

The founders of DY Realty Services came to informu.com with a vision for the next generation of their business. Their vision was to incorporate the Internet into their everyday business. They wanted to make information more accessible to users as well as have greater control over how brokers and staff communicate with customer and leads. They saw the Internet as a way to accomplish these goals and as a way to differentiate their firm from the competition and give them a competitive edge.

Phase One of the implementation is complete. The Webmaster is working to build the property inventory. With the property wizard Informu.com implemented, in less than 5 minutes the webmaster can create a complete Public, Extranet and Intranet website. Over the course of the next several months, DY Realty Services will have a 360 degree view of over 5000 properties: property information, documents, marketing and all transactions.

The high level deliverables for DY Realty Services Phase One included:

- Design and build the solution infrastructure
- Design and rollout a new corporate image
- Determine and implement the business taxonomy
- Design and deploy a Public Website
- Implement a website content management solution
- Implement a Public Website Communication system
- Integrate the solution with ACT
- Develop property multi-channel collateral templates.
- Workflow 30 paper processes
- Prototype and Mock-up development
- Design a Knowledge Management solution
- Design and deploy property search
- Design and deploy a lead requirement HTML email wizard
- Design and deploy a property website & digital file cabinet creation wizard
- Hire and train a webmaster

For More about the DY Realty Services implementation, go to our Website: <http://www.informu.com>.

