



## Active Management



### At A Glance:

- **Company:** Active Management
- **Location:** London, England
- **Industry:** Real Estate
- **Challenge:**

Active Management needed an integrated solution that would consolidate all data related to a single property and the company's overall property portfolio into one system

- **Software that didn't fit:** Excel
- **Results with NetSuite:**

By using NetSuite to integrate data from multiple sources into one system, Active Management expects to be able to dramatically expand the number of properties it manages while boosting its marketing and customer service efforts.

- **NetSuite Partner:** Sold and implemented by Skytek ([www.skytek.com](http://www.skytek.com))



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— Mener Tsitsis  
owner of Active Management

### The Results:

By using NetSuite to integrate multiple applications needed for its property management and refurbishing business, Active Management soon will be able to boost the number of properties it manages from 100 to 1,000, according to owner Mener Tsitsis. The London-based company, which owns and manages residential flats, also has been able to boost its appeal over its competition by leveraging NetSuite to dynamically update details about available properties on its Web site.

"Consolidating all the information surrounding the flats, including maintenance job scheduling and the communications between property managers, agents and myself will allow us to dramatically grow our business to manage hundreds more properties," Tsitsis "Now we've got the capability of expanding that end of business—managing not only properties that we own but other people's properties too. We will use NetSuite for that."

### The Challenges:

Before turning to NetSuite, Active Management was using Excel spreadsheets to manage its financials and information about its individual properties. However, because of the dynamic nature of this data, Tsitsis couldn't obtain a consolidated view of the information needed for advanced analysis of company operations via spreadsheets.

"Spreadsheets are very one dimensional, and with them we didn't have any way to properly analyze all the information together—to get one view of all the information associated with one property from a single source," he said.

In addition, Active Management—which refurbishes many of the properties it owns and manages before renting them—did not have an automated process to schedule work with subcontractors or to schedule maintenance work for current tenants, Tsitsis added. Instead, the company had to rely on time-consuming phone communications to respond to tenant needs.

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Active Management also was seeking a solution that would automatically integrate with its Web site to allow the company to have details concerning rental property availability automatically update on its Web site.

### **The Solution:**

When Skyytek told Tsitsis that NetSuite could meet all these requirements with one easy-to-use, integrated Web-based solution to allow the company to dispense with spreadsheets for good, Tsitsis eagerly embraced the solution. He hasn't been disappointed with the suite's functionality or Skyytek's service.

"Skyytek helped make the transition seamless," Tsitsis said. "Everything was always done when they said it would be done, and anytime we had a question they responded immediately."

Active Management is leveraging NetSuite's Customer Relationship Management functionality to maintain tenant contact information, schedule jobs based on refurbishment and maintenance needs and to track lead and prospect information. It has boosted the level of customer service the company can provide to its tenants by allowing them to e-mail work requests, which the system automatically processes and assigns to a contractor. The system then notifies the tenant of the time the work will be done.

"We don't even need to speak with the tenant if they have e-mail," Tsitsis said. "This allows us to respond much more quickly to our tenants' needs and to market this high level of service to potential future tenants."

To more quickly fill vacant properties and land new tenants, NetSuite is integrated with the company's Web site to automatically update information on the Web site about what flats are available.

"If a Web site is wrong one time, a user may never come back," Tsitsis said. "With NetSuite we can now be assured that our Web site—one of our main marketing tools—is always accurate and up-to-date to keep prospective tenants coming back to it."

Via NetSuite's Executive Dashboard, Tsitsis can access all the features of the system he is using—including CRM, inventory and accounting—via a summary page that also contains helpful calendaring, tasking and event features. He also has his eye on the newest version of NetSuite, which will add even more powerful functionality, such as extreme editing. This new feature will allow users to dynamically update records without having to go into the record itself, Tsitsis noted.

"This will dramatically reduce the time it takes to dynamically update record information—it is a huge plus," he said. "The world is your oyster with NetSuite. It really allows us to act like a much larger business than we are."

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