

CASE STUDY

Sobha Group Boosts Productivity by Integrating their Existing, Leading CRM Software and Xpedeon



SOBHA
REALTY



Website
www.sobharealty.com



Industry
Real Estate
Developer



Location
UAE

About Sobha Group

Sobha Group is a renowned real estate developer with operations in India and the UAE. They are particularly known for their upscale residential and commercial projects characterised by quality construction and luxurious amenities.

In Dubai specifically, Sobha Group has made significant contributions to the real estate landscape, focusing on creating integrated communities and iconic landmarks.

Challenges Faced Before Integration

- **Duplicate data entry:** Sales and Finance teams created demand letters in the CRM software. The AR team then manually re-created them in Xpedeon. This process was time-consuming and error-prone.
- **Manual input of customer information:** The AR team had to manually enter customer data from the CRM software into Xpedeon. This increased workload, the risk of errors, and potential data inconsistencies in key details, particularly addresses, payment terms, and contact information.
- **Data inconsistency and reconciliation issues:** Without automatic syncing between the CRM software and Xpedeon, discrepancies had to be manually reconciled. This slowed down invoicing and payment processes, increased the risk of errors, and led to delays in collections and financial reporting.
- **Reduced efficiency:** Re-entering data in both systems resulted in wasted time, as the AR team was consumed by repetitive data entry tasks instead of focusing on more strategic areas, such as improving collection rates and conducting financial analysis.
- **Limited scalability:** With a growing number of transactions and customers, the manual process became unsustainable. This caused delays in issuing demand letters, processing receipts, and updating customer information, significantly impacting timely AR management.





Expected Outcomes Of Integration

- **Elimination of manual data entry:** The objective was to eradicate the need for the AR team to manually recreate demand letters, receipts, and customer information in Xpedeon after their creation in the CRM software. The goal was to streamline this process by implementing an integrated system that enables seamless data flow.
- **Reduction of data inconsistencies:** The aim was to minimise discrepancies between customer information, demand letters, and receipts by automating data transfer between the two systems; ensuring accurate, consistent data while reducing manual reconciliation and errors in financial reporting.
- **Improved efficiency and productivity:** Automating repetitive tasks, such as re-entering demand letters and customer data, aimed to free up the AR team's time for more strategic activities, thereby increasing productivity and enabling faster processing of demand letters, receipts, and updates.
- **Process automation:** A key objective was to automate the process of creating, updating, and managing of demand letters and receipts. Automation aimed to reduce human error and significantly accelerate invoicing, payments, and collections, ensuring faster turnaround times.
- **Digital audit trails:** The objective was to introduce digital audit capabilities. Automated systems aimed to provide clear, traceable digital records of transactions and updates, simplifying internal audits, ensuring compliance, enhancing transparency in AR processes, and improving accountability.
- **Achieve 'one version of the truth':** The strategic goal was to unify all data related to demand letters, receipts, and customer information on a single system. Integrating the CRM software and Xpedeon ensured consistent, up-to-date information for all teams, eliminating silos and improving decision-making.
- **Scalability and futureproofing:** The aim was to implement a scalable solution. Automation and data integration would help manage higher transaction volumes and customer growth without requiring additional manual effort, ensuring long-term effectiveness.

The Results Achieved

- Integrated Xpedeon ERP with their existing CRM system
- Eliminated manual data entry
- Minimised human errors
- Freed up valuable time for strategic tasks
- Streamlined operations across the organisation
- Boosted efficiency in all processes

The Xpedeon Impact

In the first quarter of using Xpedeon:

100+
person-days saved in
booking demand letters

Over 10,000 demand letters were processed through the system, eliminating manual entry.

1300+
customers created
automatically

Xpedeon streamlined onboarding, saving over 10 person-days of manual input.

**Improved
efficiency**

CRM-Xpedeon data flow eliminated duplicates, reduced errors, and streamlined processes.

What They're Saying



"Seamless Integration, Unmatched Efficiency

Xpedeon's integration with our current CRM software has drastically reduced our team's workload, eliminated redundant manual tasks and minimised human error. The ability to automate the flow of data between our CRM and finance systems has been transformative, allowing us to focus on more strategic initiatives. An integrated environment like this is truly the need of the hour for digital transformation, and Xpedeon has played a pivotal role in helping us achieve this milestone."

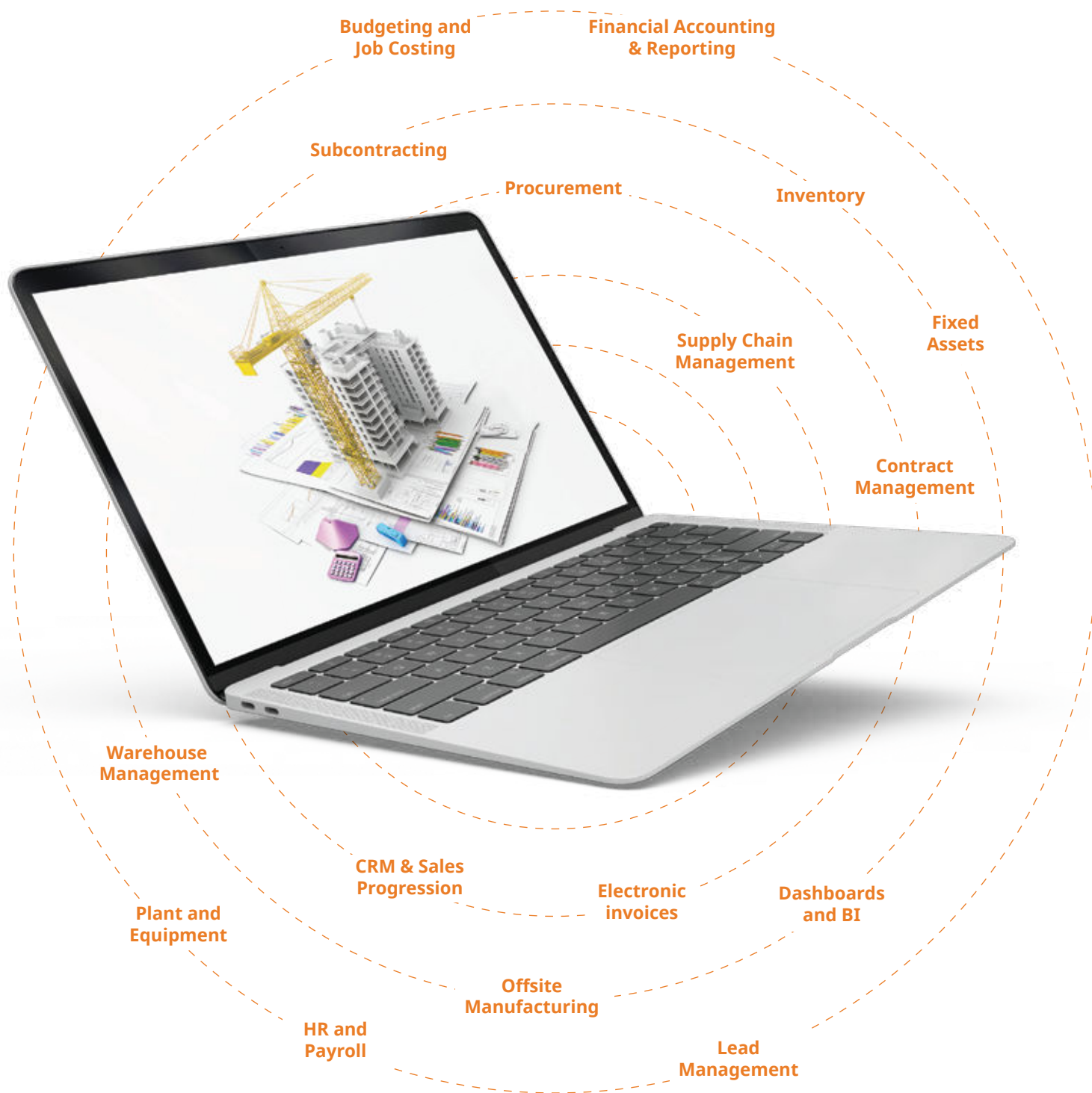
Finance & Accounts, Sobha

Xpedeon – Your Entire Workflow on One Platform

Xpedeon Construction ERP Software is designed to handle all aspects of your projects and processes – simplifying tasks and saving you time and money. It offers the widest and deepest footprint of industry-rich features and functionality.

We ensure your success with quick implementation, complete support, and comprehensive training—making your experience with Xpedeon a truly complete package.

Build smarter, faster



Our Offices



Algorithms Software UK Limited
MI.119, 12 Marshgate Lane,
London E15 2NH United Kingdom

Tel: +44 (0)203 3367722
Email: info@xpedeon.co.uk



Algorithms Software Pvt. Ltd.
1st Floor, Ballard House Adi Marzban Path,
Ballard Estate, Mumbai 400001, India

Tel: +91 22 61917201
Email: info@xpedeon.com



Algorithms Middle East DMCC
909/404 Tiffany Tower
Jumeirah Lake Towers, Dubai, UAE

Tel: +971 58 5003766
Email: info@xpedeon.com



Algorithms Software Company SPC
Office No 12 Building No-672,
Way-5005 Block No 250, Ghala Muscat

Tel: +968 99509684
Email: info@xpedeon.com



Algorithms Software Limited Company
2625, Sari, Al Bahtari, 6919,
Riyadh, KSA

Tel: +966504298763
Email: info@algorithmsoftware.com