

Banyan Estate – Thailand’s finest holiday destination

„It’s a completely new way of working in a project. Everything at hand immediately. Everything completely traceable. And the setup of the software by conject was unbelievably fast. The system was available after the first workshop day. It feels like having moved from the record player to the iPhone with music, movies, telephone, email, web access ...“

(Ton Beekman, Managing Director, Blue Lotus Hua Hin (Thailand) Co, Ltd.)



Involved Parties

Shareholder, Initiator/Developer:

Blue Lotus Hua Hin (Thailand) Co, Ltd.

Various Sub Contractors

Software Provider and Consultant: conject AG

Project Duration

2007-2012

Investment Volume

Over US\$ 100 million

The Project

The Banyan Estate Hua Hin is a prestigious housing development in the royal resort town of Hua Hin, 200 kilometres south of Bangkok and one of Thailand’s finest holiday destinations. Conceived, designed and built to the most exacting standards, the estate’s luxurious homes come with exclusive membership to the Banyan Golf Club Hua Hin. Set in a beautiful landscaped environment and complimented by world-class facilities, the Banyan Estate Hua Hin has raised the standard of living in the resort town. The Banyan Estate is developed on a total land area of 270 Rai, approximately 432,000 sqm. The location of The Banyan Estate is unique and just located outside Hua Hin. Furthermore, the large majority of the villas will enjoy sea views – less than 2 km away from the beach. The Banyan Estate comprises the development of 85 CD investment houses, 167 villas and more than 200 condominiums/apartments will be completed in 2012.

The Challenge

As the project structure turned out to be very complex Blue Lotus additionally employed a construction auditor in order to additionally ensure the quality of deliverables and processes. All involved parties – shareholder, project manager main and sub contractors and construction auditor – needed access to the project information according to their role.

In addition to that, these newly designed processes had to be enforced. Furthermore, design changes had to be evaluated

regarding their impact on income and cost which requires a high traceability of the underlying information. With conject, Banyan Estate benefits from a centralized IT solution that provides standardized deliverables and processes, consistent and transparent documentation, and easy access to information for all involved parties.

conjectPM for document and plan logistics and communication

conjectPM, an Internet-based project space connecting all project participants, enables effective infrastructure project management for Banyan Estate: anytime access to latest project information, unlimited storage and number of projects, drawing management, professional project documentation and communication in context.

Workflows with distribution groups, templates and Outlook integration support efficient process management.

conjectCM for budget controlling and contract management

The entire project is divided into cost and profit centers. The former comprising amongst others preliminary and infrastructure costs, the latter comprising costs and income for each investment house, villa and condominium.

With conjectCM all processes in cost management are automated and standardized – referring to best practice processes. The project responsibilities are clearly defined and enforced: On budget, contract and invoice level and for the cost as well as for the income side.

For all project participants of The Banyan Estate all relevant project data is available and up-to-date at any time during all phases. Defined report formats are set-up and comply with the recurring reporting procedures. Additional analyses of the commercial management data can be executed by each user. Only authorized persons can access the platform and work according to their project roles. Thereby, a smooth collaboration of all project participants on a single platform is ensured.

conject supports the construction and real estate industry worldwide with its software and services for Infrastructure Lifecycle Management (ILM). This comprehensive, Internet-based solution covers every phase in the lifecycle of a property – from planning and realization and on to operation and commercial use – and provides more transparency and sustainability to everyone involved and across companies: Processes are transparent and accelerated, costs and risks are reduced, information on the project and the property are available at any time and can be used sustainably. Today over 3,000 companies and more than 60,000 users are already working successfully with conject – including 60% of the German Blue Chips. Further information: www.conject.com