

Real estate operators and developers need to get smart to survive

conject reveals a new breed of intelligent technologies for tough times

8 February 2009, Dubai, UAE – conject, a global provider of Infrastructure Lifecycle Management solutions (ILM), has commented on some of the antiquated solutions currently in place with developers and operators of real estate projects in the region. The number of property developers registered in Dubai has fallen by around 40 percent in two months according to recent news, a clear sign that better systems are needed to make sure the remaining companies survive.

conject, an internationally operating software and consultancy company with over twenty-five years of experience, is a pioneer in providing management software for the real estate and construction industries. With its German engineering excellence, complex international projects with hundreds of participants are managed efficiently and effectively.

“In today’s financial crisis, real estate developers need to become smarter when deploying technologies. Systems that can give them accurate information in time are an absolute must,” commented Dr. Uwe Forgber, director, conject Dubai. And he adds: “Especially in these days, companies must be innovative and look for new, more efficient ways. ‘Don’t wait’ is the motto of those who are successful!”

The real estate and construction industries have progressed rapidly in the region to the extent that hundreds of projects were started and are maintained every day. A complete conject solution helps clients operate and manage their properties on a day to day basis from the convenience of their homes – within the defined scope, time, quantity and budget.

“Of course we realize this is a fairly new approach for developers here, but we have several international clients who have made immense savings with our technology, and I believe this approach is also strongly needed in the Middle East,” concluded Forgber.

conject provides software and consulting to maximise the speed and efficiency of real estate projects; focused on encompassing and delivering on all aspects of the Infrastructure Lifecycle Management (ILM), the on-demand, web-based software platform supports all core processes -

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from construction planning and building to operating (CAFM), selling and marketing. conject connects all participants of a project by bringing users and decision makers together to optimise sales, project and cost management. Clients are reassured of transparency in their projects, save time and subsequently money.

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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. Also in Oman Elite Properties markets and sells its properties with conjectCRM and wants to aspire to Oman's top brokerage powered by state of the art technology. In Malaysia The Iskandar International Financial District is built with conject. The efficient and effective technology solutions allows its customers ample time to market dynamically.