



***Industry Case Study:
Property Management***



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Introduction – Property Management

The real estate and property management industry faces a host of challenges. These include:

- 1) Introducing new (mobile) technology
- 2) Overcoming resistance to change
- 3) Understanding how to get the most from recent innovation
- 4) Optimizing the use of mobile applications available

Property managers must recognize the benefits of leveraging technological advancements. Those who do are managing their businesses more effectively and streamlining operations. Mobile technology makes life more efficient and less costly for everyone – tenants, managers, property owners. Properties need to embrace smartphone apps, which can help them maintain their swimming pools, schedule maintenance requests and stay in touch with owners. Using a Managed Service Provider (MSP) to implement the technology properly is the only way that users can gain optimum benefit.

Case Study Profile – Tampa Bay Property Management

Concertium has several property management clients. Our largest customer is one of the oldest association management companies in Florida. They currently assist the boards of 140 communities throughout West Central Florida, serving almost 50,000 Florida homeowners. The small business is family owned and headquartered in Tampa, Florida. They have the expertise, systems, tools and accounting to help your community association's board lower costs, improve service, and meet its obligations.

The owner arrived in Florida in the 1970s to work for the local phone company following his career in education. The company was the first to recognize a growing need for professional services to help community associations manage the assets turned over to them by departing developers as the trend toward developments with association owned assets took off in the next several decades. Few property management firms have the expertise to help associations use technology effectively to meet these challenges. By blending a dedication to exceptional personal service and partnering with Concertium to assist these properties, our client created powerful reasons for associations to choose them to help manage their communities.



Situation Analysis

Our client contacted us in the summer of 2015 in response to a marketing campaign that highlighted our ability to provide outsourced managed IT services at an affordable price. The company was founded in 1974, and the ownership and day-to-day management was being transitioned from the founder to the next generation of the family. As the new President came onboard, he began to assess the property manager's day-to-day IT needs. Their existing infrastructure consisted of a single contracted technology person they called on an ad-hoc basis for escalations and occasional development needs. With the original owner retiring and his son now running the company, it was determined that they needed additional IT resources in order to properly grow the company. We met with the new owner, and he had some innovative ideas on how to streamline his internal processes.

Solution & Results

Like many of our clients, the new owner was looking for a technology partner in Tampa Bay that is not only a Managed Services Provider (MSP) but also has a full-fledged development team in house. Our convenient location in the heart of Tampa, and our ability to respond on-site to issues on short notice was a critical selling point. This was a significant advantage over their current resource, who was not in the local area and could not react on a timely basis. During our initial assessment, we discovered several pressing issues and quickly laid out multiple, parallel project plans for their IT systems infrastructure and their software development needs. One of the first large development projects was to replace their proprietary deed restriction application. The software had been custom built for them, but it required a large internal team to manage and had many opportunities for human error. We developed a mobile app that streamlined the process and incorporated geo-fencing technology to ensure address accuracy, automatic restriction notice generation (including violation photos), and integration into their postage and Kofax Copitrak systems so HOA's could be billed appropriately. The new system can be managed by a single individual through a simple web-based dashboard. In addition, we added an Application Managed Services (AMS) agreement to monitor the security of the app. Finally, we moved all their internally hosted web sites to Amazon Web Services (AWS), and we upgraded their Microsoft Exchange email server from the 2007 version to 2016.

Value Added Services

As our relationship grew, the client could trust Concertium to perform additional, more complex tasks. We initiated a virtual CIO (vCIO) engagement to consult with the President to identify ways to further enhance business processes. They took advantage of our network SOC partner for advanced endpoint protection and security monitoring. Over the years, we identified numerous opportunities to shore up the company's IT infrastructure to put them into a best-in-class technology situation. They utilized a VMware host to support a new RDS farm for remote properties. This solved the security issues of users using personal devices to access the company's systems and using private email addresses to exchange proprietary data. The RDS environment insured all data was under the corporate infrastructure for security and legal reasons. They upgraded the file server to correct issues with outdated permissions based off security groups instead of individually assigned ACL's. This greatly simplified their process of adding new HOA associations. Further enhancements included an Office 365 migration, a back-up storage and disaster recovery plan, and the development of a single dashboard to monitor all their home-grown applications. All of these projects were available to them under one roof.



About Concertium:

Concertium provides simplicity and peace of mind to SMB's with solutions that unravel the complexity of technology. Our security and IT management expertise deliver full transparency with surprising affordability. We also offer a full spectrum of software development projects.

For a free analysis of your company's IT support and development needs, contact us today:

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