



## Industry Real estate & development

---

### Geography

Eastern-Europe (6 countries,  
21 offices)

### Challenges

- Provide management with personnel, marketing, financial, and other needed information.
- Create one solid internal communication platform between all countries and integrate with Active Directory.
- Achieve rapid deployment for all users in all countries.
- Increase revenues, productivity, and employee satisfaction.

### Solution

- Modera Intranet product was chosen as the basis for their corporate portal.
- Existing functionalities and content were migrated to Modera Intranet.
- Management information system was created based on the MMDK standard, and integrated with their corporate portal.
- Official websites and listings were migrated to ModeraWebmaster, in order to ease the implementation and centralize content delivery.

### Results

- Management receives detailed live marketing, financial and personnel information, with automated graphic reports for media and internal use
- Centralized internal community, with bulleting boards, contact info directly form Active Directory, vacation information, document management etc
- Timed and published content delivery including work-flow to all mediums: internal, press and official websites based on ModeraWebmaster

## Customer Case Study

### Arco Real-Estate Company

Gaining control of internal and external information flow.

#### Arco's Growth-Related Challenges

Formed in 1992, Arco Real Estate Ltd. provides real-estate brokerage, development and investment services. The company employs more than 300 people in 6 countries.

To support company's rapid development and enhance information delivery across the organization, Arco turned to Modera. Arco had many different types of software that they used for internal communication. Forum software was used as its intranet, with a separate system for file management, yet another system for image galleries, etc. There was an urgent need for one unified platform for internal communication. That was only one of many other requirements the company had. Until now, Arco had all these services available only for the few countries that they operated in. They now needed to offer internal information and role-based services in all local languages in all 6 countries, and also to provide a unified platform for sharing corporate information in English. Since the company was preparing for a public listing, there was need to manage and control the information flow as well as possible. Related issues included a necessity to unify the internet CMS platform, since currently all the subsidiaries were using different systems, and implementing new functionalities and a new design was just too difficult. In addition to these challenges, there were additional requirements coming from the marketing, management, and human resources departments, all of whom wanted to automate some of their everyday processes.

#### An Affordable and Unified IT Solution

To build this corporate portal, Arco chose Modera Intranet PRO as its toolset. Some of the existing functionalities were available in the standard package, including file management, shared galleries, language/localization support, bulletin board and a contact manager. The Pro version also included the Active Directory / LDAP support that enabled management of user rights centrally for all services in all countries. To stress branding, the standard Modera Intranet design templates were replaced with a set of visuals created by their advertising agency, Velvet, in accordance with their CVI.

To introduce the system to the company employees as fast as possible, several stages in development were set. In one month the basic functions of intranet where made available to the users. That included file management, internal content management, news and bulletin board. Due to the fact that user rights where imported form the existing Active Directory, the introduction process was organic and fast. Employees did not have to learn new passwords, but rather were logged in one morning automatically, after which they were helped by the local support team on an as-needed basis. Thanks to

About Arco Real Estate  
Arco is Eastern Europe's leading real estate company, providing its customers with industry-leading services and investment opportunities. In 2006, Arco had annual net sales of €340 million and about 300 employees.

**“Modera helped Arco to gain control of the content delivery within the company and provided a means to standardize software development to one platform across the organization. Aided by a local support crew, we are more than satisfied with the result.”**

**Viljar Arakas**  
Arco CEO

For more information on how our products and services can help your business, please contact us at [Modera.com](http://Modera.com).

Modera's intuitive user interface, they enjoyed a smooth implementation of the first stage.

With the second stage, they introduced several other functionalities of the new corporate portal, the first of which being unified internal contact management (synchronized automatically from Active Directory, including employee photos) linked with the HR information database for showing vacation schedules. Each employee has the opportunity to report type of leave and appoint another contact in charge while they are gone. And everyone can get a quick visual overview of the working schedules and replacement contacts.

Additionally, the second stage included the implementation of many department specific modules for the HR, management, and marketing departments, the most interesting of which was the Management Information System (MIS). This system is designed to collect information needed for management for decision making. Including marketing, statistics, financial, HR and performance information. It can also generate different types of automatic graphical reports based on the info provided by MIS. This solution saves management valuable time and helps to generate presentations automatically. In addition to exciting ready-made modules, Arco had a number of non-standard needs. These needs were addressed with numerous custom modules developed using the Modera Module Development Kit (MMDK).

For Arco, a very important function that Modera implemented was role-based content creation, with workflow and delivery to different media. This helped them automatically keep all official content and contacts up to date, on both internal and external media.

The development is ongoing. Arco is collecting all mission-critical applications on the same platform. They are considering integration of Modera Relations customer relationship management software with their current corporate portal.

All their public websites will also be gradually moved to Modera Webmaster software, with the support of members of the Modera Partner Network. That allows for good integration between internal and external information management. It also lets Arco control the information flow along with strict corporate visual identity policies.

### **Company Management Made Simple**

Arco stresses that the new system has enhanced and sped up the internal communication that is so vital for a multinational public company. The ease of use and valuable functionality for all parties has made the implementation of this system a worthwhile endeavor. Managing, processing, and delivering information is now based on the same standards, and is under Arco's complete control.

“Since the corporate portal is web based, our ever-travelling international team can access mission critical data anywhere, with only a web browser”. Viljar Arakas, Arco CEO.