



MAJESTIC REALTY CO.



Industry

- Real Estate

Products

- Microsoft Dynamics CRM
- Microsoft Office Outlook
- Microsoft Office SharePoint Server
- Microsoft SQL Server

Challenge

Majestic Realty used a variety of methods to market properties, including electronically through various databases and software tools. Managing broker and client contact lists, which were spread out over public folders, spreadsheets, and Microsoft Outlook, was time consuming and often led to the same brokers or clients receiving multiple promotional messages.

Solution

Neudesic and ExactTarget came together to build the Actionable Marketing Intelligence Solution. Based on Dynamics CRM and the ExactTarget platform, AMIS created a central database of contacts and provides the means for Majestic to stay in contact with their brokers, customers and potential customers.

Benefits

- Templates for e-mail messages eliminate the need for coding
- Greatly reduced time to create promotional messages
- Create messages without assistance from an outside department or vendor
- Refined mailing lists through tracking to deliver more targeted mailings
- Increased property leasing rates

Actionable Marketing Intelligence Solution

Based in Los Angeles, Majestic Realty Co. is an owner/developer of premier master-planned business parks ranging in size up to 1,000 acres. Family owned and operated since 1948, the company has a portfolio of approximately 60 million square feet of industrial office and retail space, as well as sports, entertainment, and hospitality projects. Majestic provides full vertical integration of development services, from land acquisition and construction to ongoing property management, and has an annual loan production that exceeds \$1 billion.

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*Jon Grunzweig
Chief Information Officer*

Project Highlights

- Majestic used a variety of methods to initiate contact with brokers, clients, and potential clients to market properties
- HTML-based mailings included complex property-related data, which was difficult to embed in e-mail pages and required custom code
- Majestic wanted a solution that would leverage its investment in Microsoft technology
- Microsoft brought together systems integrator Neudesic and software vendor ExactTarget to provide a single, integrated solution based on Dynamics CRM and ExactTarget for Dynamics CRM
- Neudesic and ExactTarget delivered and deployed the solution in eight weeks
- An easy-to-use tracking system and convenient templates have helped Majestic refine its mailing lists and deliver more targeted email marketing campaigns



Actionable Marketing Intelligence Solution

Challenge

Majestic Realty used a variety of methods to market properties, including electronically through various databases and software tools. Managing broker and client contact lists, which were spread out over public folders, spreadsheets, and Microsoft Outlook, was time consuming and often led to the same brokers or clients receiving multiple promotional messages. Majestic's HTML-based mailings included complex property-related data, which was difficult to embed in e-mail pages and "could require a lot of custom code," says Aezel Corteza, IT Project Manager at Majestic Realty. "We could spend between eight and 40 hours to produce a promotional e-mail. We wanted to be able to get those promotions out within a day."

Majestic Realty used Microsoft technology, including Microsoft Dynamics CRM, SQL Server, and SharePoint Server, but no single product or company offered the CRM and e-mail marketing capabilities that Majestic needed to remain competitive in a weakening market. And a custom solution would be too time-consuming and cost prohibitive to be effective.

Solution

Microsoft brought together the Dynamics CRM expertise of Neudesic and the e-mail marketing experience of ExactTarget to provide Majestic Realty with a single, integrated solution based on Dynamics CRM and ExactTarget for Dynamics CRM. In eight weeks, a unified team from the two companies worked with Majestic to deliver a solution hosted at Majestic's facility and integrated with ExactTarget's software-plus-services model through the Internet. The solution helps Majestic deliver and track complex HTML emails as part of comprehensive marketing campaigns.

Benefits

Majestic Realty was impressed by the way the two providers operated with the consistency of a single vendor. "From the very beginning, the attitude of the experts from Neudesic and ExactTarget was that they were a single team, working with us toward a single goal," said Jon Grunzweig, Vice President and Chief Information Officer of Majestic Realty. "The team was organized and delivered on the promises that some vendors only make but don't keep."

The integrated solution delivers everything that Majestic Realty wanted—and more. Templates for e-mail messages eliminate the need for coding, reduce the time to create promotional messages to less than a day, and enable more leasing staff at Majestic Realty to create their own messages without relying on an outside department.

With an easy-to-use tracking system the company has refined its mailing lists to deliver more targeted messages. "This solution will deliver faster, more comprehensive exposure of our properties to the brokers and the companies they represent who are most likely to lease them," said Grunzweig. "The result will contribute to higher, faster rates of property leasing. We're using technology as a strategic, competitive asset for the business."

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Grunzweig envisions other applications for this custom integration of Microsoft and Microsoft-based products in the company's philanthropic projects, in relations with current tenants, and in self-service kiosks based on Office SharePoint Server. "It's very important that these vendors could deliver a solution that integrates, expands, and increases the ROI with the Microsoft environment that we already have," he said. "Microsoft is our platform of choice."