

Jabal Omar deploys Oracle to manage Makkah mega project

Oracle Property Management to handle the marketing and sales aspects of real estate project in Saudi Arabia

Jabal Omar Development Company (JODC), one of the largest real estate developers in the region, has deployed Oracle property management solutions to manage the marketing and sales process of its mega project Jabal Omar in Makkah, Saudi Arabia.

Jabal Omar is a mixed-use mega real estate project surrounding The Grand Mosque in Makkah. JODC is building more than 40 towers which includes hotels, residential buildings and a mall.

The company has deployed Oracle Property Management, a cloud-based property management solution that is an extension for Oracle Sales Cloud, as well as sales modules and dashboards by leveraging Oracle Cloud Select Platinum Partner, TransSys Solutions, to support various business operations, including sales and property management, facility management as well as project management procurement.

Oracle Property Management handles the key aspects of the project including maintaining inventory, sales process, discount flows, invoices, receipts,

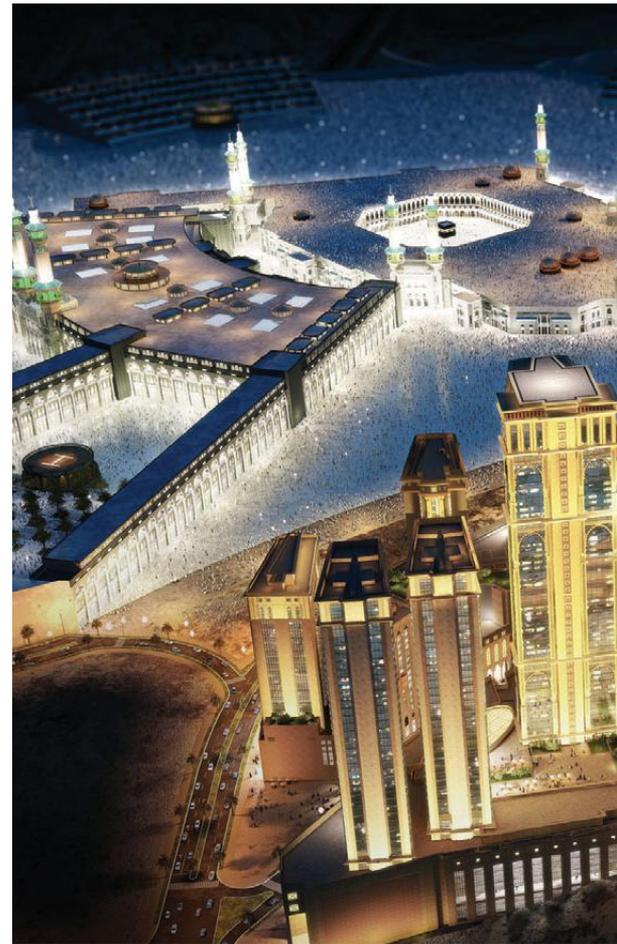
quotation, agreements, reports etc. The objective is to solve delays and issues and thus save time and money, says Mohammed Alaasi, director of business information systems at JODC.

Social media is an essential tool in marketing and the Oracle solution include tools that crawl through Facebook or Twitter platforms, identify where the project has been mentioned, and highlights profiles of people talking about it which could be converted to leads or potential clients.

Alaasi says Oracle was chosen because it fulfils 80% of JODC's business requirements due to the dedicated "property management" module. "It is ready out of the box, and with minimal tweaks, was ready to use in two months," says Alaasi.

The Oracle solutions also offers great value for money, says Alaasi. "The Property Management Solution is very reliable as it has been deployed widely globally. The solution system integrator, TransSys Solution, delivered a ready-made solution extension for Oracle Sales Cloud and platform specifically customised for our property management environment," says Alaasi.

JODC is already reaping the benefits from the Oracle solution, Alaasi says. One



of them is the realisation of a paperless office environment, as digitised records require no printed documentation.

The solution has also eased staff workflows due to the large number of units that can be entered into the inventory, all which are visible through quick view and dashboard at the click of a button. Users also have direct access to data from any computer with internet access.

Oracle also connects seamlessly to existing HR Fusion with no need for integration. "The aim was to have in place a unified architecture, bringing together HR, finance and sales functions within one platform with effective communication between them," says Alaasi.



“ We value TransSys for their technical ability and their commitment to delivering the solutions as our partner; we are fully satisfied with the support we received from the systems integrator.”

MOHAMMED ALAASI, DIRECTOR OF BUSINESS INFORMATION SYSTEMS



↑ Jabal Omar project features more than 40 towers in Makkah.



↑ Oracle helped in a smooth transition from on-premise system to a cloud-based solution, says Alaasi.

“Oracle helped in a smooth transition from our traditional on-premise solution to a cloud-based solution, which was the need of the hour to achieve organisational digital transformation as our workforce had quadrupled from 100 to 400,” Alaasi adds.

TransSys Solutions has been a reliable partner for JODC. “We value TransSys for their technical ability and their commitment to delivering the solutions as our partner. The project went smoothly as expected and we were fully satisfied with the support we received from the SI,” says Alaasi.

TransSys Solutions is a global consulting and technology services company with expertise in Oracle business and technology solutions, both on-premise and cloud, and is today one of the largest client reference base for Oracle Applications. TransSys functional and technical expertise spans across industries and business functions including human

capital management, financials, projects, manufacturing, supply chain, and customer experience management. It has a growing client base in the Middle East.

JODC IT department continues to invest and upgrade its environment. In the near future, Alaasi and his team are looking to upgrade the project management

office (PMO) system, as well as implement solutions for facility management and procurement, Alaasi says.

Other solutions in the offing include Autodesk (BIM 360, and others), 3D printing and even the deployment of drones at construction sites for video progress reports.

ORACLE PROPERTY MANAGER OVERVIEW

Oracle Property Manager is part of the Oracle Real Estate Management solution. It is designed as a property database for organisations with large property management portfolios. It provides users with tools to manage real estate tasks, such as property administration, space allocation, and most importantly, lease management. Landlords, as well as tenants, can use Oracle Property Manager to manage lease clause information and critical real estate dates and milestones for property leases and space administration. This dual perspective enables Oracle Property Manager to address the needs of corporate real estate management, commercial property management, retail or franchise operations, and investment real estate companies to manage their real estate portfolios.