

REAL I.S.: “THE BEST DMS IS THE ONE THAT DOESN’T GET NOTICED”

Individual cases and objects are assigned to the Real I.S. AG Asset and Fund Manager. With the rapidly increasing number of e-mails and electronic documents, individual deposits are becoming increasingly complex. The growing confusion endangers the efficiency and transparency of the processes and threatens to unnecessarily increase search times. A central, electronic document repository that structures and manages all internal and external documents and archives them in an audit-secure way. A substantial reduction in search, processing and throughput times. The implementation of the Macros Document Management System (DMS) enables seamless integration into the existing IT applications. All company-specific processes are comprehensively mapped in the DMS.



“Since then, companies, employees and partners appreciate the many advantages that have been provided by Macros DMS Intranet. For us in IT, the DMS is an infrastructure and an important building block for increased competitiveness. The fact that it is almost invisible to employees during their daily routine can be thankless – but it is also its biggest asset,”

Markus Nenninger, IT director Real I.S. AG.

CUSTOMER

The Real I.S. AG from Munich offers financial services in the field of commercial property. In this highly competitive market, efficient processes in the areas of asset management, fund management and investor services are crucial success factors. With the gradual implementation of Macros DMS Intranet, Real I.S. now has a Document Management System (DMS) which structures and manages all internal and external documents and archives them in an audit-secure way. The main strength of the browser-based Macros DMS is its seamless integration into the existing IT applications – it is nearly invisible to employees in the departments at Real I.S. AG.

PROJECT SUCCESS

The combination of standardised filing and electronic mailboxes, as well as the integration into existing applications, offers enormous flexibility. Experts can undertake and handle any process at any time. Even external access is easily possible with the entirely browser based system. DMS unlocks large, previously unused, efficiency potential which will further increase the company's competitiveness. "Clear objectives were involved in the selection and implementation of document management. We wanted to substantially decrease search, processing and throughput times through a structured, central and purely electronic document repository," explains Markus Nenninger, head of IT at Real I.S. AG. Behind the implementation of the Document Management System at Real I.S. AG lay the usual paper storage issues. The asset and fund managers of Real I.S. AG were permanently assigned to individual cases and objects. With the rapidly increasing number of e-mails and electronic documents, individual deposits became increasingly complex due to the different types of media involved. The growing confusion endangers the efficiency and transparency of the processes and threatens to unnecessarily increase search times. Management reacted and assigned the head of IT Markus Nenninger with the selection of a Document Management System.

CRUCIAL: INTEGRATION ABILITY

Through trade fairs, meetings and visits, Markus Nenninger and his team reduced the choice down to four providers. "We obviously looked into the technical aspects of the solution, such as modern software architecture, and the support of audit-secure fixed-disc storage. But much more important than the technical details of a solution is its capability to support company-specific processes. We placed therefore particular emphasis on simple integration into our Leonardo CRM system," explained the IT leader. This was the point at which Macros Reply won them over. "The integration took place along the same fundamental guidelines as with the modern service-oriented architecture (SOA). Our Leonardo CRM starts an inquiry as a web assignment via a parameterisable URL and Macros Intranet then delivers the required infor-

mation," said Markus Nenninger. The portfolio management stays in the CRM, over whose surfaces access to the electronic documents takes place – the underlying DMS is almost invisible to the user. Another advantage: All IT components involved in the process are largely evolved independent of each other. This is another reason why, in 2005, the decision was made for the gradual implementation of a DMS with the support of Macros Reply.

STANDARDISED DEPOSIT OF ALL DOCUMENTS

Real I.S. then set about recording the complex asset and fund management processes in the DMS – for example, the approval of invoices from property management. Existing applications were also integrated: the invoices were initially checked decentralised in the external property management and booked in the IX-Haus application as before. The booking flag is printed out and sent to the central property bookkeeping of Real I.S. as a cover sheet with the invoice receipts. All incoming receipts are then scanned. The indexing system and arrangement in the repository takes place completely automatically through the selection of booking flags. All incoming processes are deposited in the group mailbox of property bookkeeping and can be flexibly distributed to the individual mailboxes of employees through transfers or acceptances. The checked invoices are then approved for payment in the IX-Haus application. The remaining receipt processing in asset and fund management areas is similar, but with some process-specific modifications. Incoming mail is initially read before registration and assigned to employees to be registered. The allocation and document number are recorded in the barcode of a divider sheet, which is assigned to documents prior to scanning. Attribution and DMS archiving of the incoming mail takes place is then subsequently performed on a PC by the colleagues in charge of each process. A further example of the flexible process design is the outgoing mail in the investment field: Documents generated on the computer receive a distinct document number, which is then transferred to the DMS. The outgoing mail is scanned. That scan is then allocated to the process as an outgoing mail document and archived via the automatically selected document number. The advantages are clear: All incoming

and outgoing documents are automated and uniformly filed. This also applies to electronic correspondence via e-mail. A DMS button which triggers archiving is integrated into Microsoft Outlook for outgoing e-mails. The structure of the repository is thereby defined in collaboration with Macros Reply experts. The result: despite the diversity of documents and processes, four hierarchy levels are adequate for reliably and quickly finding all archived documents through the internet browser. "The combination of unified deposits and mail boxes, as well as the access via familiar applications provides enormous flexibility. Every expert can take over and handle any process at any time – all data and the entire history with evidence are available at the click of a button," says Markus Nenninger, describing the obvious advantages.

MOBILE ACCESS, BETTER COOPERATION WITH PARTNERS AND QUALITY IMPROVEMENT

The new DMS also has a positive effect on other areas. Property buyers and institutional investors such as banks are provided with information significantly sooner than before – extensive investor information and reports can be sent cost effectively and quickly as CDs. The connection of external locations, home offices or mobile computers via VPN (Virtual Private Network) and terminal services is hassle-free – documents can be accessed from anywhere. Thanks to efficient rights management, even partners such as auditors, external fund accounting or registry trustees are allowed access to the relevant parts of the DMS. According to Markus Nenninger, the DMS has unlocked previously unused efficiency potentials which will increase the competitiveness of the company. Markus Nenninger also benefits from Macros DMS in a completely different area: quality assurance and complaints management. "Complaints management expenses have decreased dramatically. Insight into all processes independent of the availability of employees is possible. We also use Macros DMS Intranet for quality assurance regardless of direct complaints. The time and contents of all processes can be traced and quality assurance samples can be taken at almost no expense," said the head of IT, describing the beneficial effect in the area of quality assurance.

LARGE SCREENS FOR EASIER OVERVIEW

For all the obvious advantages of DMS implementation, this still had to be perceived as a change management project and carefully coordinated with the employees and departments. "Not every employee immediately profited from DMS. Even if the overall benefit was quickly realised, the success of the project also needed empathetic discussions and persuasiveness. For example, employees had to say goodbye to the much-loved filing setup and it took time for them to get used to working with paperless documents," Markus Nenninger advised potential customers. At Real I.S., 19" screens were introduced at each work station to make the processing overview of electronic files more comfortable, thereby saving time.

DMS WORKFLOW ORIENTATION: CHECKLISTS FOR BULK PROCESSES

Real I.S. also converted investor services to the Macros DMS solution. Where complex individual processes were paramount in asset and fund management, the bulk processes were "industrialized" and so designed much more efficiently. More than 60,000 contributions are managed here, where processes such as participation, gifting and succession are processed. It was also clear prior to starting that record keeping, including indexing of documents, was to take place in Leonardo. Prior to mapping, every process was examined together by Macros Reply and the departments to determine whether improvements or simplifications could be made. "For bulk processes in investor services, even small optimisations can lead to substantial cost savings. For example, thanks to DMS, we can do without copies of accession agreements or carry out registrations via power of attorney. Many of these improvements were popular; the DMS implementation was the welcome cause for comprehensive process re-engineering," said Markus

Nenninger. The idea for the electronic checklist was also developed during these discussions: standard processes such as successions were segmented into individual work orders and made available to processing in a structured manner. The lists are accessible in the Leonardo CRM system and ensure that all process steps are completely and reliably completed. Employees additionally requested a process-oriented view of standardised processes via checklists – including direct access to all relevant documents. The process is only closed once all documents have been created and sent, as well as all work steps being completed. The speed, quality and reliability of investor service is increased.

PROJECT WITH A FUTURE

Since the solution was implemented Real I.S. AG has created, attributed and archived over 100,000 documents in an audit-secure manner. In addition, an extensive existing inventory was scanned and transferred prior to implementation of the system. Work is currently continuing on connecting other departments, users and external partners to the DMS Macros intranet in order to achieve additional efficiency and quality in these areas as well. The jointly developed and strengthened checklist functionalities are also to be implemented. "Since then, companies, employees and partners appreciate the many advantages that have been provided by Macros DMS Intranet. For us in IT, the DMS is an infrastructure and an important building block for increased competitiveness. The fact that it is almost invisible to employees during their daily routine can be thankless – but it is also its biggest asset," concluded Markus Nenninger after more than three successful years working with Macros DMS Intranet.



As a specialist for document management systems within the Reply Group, Macros Reply uses innovative software to optimise its customers' business processes. Company-wide information and document management systems, archive solutions, process monitoring and mailbox / file systems from Macros Reply have won over numerous renowned customers. The high degree of technical competence as well as industry and process-specific knowledge of Macros' employees is reflected in every product. It is also the company's most important unique selling point. In conjunction with the configurable standard products and expansion modules, Macros offers its customers exactly the solution that reflects the individual business processes. The inclusion in the network of the European-wide IT service provider Reply gives Macros Reply access to the knowledge of over 3,000 IT experts.

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