MAJESTIC REALTY CO.

Industry
• Real Estate

Products
• Microsoft SQL Server 2008 Enterprise
• Microsoft SQL Server 2008 - Analysis Services- Integration Services- Reporting Services
• Microsoft Office SharePoint Server 2007

Challenge
The company needed an aggregated financial valuation view of the 450 commercial properties in its portfolio. Manual reporting process could only be updated annually and diverted highly skilled workers from other key projects for almost half the year.

Solution
Microsoft SQL Server 2008 Integration Services extracts and transforms data from the company's line-of-business applications. This data is loaded into the company's existing SQL Server 2008 data warehouse and a SQL Server 2008 Analysis Services online analytical processing database cube, from which SQL Server 2008 Reporting Services generates the FMV report.

Benefit
• Faster complex portfolio reports
• Flexible tools provide more insightful analysis
• Stronger processes and data stewardship

Mission Critical Business Intelligence Solution

Based in Los Angeles with regional offices nationwide, family-owned Majestic Realty Co. is a commercial real estate company that offers fully integrated services, including land acquisition and entitlement, project design and construction, financing, leasing, and property management. A portfolio of nearly 450 properties covering approximately 70 million square feet of industrial warehouses, office parks, retail centers, and entertainment venues generates annual revenues between $150 million and $250 million.

We've been partnering with Neudesic since 2006, and we're always very happy with their consultants' work. In addition to being highly skilled and knowledgeable, they also have very effective management and development methodologies.

Jon Grunzweig, Chief Information Officer
Majestic Realty Co.

Project Highlights

• As the financial crisis brought increased scrutiny of the real estate industry, many Majestic partners began requesting additional information from the company

• The company needed an aggregated financial valuation view of the 450 commercial properties in its portfolio

• Majestic's manual reporting process required extensive time and diverted skilled workers from other important projects

• The company began searching for a

mission-critical business intelligence solution that could speed the reporting process and enhance views of property data

• After considering ARGUS Software, Yardi Systems, Oracle, and other, Majestic decided on Microsoft SQL Server 2008 Enterprise data management software for its BI solution

• Majestic worked with Neudesic to roll out the first phase of the project in March 2009 and the entire solution by April 2010

neudesic

Mission Critical
Business Intelligence Solution

The Challenge

Majestic has extensive financial relationships with banks, joint venture partners, and other entities that have invested in various Majestic properties. The company's main tool for providing these stakeholders with valuation and cash-flow information is its fair market value report, which presents financial data on approximately 450 properties in Majestic's portfolio.

In 2008, as the financial crisis brought increased scrutiny of the real estate industry, many Majestic partners began requesting additional information from the company. "As we tried to fulfill those requests, we realized that we were lacking a good aggregated financial valuation and performance view of our properties," says Jon Grunzweig, the Chief Information Officer for Majestic Realty Co.

Majestic also faced problems with its crucial FMV report. The process of accumulating, entering, checking, displaying, and presenting data for the report required five months of work by multiple employees. As a result, the report could only be updated annually, and highly skilled workers were diverted from other key projects for almost half the year.

Majestic began searching for a mission-critical business intelligence (BI) solution that could speed the production of its FMV report, support custom analysis by business users, and provide aggregated financial valuation and performance views of the company's properties.

The Solution

After considering solutions from ARGUS Software, Yardi Systems, Oracle, and other providers, Majestic decided to base its new BI solution on Microsoft SQL Server 2008 Enterprise data management software. "The other solutions we looked at either weren't mature enough yet or would have required too much customization to justify the investment," says Grunzweig.

To design and deploy the new solution, Majestic worked with Neudesic, a Microsoft Gold Business Intelligence Partner and National Systems Integrator. The first phase of the project went live in March 2009 and the balance in April 2010.

In the new Majestic BI solution, Microsoft SQL Server 2008 Integration Services extracts and transforms data from the company's line-of-business applications, which include JD Edwards EnterpriseOne for enterprise resource planning and Nortridge Loan System for loan origination and servicing. Then the data is loaded into the company's existing SQL Server 2008 data warehouse and a SQL Server 2008 Analysis Services online analytical processing database cube, from which SQL Server 2008 Reporting Services generates the FMV report.

Employees can also use SQL Server 2008 Reporting Services to create custom reports and dashboards and publish them to an internal portal based on Microsoft Office SharePoint Server 2007. Grunzweig credits Neudesic with helping to make the project a success. "We've been partnering with Neudesic since 2006, and we're always very happy with their consultants' work. In addition to being highly skilled and knowledgeable, they also have very effective management and development methodologies."

The Benefit

By deploying a Microsoft BI solution, Majestic can produce portfolio-analysis reports more quickly and provide key decision makers with vital, up-to-date information. Developing the new solution also significantly improved the company's business processes and data stewardship.

Majestic can now produce complex portfolio reports much faster than before. As a result, staff members can focus more time on projects that create value for the company and less on mundane tasks like data-aggregation and spreadsheet-compilation.

> *The Microsoft solution cut the time needed to produce our fair market value report from five months to less than a day, once the data sources have been updated. This information is now essentially available on demand.*
>
> *Jon Grunzweig, Chief Information Officer*
> *Majestic Realty Co.*

Flexible, intuitive reporting tools provide management with vastly improved detail and aggregate views of the financial performance of Majestic's properties. The new solution also is helping the company become more process-oriented and improve its data management.

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