with an integrated combo using Dynamics NAV, Dynamics CRM and SharePoint. By offering a single fully integrated solution we had a lot of confidence in going forward from day one. We felt Intergen had experience and exposure at high level to all three Microsoft solutions." Karen Braybrook.



THE SOLUTION

The integration of Dynamics NAV and Dynamics CRM at this high level was to be a first in New Zealand. Intergen's Richard Malloch explains: "Perry Developments needed a total view of its business. Much of its business dealt with structured information, budgeting, purchasing orders and so on, but it also needed control over a lot of unstructured tasks and processes such as building inspections, compliances, and tenancy management. Most solutions in the market talk to one side of the equation - with Microsoft we were able to achieve total control across the whole business."



SPEED OF IMPLEMENTATION

By employing Intergen's agile implementation methodology, the timescale of the project became a matter of weeks, not months. Karen Braybrook adds: "By mapping our user requirements we could visualise the final outcome. With a substantial property management portfolio, the biggest side of risk was to meet our property management needs, and Intergen's way of proceeding gave us great confidence because they understood those crucial business processes."

VISIBILITY ACROSS THE BUSINESS

Visibility is key in the property development and investment industry, whether it is comparing actuals versus budgets, scheduling payments, costing construction schedules, or managing tenants. Microsoft Dynamics NAV, fully integrated with Dynamics CRM, gave Perry Developments firm traction on these business processes. But the bigger picture addresses the company's prime business drivers - cost, time and quality. Tony McLaughlan says: "Our investment in Microsoft Dynamics fits perfectly in sync with these drivers, giving us sharper reference to all our activities to make better, lower risk decisions across projects."

FORWARD THINKING

The investment that Perry Developments has made is one that returns business value outright, and pays service to the future.

"This is not a static solution for a point in time - but rather an integral part of their evolving business strategy. The agility and flexibility

ENGINE ROOM:

- >> Microsoft Dynamics NAV
- >> Microsoft Dynamics CRM
- >> Microsoft SharePoint Services

inherent in the solution enables Perry Developments to evolve and improve business processes when they see future need, without being constrained by their software." Campbell Martin, Business Development, Intergen.

THE GAIN

By having access to a precise snapshot view of its business in real time, Perry Developments has opened opportunities for staff to drive performance and minimise risk, based on tight, efficient control of construction projects and property management activities.