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Inspire the Next

**DMCI Homes**



 **Hitachi Solutions**



## Leading Premier Property Developer DMCI Homes Improves Operational Efficiency with Property Management Built on Microsoft Dynamics



### CUSTOMER PROFILE

DMCI Homes is the real estate arm of DMCI Holdings through its wholly owned subsidiary DMCI Project Developers, Inc. (PDI).

DMCI Homes was established in 1999 and from there started to grow as one of the leading Real Estate Developers in the Philippines.

It ranked #146 in the Business World Top 1000 Corporations for 2014.

### INDUSTRY

Real Estate

### LOCATION

Philippines

DMCI Homes, the Philippines' leading developer of quality-crafted residential projects, has carved its own niche in the local real estate industry by consistently offering high-quality developments that fulfill the needs and aspirations of the young Filipino families. Such developments continue to live up to the company's reputation for pioneering genuine resort-inspired residential condominium communities.

The industry's pioneer in "genuine, resort-inspired daily living" has a wide portfolio of residential projects ranging from high-rise condominiums to mid-rise condo communities and sprawling subdivisions. DMCI Homes' projects are located in key, strategic areas within the Metropolis, making living hassle-free and convenient. Their residential communities are also created with distinct architectural design concepts that show first class development features.

### CHALLENGES

DMCI Homes' drive to go for a better system was fueled by many grueling problems that they were facing on a day to day basis. The following are some of these challenges:

- 1. Standalone, non-integrated systems:** There were as many as 30+ standalone systems managing different business processes of DMCI Homes and their IT team had a hard time maintaining these systems.
- 2. Complex and slow reporting:** Extracting reports were time consuming and manual as the data was scattered across these different systems.





*“Microsoft Dynamics AX transformed the way our business users manage their day to day business activities. It has brought a high level of transparency and control in business processes which we have always wanted. It has replaced several different software solutions hence integrating all our major processes in a single system, making our lives easier from the point of view of day to day system maintenance.”*

Jesus A Ferrer, AVP – IT Dept.  
& Asset Mgt., DMCI Homes

**3. Lack of transparency:** Managing inter-departmental business processes was a big challenge because it was difficult to trace where exactly the processes were stuck or where the delay was.

**4. Slow business processes:** The dependency upon different systems and departments caused delays that slowed down their business processes.

**5. Lack of seller’s integration with system:** DMCI Homes’ primary sales is driven by 3<sup>rd</sup> party sellers who work directly with customers to close a property sale. Sellers lacked a much-desired real-time view of their expected commissions on closed sales. A lack of clarity on commission demotivated them. There was no platform for the sellers to book sales directly in the system making the sales closing process slow.

## **SOLUTION**

Hitachi’s Property Management built within Microsoft Dynamics AX proved to be an effective solution for DMCI Homes’ business needs. With this single system, DMCI Homes is able to integrate and automate its core business processes across all departments. The system replaced 27 standalone systems and brought the necessary controls, business rules, and validations that DMCI Homes have always aimed to achieve in order to operate in a more efficient and transparent way.

## **BENEFITS**

### ***A Unified ERP System***

With Microsoft Dynamics AX, DMCI Homes benefits from a unified ERP system where data from the different business units are collected, consolidated, and updated in real-time. This results in easier and accurate access to vital information needed to serve customers and



*“Microsoft Dynamics AX have helped us close daily processes faster and more efficiently. The system automates our invoicing cycles and streamlines our collections and penalty generation process.”*

**Katherine Dacula, Credit & Collection Head, DMCI Homes**

business partners better. This also minimizes manual processes which results in lesser data errors and mismatches.

Microsoft Dynamics AX enables DMCI Homes to have a one-system application as their single point of reference for all their transactional and business data needs. It connects all their business units and operations regardless of the location thus eliminating duplication of data from various data collection mechanisms.

#### ***Operational Efficiency***

With Microsoft Dynamics AX, DMCI Homes have optimized its business processes across virtually every department – accounting is closing the months more accurately, credit & collection is billing the customers faster, remedial is restructuring contracts with ease, contractors are paid on time, and sellers have a real-time visibility of their commissions. Effectively, Microsoft Dynamics AX has been able to optimize and improve 90% of DMCI Homes’ core business processes, hence catapulting DMCI to the next level of operational efficiency.

#### ***Easier Reporting***

With 150 standard reports and an additional 100+ customized reports to choose from, Microsoft Dynamics AX enables DMCI Homes to generate comprehensive and accurate reports without the need of manually gathering data from different sources, ensuring accuracy and ease of use for report.

#### ***Workflow Integration***

The strong workflow engine of Microsoft Dynamics AX controls the most complex business processes of DMCI Homes. These workflows have been configured to handle numerous scenarios across processes like customer onboarding, contract processes, restructuring process, contract cancellation, financing process, default management processes, etc. More than 100+ workflows have been configured in Microsoft Dynamics AX for handing these business processes.



## **WHY HITACHI SOLUTIONS?**

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers are evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

### ***Paperless System***

With Microsoft Dynamics AX, DMCI Homes drastically minimized its need to print and maintain hardcopies of documents. Customer facing documents like Statement of accounts, Official/Acknowledgement receipts, etc. are directly sent to customers via email. In addition to that, the document management system of Microsoft Dynamics AX allows DMCI Homes to store all documents in soft copies which eliminates the need for printing these documents thus helping the environment.

