

Luxury developer Al Hamra Real Estate Development (AHRED), Ras al Khaimah, Streamlines Customer Service, Enhances Competitiveness with a SAAS Utility Billing and Customer Payment Portal

Customer:

AHRED, Ras al Khaimah

Website:

www.alhamrautilitybilling.com

Customer Size: 2,100 employees

Country or Region: UAE

Industry: Real Estate Development

Partner: Inforica

Website: www.inforica.com

Customer Profile

AHRED builds luxury Villas, Townhomes, Condominium and Malls. Based in Ras Al Khaimah, UAE. It currently has over 4000 Villas, Townhomes and Condominiums and will be undertaking to build 150 high end Villas on the prestigious Falcon private Island.

Software and Services

Microsoft Azure

- Microsoft Azure
- Microsoft Azure SQL Database
- Microsoft Azure Service Bus
- Windows azure storage account
- Windows Azure ACS Namespaces
- Microsoft Dynamics Online CRM

Performance

- Over 4000 bills processed per month amounting to AED 4 Million of collection
- Collected and processed backlog of AED 20 Million via 45000 payment transactions
- Handled over 10000 customer queries

For more information about other customer successes, please visit:

<http://www.inforica.com/WhyInforica>



“We have launched two new projects this year. First was Bayti, a collection of three and four bedroom townhomes that was very well received in the market with all of the released units sold within a few days. We also launched our most prestigious private island project, The Falcon Island. Falcon Island will be built on a natural island at the Centre of al Hamra Village. We are proud of the sustainable aspect of this development. The entire community will be powered by the latest technology in solar energy and we will use materials and expertise to ensure this is a sustainable project with the highest environmental standards. We expect to spend 25 percent of our budget on infrastructure and 75 percent on innovation. Our selection of a SAAS Energy Information Management & Billing Solution based on Microsoft Dynamic CRM and Azure totally aligns with our vision of maximizing the business value of IT.”

Benoy Kurien, General Manager (AHRED)

Al Hamra Real Estate Development (AHRED), UAE wanted a robust and scalable Utility Billing application for the Al Hamra Village. They were looking to build a full-service Billing solution and web portal that would offer property owners and tenants online access to their bills and have a means of making online payment. The company wanted a ready-made, easily scalable infrastructure, so it launched its utility billing and customer service portal on a SAAS Utility Billing Solution based on Microsoft Dynamic Online CRM and Microsoft Azure. As a result, AHRED streamlined its internal and Property owners / tenants' business processes, lowered its infrastructure costs, enhanced customer satisfaction, and gained a competitive advantage.

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Business Needs

Luxury developer Al Hamra Real Estate Development (AHRED) has continued its success in 2013 with the robust sales of homes. Villas and townhouses in Al Hamra Village are 99.3% sold out and similarly 93.4% of all apartments are taken up by investors. The prestigious Al Hamra Village project has seen a vast number of new developments completed this year; with the expansion of its Al Hamra Mall and the recent opening of the ultra-luxurious Waldorf Astoria Hotel.

More impressively, Al Hamra Village remains the most popular community in the Northern Emirates. The cost of living in Ras Al Khaimah is remarkably lower when compared to the rest of the UAE and many consumers are now opting for more affordable luxury. Despite the fact, Al Hamra Village has seen significant increases in house prices, villa values have tripled in less than 12 months and apartment prices are up by 30% in the same period.

Headquartered in Ras Al Khaimah (AHRED) employs over 2,000 and serves over 4000 properties at the Al Hamra Village. The company has built market share and customer loyalty with quality products.

Traditionally, AHRED tenants and customers engaged their utility bills via mail, in person, by phone, email, or a rudimentary web portal. AHRED gathered customer data in an enterprise resource planning (ERP) and other systems, but it could not expose the data to owners or tenants and could not tap the full potential of the information. Owners and tenants had no easy way to track the status of their utility bills.

AHRED wanted to develop a full-service, web portal that would offer AHRED tenants and customers online access to their utility bills and be able to make payments online. The company needed a flexible solution that could interoperate easily with its existing systems, and to stay competitive in its market, it wanted a portal that it could develop and launch quickly, with a full range of features and functionalities.

*“We wanted to create a differentiator in the market,”
says Behzad Khan – Head of Finance, AHRED*

“We wanted to improve our customer experience, streamline business processes, and provide real-time visibility into our collections data while we reduced our infrastructure investment.”

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Solution

AHRED wanted to build its Utility Billing solution on a ready-made, easily scalable infrastructure, so it began to evaluate several cloud services. It engaged Inforica Inc. a Microsoft Gold partner who recommended a SAAS solution built on Microsoft Dynamics Online CRM and Microsoft Azure for its flexibility and familiar technology.

“Microsoft Dynamics Online CRM and Microsoft Azure offered the flexibility and the tools we needed to get the solution to market rapidly,” says Behzad Khan Head of Finance, ARHED.

Working with Inforica Inc. member of the Microsoft Partner Network and a Gold Partner, AHRED launched its SAAS Energy Information Management and Utility Billing application built on Microsoft Dynamics Online CRM and the Microsoft Azure Platform. The solution allowed the collection of customer data and utility interval data from the various meters in the Al Hamra Village and fed it directly into the billing application enabling it to generate Utility Bills for Water, Electricity and Cooling in a timely manner. Customers can access and pay their bills and view consumption information directly from a portal that is mobile enabled. AHRED streamlined business processes for itself and its customers by providing easy access to information.

“The rolled out Portal allows owners and tenants to use it via the internet to get accurate Utility Billing information, submit enquiries, validate bills, make bill payment from anywhere on any device ,” says Khan, “It’s all about improving the customer experience while making it easier for our clients to do business with AHRED.”

By using the SAAS Energy Information Management (EIM) solution AHRED is also shrinking its on-premises infrastructure and reducing its overhead and maintenance costs.

“Many companies spend 75 percent of their IT budget on operations and infrastructure,” says Behzad Khan.

Our selection of the SAAS Billing solution totally aligns with our vision of maximizing the business value of IT.

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Enhances Customer Satisfaction

By building a simple and seamless portal experience that makes it easy for Owners and Tenants to get their Utility bill information accurately and on time, AHRED is strengthening its Owner and Tenant customer relationships and satisfaction.

Increases Productivity, Creates Competitive Advantage

Because Owners and Tenants can use the online portal to serve themselves, at their convenience, the AHRED sales team spends less time on non-sales activities.

“Our sales team can devote more time to understanding customer needs and solving real business problems,” says Barry Ebrahimi, Head of Commercial, AHRED.

AHRED used Inforica’s SAAS Billing Solution to rapidly deliver a Utility Billing solution with portal access that focused on market demand for access and delivered mobile functionalities that the competition wasn’t able to offer.

“Our Owners and tenants wanted to interact with us on the web and mobile devices, and the EIM SAAS solution helped us quickly meet that need and set AHRED apart from our competitors,” says Barry.