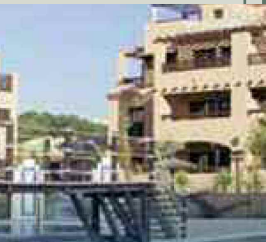


“Although it deals with big numbers, a property development company such as ours is still a small or medium company. It does not have a large number of transactions or employees, so we tend to focus on tools specifically developed for small and medium companies. It was difficult to find a solution strong enough or with the functionality we were looking for. Only IBM Cognos offered the dimension we were looking for.”

César Fuente Gil, IT Manager at Realia Business



Realia Business started in 2000 as a result of a merger between FCC Inmobiliaria and Grupo Inmobiliario Caja Madrid with the objective of positioning itself among the top five Spanish property developers. The company has steadily expanded, and its revenue has grown from 300 to 700 million Euros in just five years. With 200 employees, 80 percent of its business comes from real estate as a result of the acquisition and development of land to be transformed into homes. The company has another important division, named Patrimony, which is dedicated to offices and shopping centers. Realia Business currently owns 10 million square metres (m²) in the Iberian Peninsula, Canary Islands, Balearic Islands, and Poland.

Before going public, the organization needed an improved data structure and greater agility in obtaining information. Realia Business had to create an information management environment with analysis capabilities.

Challenges faced

Realia Business realized that business intelligence (BI) technology was definitively indispensable when it was going public imminently. One of the requirements to enter in the stock market is having updated, consolidated, corporate information, with the format required by shareholders.

The organization's revenue growth—more than double in five years—also pointed to a need for greater availability of business information. Realia Business had a relevant geographical diversification and a variety of products in each line of business significant enough to generate a large amount of information.

Before the appearance of solutions from IBM Cognos, the organization's information was managed in Excel,

Industry:

- Real estate

Geographic area:

- Europe

Information requirements:

- Structured information development before going public
- Agility in information access
- Management of a large amount of information due to geographical diversification and a variety of products.

Platforms:

- Windows 2003
- SQL Server

Solutions:

- IBM Cognos Planning
- IBM Cognos 8 BI
- IBM Cognos Consolidator

Benefits:

- Change in the way the operational units make investment analysis and track the progress of each promotion
- The first step in the development of a corporate system dashboard
- Change management of process models

without any kind of structure and with no ability for analysis. The company also needed powerful reporting and planning capabilities because its long-term goal is to develop a corporate project that handles treasury budgets, and project consolidation, reconciliation, and planning, as well as project analysis and tracking.

Strategy followed

“We analyzed alternatives from different points of view: functional, adaptable, and economic. Although it deals with big numbers, a property development company such as ours is still a small or medium company. It does not have a large number of transactions or employees, so we tend to focus on tools specifically developed for small and medium companies such as Microsoft or Hyperion, but we had not found a solution strong enough or with the functionality we needed within that segment,” says César Fuente, IT Department Manager, Realía Business. “Only IBM Cognos offered the dimension we were looking for.”

Realía Business made the decision to use IBM Cognos Consolidator, with the intention of migrating to the complete IBM Cognos Consolidation suite. The company also decided to use IBM Cognos Planning and IBM Cognos Reporting for project management, including investment analysis, and land and promotion planning.

In April 2006, Bearing Point joined the project as a partner with expert knowledge of IBM Cognos tools, and the venture was structured in four phases. The first phase covers land and promotion planning, and the second phase handles treasury budget structuring. The third phase will focus on management, production, and analysis of information in the Patrimony division, and finally the project will be expanded to all divisions of the company: land, investments, and divestments, in the long and short terms.

Realía plans to extend the BI project to reach the dashboard stage as a corporate system, although not all users will have access to information. All the business divisions will benefit the most from the use of BI, even more than Finance, which is the main target of this kind of information.

“The biggest impact will be experienced by the diverse operating areas, as the way they analyze investments and track progress of each promotion will change,” says César Fuente. “Currently, everything is infinitely more arduous than it will be with the IBM Cognos project completed.”

The IT Department Manager is sure that project development is keeping to the planned schedule.

“IBM Cognos technology is flexible enough to meet the deadlines, even knowing that the change management of the organization is very complex. We have key users in different levels acting as beta testers and they already know the benefits that IBM Cognos solutions will provide,” says Fuente.

“Behind this, there is an underlying change in the management of process models, and IBM Cognos will help to cover that adjustment. They are not just technological changes but aspects that affect business, and this is something that does not happen overnight, but we will get the results in the near future.”

The benefits that Realía Business will obtain from the deployment of IBM Cognos solutions will be: a change in the way operating units perform investment analysis and track the progress of promotions, and the development of a corporate system that reaches the dashboard stage. An added advantage is that the company values the contribution of the IBM Cognos solution to the management of business processes.

About BearingPoint

BearingPoint is a management and technology consulting company that helps to overcome the challenges of corporate issues related to business intelligence by applying a disciplined and flexible methodology. The company has more than 17,000 employees worldwide and customers that include the top ten global drug and biotech companies, the top ten global telecom companies, the main manufacturers of consumer products, and nine of the ten major banks worldwide.

BearingPoint has been present in Spain since 2002, with nearly 400 employees, and branch offices in Madrid, Barcelona, and Bilbao. www.bearingpoint.com

About Cognos, an IBM company

Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in January 2008*. For more information, visit <http://www.ibm.com/software/data/> and <http://www.cognos.com>.

**As a result of the acquisition, product names have now changed to reference IBM at the beginning of the software or service.*