PowerProperty

(White Paper)

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POWERProperty

What is PowerProperty?

Microsoft Dynamics 365 is a flexible and adaptable market leading business applications platform that enables digital transformation. It has delivered rapid speed to value for 1000s of organisations around the world catering to all major business verticals such as Public Sector, Financial Services, Retail, Manufacturing etc. The platform has been tailored specifically for these industries by Microsoft partners such as HCL PowerObjects.

In the UK HCL PowerObjects has specialised in serving the needs of Social Housing providers. We recognized, for each of our Social Housing engagement, we were delivering a common set of requirements. Instead of configuring these processes for each client, costing both time and money, we decided to invest in building reusable IP, which is branded as PowerProperty.

The promise with PowerProperty is to reduce the number of point IT Solutions and consolidate all workloads onto Dynamics 365 which is a single, modern, scalable, cloud-hosted platform. The benefits of this single platform, with a single database underpinning it, is a seamless journey across front, middle and back-office processes, completely eliminating data and process silos and offering a vastly improved customer and staff experience.

A few facts about PowerProperty:
- ✓ PowerProperty provides pre-built configurations of the core Dynamics 365 functionality to deliver end-to-end 'out of the box' business processes for social housing organisations.
- ✓ PowerProperty is designed and delivered using point-and-click configurations which are future-proof and upgrade friendly, costing customers less time and money to do future upgrades throughout the application lifecycle.
- ✓ PowerProperty is an accelerator and not a finished turn-key product, this allows us to cater to unique requirements for each customer. In our experience there is no one-size fits all software option particularly for enterprise Housing customers.
- ✓ With PowerProperty we are able to deliver projects faster and cheaper and also enable new customers to leverage best practice within Housing adopted by existing PowerObjects customers and best practice within Dynamics adopted by Microsoft customers worldwide.
- ✓ PowerObjects has over 12 active engagement within UK housing and we are continuously enhancing PowerProperty with new processes and capability almost on a monthly basis.

What are the benefits of using PowerProperty?

PowerProperty as a single integrated Property Management solution, which offers excellent user experience (customers, clients, employees or contractors) and will deliver seamless processes, enabling a common way for working across all property companies.

With PowerProperty all workloads/processes reside in Dynamics. This ssignificantly reduces the complexity, efforts and cost of integrations over a multi-vendor solution.

As outlined in the diagram below, at its heart PowerProperty delivers a 'Single view of the Customer' and a 'Single view of the Asset' for all staff members irrespective of their role and location of work. PowerProperty has numerous housing specific processes which are pre-configured and fully automated. As a result, Power Property delivers efficiencies by automating repetitive tasks, freeing staff to focus on more value-added tasks.
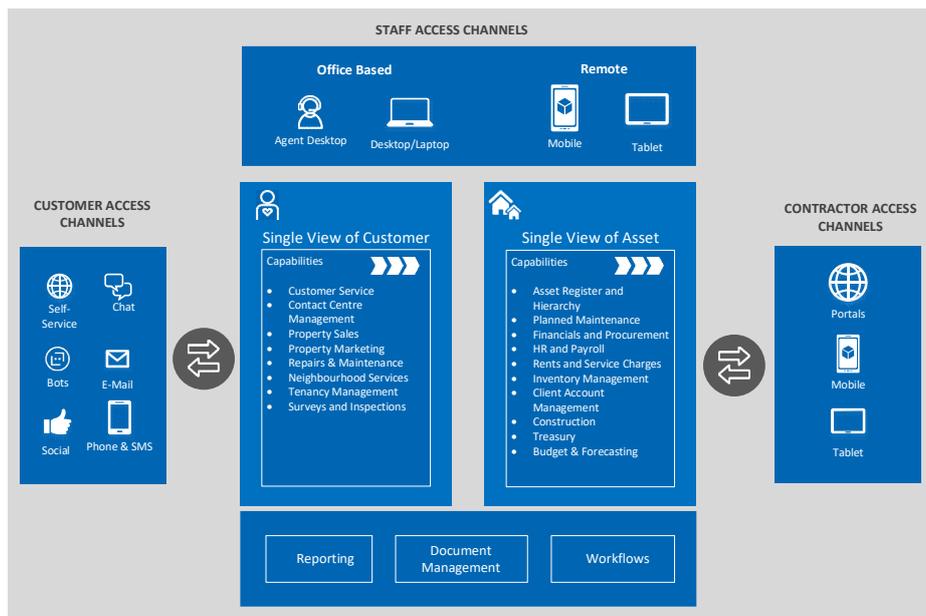
PowerProperty supports all modern channels for customers to engage with Housing Associations. By enabling customers to self-serve, use Social media and actively participate in the reactive and planned repairs process, HAs can improve the overall customer service and reduce cost of each customer interaction at the same time.

For each business area PowerProperty can help HAs reduce cost and/or grow revenue, some examples are highlighted below:

- ✓ Leverage fully automated Housing specific sales processes to minimize void time and reduce the overall cost of voids
- ✓ Leverage best in class Marketing capabilities to promote new properties and drive improved revenue
- ✓ Leverage automated e-signature process to avoid the need to scan and upload signed tenancy documents. This saves admin time and enables Tenancy officer to quickly move onto next tenancy
- ✓ Provide field-based operatives with all the information they need when they are out servicing customers, enabling data capture on site to avoid any duplicate data entry and need to be back in office
- ✓ Digital portals for both customers and contractors, promoting self-service and reducing avoidable contact
- ✓ Reduce the average call handling time by empowering the contract center agents with Single view of Customer, consistent call scripts and easy to follow business processes.

Due to the flexibility of the underlying D365 platform and the way in which PowerProperty can be amended, customers can respond to changing business needs quickly at reduced cost throughout the lifecycle of the solution.

PowerProperty is a flexible business application platform which can be extended to incorporate new business operations as a result of merger and acquisitions. (E.g. Bromford Housing).

What does PowerProperty bring to the table for Housing Associations?

We leverage out of the box capabilities of Dynamics (Grey boxes) and the capabilities, processes, workflows we have already pre-configured in PowerProperty (Blue boxes). In addition to this some

requirements will be met with further configuration if needed.

Dynamics365 and PowerProperty provides a comprehensive business application platform to manage business processes, enabling the housing association to leverage further value from Microsoft and PowerObjects' investment in the platform in the future.

Lot 1 Property Management	Lead & Opportunity Management	Case Management	Workflows and Business Process Flows	Lettings, Voids and Tenancy Enforcement	Rent Setting and Arrears	Property Asset Management
Lot 2 CRM	Omni-Channel Engagement	Knowledgebase	Communications	Customer Portal	USD Accelerator	Omni-Channel Engagement (Chat, SMS, Email, Surveys)
Lot 3 Scheduling	Resource Optimisation	Field Service	Inventory Management	Repairs Maintenance	Compliance Surveys and Site Visits	Predefined Templates (Resources, Service and Service Tasks, Working Patterns)
Lot 4 Service Charges	Projects Management	Accounting	Sales and Purchase Ledger	Service Charge Management	Apportionment	Estimations and Costs
Lot 5 Client Account Management	Project Trial Balance Integrity	Cash Reconciliation	Client Ledger Accounts	Asset Register	Contract Management	Rents & Service Charges
Lot 6 Quote Management	Contact & Account Management	Case Management	Communications	Customer & Contractor Portals	Quote Request and Approval Process	Client and Supplier Comms (SMS, Email)

PN: The number of boxes does not indicate % standard vs PowerProperty functionality.

How is PowerProperty Enhanced?

The product team of PowerProperty works on a principle of 4 weekly sprints. We always maintain a product backlog with user stories and requirements. The items from the backlog are prioritised for each sprint. The prioritisation of these changes takes in to account several factors, some of which are covered below:

- New Dynamics platform features;
- Changing legislation within the sector;
- Customer feedback and new requirements;
- Cross-sector innovation by PowerObjects R&D team (e.g. Chatbot);
- Addressing prominent market trends

At the end of each sprint, a tested and deployable version of the accelerator is made available to project teams working on Client engagements.

For Customers who have already gone live with Dynamics and are now in steady-state. The release frequency is matched to Microsoft and a new release of PowerProperty is expected within one-two months from Microsoft's formal release to smoothen the upgrade process. This enables Customers to perform Microsoft Dynamics and PowerProperty layer upgrade all in one go.

Project Life Cycle with PowerProperty

Making the most of your Dynamics investment should be a continuous journey and PowerProperty isn't any different. The best practice is getting a solid foundation built as a first step with the initial implementation and then continuously evolving the solution and usage, as time progresses. Any modern solution like Dynamics and PowerProperty should be able to address business needs with agility and flexibility.

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Who is using PowerProperty?

We are delivering business transformation for a number of Customers in the country. Some of our customers are spending significant time, effort and money on holistic digital transformation lead by PowerProperty using Microsoft Dynamics.

Customer	Scope Summary
Bromford Housing ▪ Property Portfolio 50K ▪ Annual revenue of £250 Mn ▪ TCV - $21 Mn ▪ Contract Term – 10 Years	▪ The Scope includes – Finance, Procurement, Asset Management, Rents, Service Charges, Inventory, Budgeting, Repairs and Maintenance, Property Sales and Marketing, Customer Service, HR, Payroll, Customer Service, Contact Centre, CRM, Reporting, EDM and Data Warehouse. ▪ Supporting technology lead business growth strategy, acquired 2 HAs since the start of the project
Orbit Group ▪ Annual turnover of £360 Mn ▪ Manages 42K Homes ▪ TCV - $15 Mn ▪ Contract Term – 5 Years	▪ The Scope includes – Finance, Procurement, Asset Management, Rents, Service Charges, Inventory, Budgeting, Repairs and Maintenance, Property Sales and Marketing, Customer Service, HR, Payroll, Customer Service, Contact Centre, CRM, Reporting, EDM and Data Warehouse.
London and Quadrant ▪ Annual turnover of £1 Bn+ ▪ Manages 95K Properties ▪ TCV - $6 Mn ▪ Contract Term – 3 Years + 1 +1	▪ End to end front office transformation with Customer Service, Field Service and Sales and Marketing ▪ Replacing in-house built housing management solution Arena
A2Dominion ▪ Annual turnover of £373 MN ▪ TCV - $20 Mn ▪ Contract Term – 7 Years + 5	▪ The Scope includes – Finance, Procurement, Asset Management, Rents, Service Charges, Inventory, Budgeting, Repairs and Maintenance, Property Sales and Marketing, Customer Service, HR, Payroll, Customer Service, Contact Centre, CRM, Reporting, EDM and Data Warehouse. SiteCore, ArcGIS and InContact telephony platform
Singapore Town Councils ▪ Annual turnover of £ 84 Mn ▪ TCV - £ 21.3 Mn ▪ Contract Term – 7 Years	▪ In Singapore, town councils are in charge of maintaining the common areas of Housing and Development Board (HDB) flats and estates ▪ Scope covers: Legal Case Management & Facility Booking, Service Charges Collection & Billing, Enterprise Contract & Vendor Management, GL, AR, AP, Bank Management, Fixed Assets, Financial Reporting and Budgeting