



Industry

- Financial Services, Real Estate

Products

- Microsoft AJAX.NET
- Microsoft ASP.NET
- Microsoft MapPoint
- Microsoft SQL Server
- Microsoft Team Foundation Server
- Microsoft Team Suite
- Microsoft Virtual Earth
- Microsoft Virtual Studio

Challenge

Fidelity needed to increase its broker/agent and customer base but was losing lead volume and market share to a competing Linux/JAVA based solution. Fidelity needed to respond to this market challenge from concept to completion in less than four months.

Solution

Neudesic developed a best in class, easy to use solution that provided extremely accurate estimates. A user-friendly web experience with better, more expansive data and innovative algorithms to exceed customer expectations.

Benefit

- Fidelity now offers the best solution in its industry
- Average session time on Cyberhomes is more than 30 minutes and half of visitors are repeat customers
- Fidelity is increasing market share and achieving its goal of growing broker, agent, and customer bases

Cyberhomes.com

Fidelity National Information Systems, Inc. is a leading provider of core processing (ledger, transactions, accounting, reporting, and maintenance) for financial institutions whose software applications process more than half of all U.S. residential mortgage loans. Fidelity has an annual revenue of over four billion dollars.

Cyberhomes.com is a very important part of Fidelity National's continued leadership. The solution we developed with Neudesic is allowing us to provide our customers and end users with the up-to-date real estate information they need in today's market.

*Marty Frame
General Manager, Cyberhomes
Fidelity National Information Systems*

Project Highlights

- The system was built to pull together a wide variety of data sources that provided property information across the U.S., and a host of services to support homeowners in the home-buying process
- A fully co-branded web application that was engineered to integrate directly with participating affiliates and designed to increase Fidelity's customer base of brokers, agents and consumers
- Up-to-the-minute values on over 100,000,000 homes across the U.S.
- Important information through customizable searches, such as property features, dwelling type, and year built
- Re-estimation of property values by updating dwelling features like number of bathrooms, bedrooms, and living areas
- Bird's-eye view of properties from up to four orientations through the use of Virtual Earth



Cyberhomes.com

The Challenge

Fidelity was in need of increasing their broker/agent and customer base. Fidelity's customers were losing lead volume and market share to a competing Linux/JAVA based solution. Fidelity needed to respond to this market challenge from concept to completion in less than four months. Fidelity needed to not only deliver the same functionality, but surpass the features provided by competitors.

Fidelity National Information Systems provides customers with the very best view of real estate values and surrounding community information through Cyberhomes.com, a Web 2.0 version of real estate and geography analytics software built by Neudesic.

The Solution

Neudesic envisioned a best in class, easy to use solution that provided extremely accurate estimates. Fidelity needed a system that extended into other internal businesses and helped brand the Fidelity name. This solution would require a more user-friendly web experience, better, more expansive data, and innovative algorithms to exceed customer expectations. These requirements provided an excellent opportunity for Neudesic to leverage the features of Web 2.0. The system was built to pull together a wide variety of data sources that provided property information across the US, and a host of services to support homeowners in the home-buying process.

Using Microsoft technologies such as a highly customized version of Virtual Earth, MapPoint, AJAX.NET, ASP.NET, SQL Server, and Visual Studio 2005's Team Suite and Team Foundation Server, as well as interactive web-based charting utilities and sophisticated address standardization/correction software, Neudesic deployed the Web 2.0 version of real estate and geography analytics software to give the customer the web tool that they desired.

Keeping in line with Neudesic's culture of implementing the latest in Microsoft technology, this solution utilized Visual Studio 2008's Orcas IDE to code JavaScript for the Cyberhomes web site.

The end result was a fully co-branded web application that was engineered to integrate directly with participating affiliates and designed to increase Fidelity's customer base of brokers, agents and consumers.

The Benefit

Fidelity is not only able to compete in the marketplace, but is now offering the best solution in the industry. Visitors to the web site can receive up-to-the-minute valuations for over 100 million homes across the United States with the capability to customize property searches by price, property features, dwelling type, and the year built. Users can perform a property search and browse comprehensive property reports. Dynamic re-estimation capabilities allow users to refine or adjust the supplied property facts such as bedrooms, bathrooms and living area. Dynamic geospatial data, provided through the use of Virtual Earth, provides a bird's-eye view of the property from up to four orientations (north, south, east and west aerial views).

According to Google Analytics, the average session time on Cyberhomes is over 30 minutes and over 50% of visitors are repeat visitors. With the use of Microsoft tools implemented by the Neudesic team, Fidelity is increasing market share and achieving their goal of growing their base of brokers, agents, and customers.