



Circular Edge
Redefining Impossible

**Smart
Help**

JDE CUSTOMER SUCCESS STORY: REAL ESTATE INVESTMENT COMPANY

Customer Profile

Real Estate Investment Company

Industry:

Real Estate Investment Trust (REIT)

Location:

Southern US

Employees:

200 - 500

Products:

- JD Edwards EnterpriseOne 9.2
 - Financials
 - Real Estate
 - Procurement
 - Capital Asset Mgmt
 - Project Management
- JDE FastLease Add-On
- E1 Pages, Cafe One, One View Reporting, Watchlists, BI Publisher
- Oracle Sales Cloud
- Everest SSO



REAL ESTATE INVESTMENT COMPANY AUTOMATES LEAD TO LEASE PROCESS WITH JD EDWARDS ENTERPRISEONE 9.2 & ORACLE SALES CLOUD

Modernized Selling Empowered Through Lead to Lease Automation

Setup & Track Workflow of Deals Across Leasing, Legal, Construction & Property Mgmt

A Real Estate Investment Trust Company that owns, manages and develops shopping centers across the U.S. engaged CE to implement a fully integrated solution to streamline and simplify their lead and lease management processes using JD Edwards and Oracle Sales Cloud.

Challenges

- Disparate and disconnected systems not designed for Real Estate industry
- Outdated custom Leasing App
- Poor lead management across legacy CRM, Outlook, spreadsheets, lotus notes
- Sales team without mobile & simplified UI capabilities when engaging with potential tenants
- Management team lacked holistic reporting, automated dashboards and BI
- Lengthy sales cycles accommodating economic and legal terms, documentation, agreements

Solution

- End to end Deal Flow Automation powered by JD Edwards & Oracle Sales Cloud
- Fully integrated Lead to Lease process across all leasing stages with built-in Approvals, Workflows, Local Area Disclosures, Lease Abstracts, Documentation & Production Reports
- CRM tailored to Real Estate Industry (tracking tenants and their requirements)
- JDE FastLease add-on module replaces Lotus Notes customer leasing app, with all leasing stages, legal, accounting and property management activities handled in FastLease:
 - Deal Definition, Manage Leases, Renewals, Expansions, Temp Leases
 - Deal Economics (Base Rent, Tennant Sales, Options, Recoveries, Security Deposits)
 - Guarantor, Broker and Lease Contact management
 - Contract Management, Legal Clauses, Conditions of Lease and Contingencies
 - Construction Tracking and Analysis, Financial Analysis of Deal, Deal Sheet Tracking
- Ability to engage with potential tenants with all key info readily available in JDE & OSC:
 - Property and Unit information, including vacancies, budgeted rents, standard rates, co-tenants, conditions of leases, contingencies and other economic data
- BI Publisher Auto Generated Documents including LOI, Broker & Guarantor Agreements, Commencement, Property Mgmt, Construction Letters, First Page of lease, Lease Abstract
- BI Analysis and Reporting across all deals utilizing JDE, OVR, Hubble
- Real time stage integrations with CRM and JDE utilizing web services

“Circular Edge came in the middle of our **Oracle Sales Cloud** and **JDE** Implementation after a failed attempt with another vendor. They were one of the few partners we found, who had in-depth knowledge in both OSC and JDE. Circular Edge delivered a fully working integrated solution and implemented OSC and JDE Fast Lease within a very aggressive time frame and met the Go Live deadline on Budget and schedule.”

– Director of Q&A, Real Estate Investment Company

ORACLE

Gold
Partner
Cloud Standard



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