

conject takes on Malaysia's largest development

Millennium Development International appoints conject for Iskandar International Financial District

January 08 2009 Dubai, UAE – conject, a leading global provider of Infrastructure Lifecycle Management solutions (ILM), has been appointed by Millennium Development International to provide Customer Relationship Management solutions to Malaysia's largest development: Iskandar International Financial District. The solution will help manage the project's properties' portfolio on a real time basis and maintain all clients' data in one centralised on-demand system, all within a flexible and affordable IT structure.

A turn-key, on-demand solution for real estate professionals, conjectCRM is a part of conject's Infrastructure Lifecycle Management (ILM) offering, which manages every phase along the real estate lifecycle from planning, building, controlling to operating, selling and marketing.

conjectCRM went live for Millennium Development International at the unveiling of the multi-billion dollar Iskandar International Financial District project at last year's Cityscape Dubai. The USD 7-8 billion project is destined to become a world class Islamic financial centre of the mixed-use urban development Medini Iskandar. It will offer an integrated range of financial institutions and corporate headquarters, commercial office buildings, retail, residential and hospitality facilities, and a dedicated transportation system. conject's Co-Founder and Managing Partner of the Middle East Headquarters in Dubai, Dr. Uwe Forgber said, *"conject is delighted to have been selected to support this landmark development in the Pacific Rim region. Utilizing the right software platform for the project's development lifecycle will reward all participants by making such a large scale project that much easier to manage and keep on track."*

Through the implementation of conjectCRM, Millennium Development International will be able to maintain total control and supervision of the project by streamlining their marketing, sales and service processes. Mr. Richard Polkinghorne of Millennium Development, Country Manager-Malaysia said, *"I'm glad to have come across such a user friendly, flexible system as conjectCRM. In the set-up and initiation phase, it has proven to be extremely effective and efficient serving ours and our clients' requirements. Our clients are our first priority - conjectCRM sees to that."*

conjectCRM users are provided with modules to maintain inventory, capture client requirements, keep track of all leads, accounts, contacts, reserved units, payment schedules, issue sales and lease contracts, and generate sales forecasts and pipeline – all in one integrated platform accessed anytime, anywhere.

About Millennium Development International

Millennium Development International (MDI), a subsidiary of Saraya Holdings, is a developmental management firm developed to provide integrated and one-stop shop development management services for large-scale and mixed-use projects. MDI offers tailored services for all certain parts of the real estate development cycle.

About conject

conject, an internationally operating German software house, with over twenty-five years of experience, provides business process management solutions for the real estate and construction industries. Focused on encompassing and delivering on all aspects of the Infrastructure Lifecycle Management (ILM), conject develops and manages on-demand, web-based software platforms. Since its establishment, over 3,000 corporate customers and 60,000 users rely on conject with an increasing number of flagship projects for major corporations such as Dubai World Central, 1st Qatar, Millennium Development International and Adidas Middle East. Conject's efficient and effective technology solutions allows its customers ample time to market dynamically.

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