Customer Story: Real Estate

Infogen LABS

Customer Profile

US-based company that offers over 30,000 discounted residential bank-owned and foreclosure home deals to institutional investors

"Infogen's SFDC expertise and ability to rapidly learn Auction.com's business process really made them stand out from other vendors. Their strength in system integration and process automation really shined as we embarked on a large re-platforming."

Luke Martell
Former Director Enterprise Systems, Auction.com

Challenge

- Users have to switch between 3 different systems to list properties and conduct auctions
- Manual updates are needed to list properties
- No automated reporting for upcoming auctions resulting in major loss of revenue.

Solution

- Salesforce as central repository of property data
- Automated ETL processes to upload property data CSV files into Salesforce
- Automated ETL processes to display auction details from Salesforce onto eCommerce website
- Auto-generate reports for upcoming auctions, closed auctions and postponements/cancellations.

Increased revenue   **Reduced manual updating processes**   **Eliminated system complexity**