Solution

The overall solution for CBRB is composed of multiple recommendations that can be addressed by each of the three functional areas of the business that are Marketing, Finance and IT. The company can show that a scalable enterprise system/website information system can save the company money and expedite the flow of information that is vital to saving time and money. The following information will demonstrate the how each recommendation is contributing to or affected by the problem.

1) Marketing:

Currently, the company has employed hundreds of employees in Marketing to handle the current marketing needs for their metro. While it is wonderful to have local representation, the company is losing in effective and consistent communication with their agents. There isn't a uniform system in place to help support the agents with their business in real estate. The solution requires more effective communication that can be accomplished by centralizing marketing information. By maintaining all of the data and information in one enterprise system, other marketing departments in other metros will be able to share, collaborate and utilize each other's marketing programs. This will result in saved time, money and duplication of materials. Marketing can share the same site that will allow for other marketing metros to contribute to that site. As a result, the consumer and public will have access to a great amount of information about not just the local metro but about all of the available listings nationwide. Consumers and customers will be able to find the site more easily because all of the local metros can contribute to improving the SEO of the site instead of many duplicates of existing marketing materials. SEO is typically a set of "white hat" best practices that webmasters and Web content producers follow to help them achieve a better ranking in search engine results.(SEO) Marketing materials will not require customization for each metro before being set out in the various media sources. This new solution will use one name, one site and one system that will be easy for every customer, employee, and public to remember. No longer will people searching for homes try and figure out which site to go to get in touch with CBRB. So the solution is to establish the one enterprise system that is tied to the

company website, company resources and marketing for all of the employees, agents and consumer needs. This solution will make marketing better for communications between the company employees, agent, and even consumers.

2) Finance

Finance and Accounting would benefit greatly by the solution of centralizing all information into one enterprise system. The company would benefit from the cost savings of having one system. This would mean that the company would no longer have the large expenses of purchasing and buying new equipment for each metro. Centralizing the whole country into a shared enterprise system will allow for each metro pay each less to be a part of the larger system. This solution will also benefit the finance and accounting departments because there will be continuity their reporting. While the company is GAAP compliant, the way they structure their accounting formats vary greatly from metro to metro. This variance in accounting and finance practices makes every metro apply more manpower towards formatting their reports to work so that leadership can see the progress of each metro. By having a centralized enterprise system, every metro reports into the same system. Not only does this reduce the time compiling the reports, leadership can quickly generate comparison reports on various metros. Real-time information will allow the leadership to concentrate more on taking the appropriate course of action instead of trying to interpret each metros method of accounting reporting. Nationwide, the company will begin to notice that they will not need the additional accounting employees that compile this reporting. Those additional accounting employees could be applied to other areas within the company that needs attention. The enterprise system will simplify, consolidate and render data nationwide quickly for the whole company that must make quick decisions.

3) IT

Every metro has an IT department composed of 5-10 employees that service all of the IT issues with the company servers and computers. This solution of the enterprise system will reduce the amount of support needed to maintain the many various servers in

each metro. The centralizing of the servers with the enterprise system will give the IT staff the opportunity to address other issues that have been very difficult to support in the past. This support would include a better focus on the individual office computers and communications equipment. This solution of the enterprise system will free up the work load of the IT professionals so that they can better support the staff and agents that will keep them completely operational with minimal down time. By adding this additional support from the IT department to the staff and agents, the company will realize increases in productivity and effectiveness from everyone that will translation into increased business activity and higher profitability.