

INTERSHOP™

Success Story



It is often said that seeing is believing – something that certainly applies to real estate. For the majority of buyers, realtors, and banks, however, viewing every potential property is simply not financially viable. Recognizing this dilemma, the on-geo portal provides a virtual overview of properties throughout Germany with a wide range of local data. Using nothing more than a standard web browser, customers are able to examine properties by simply entering the address. To provide this facility, on-geo required a powerful online system, where each data service could be centrally administered along with billing, shipping, and other related processes. With Enfinity MultiSite from Intershop Communications, the company found the perfect solution for all these various tasks. The resulting platform incorporates a number of different portals – including geo-industry and real estate content – all within a single online address.

The on-geo portal was originally conceived in January 2002. The German-based company is privately owned, with headquarters in Munich and a second office in Erfurt. After almost a year of development, on-geo went live in December 2002. Since that time, the service has grown to offer detailed coverage of every property in Germany. In addition, the site provides evaluation data for residential properties in the United States and the UK. This year, on-geo added the real estate map for the Berlin area (including parcel numbers) as well as a full range of overview and street maps from Stadtplandienst.de. For some time now, on-geo has offered aerial photographs and cadastral maps (currently for Berlin only) to non-registered users of Stadtplandienst.de. The on-geo marketplace is a centralized resource serving real estate companies, government agencies, banks, and other partners with property-related content such as geographical data, aerial photographs, statistics, and other market data. By providing such a wide range of products and services, on-geo attracts a broad cross-section of real estate industry users. The provided data delivers a reliable basis on which to evaluate potential investments. The on-geo portal is easily accessible using a standard Internet

browser – no additional software is required. Once registered, users can access all areas of the on-geo retail platform:

- HypZert Shop
- Real estate portal
- Local geo-data
- Geo-industry portal
- Insurance services.

One address – for every address

Using a centralized infrastructure based on Enfinity MultiSite, on-geo administers more than 200 data products from 30 different providers. The versatile platform provides the ideal basis on which to model and manage business relationships with suppliers, corporate customers, partners, and consumers. To access information, users simply enter an address, and a list of data available from the various providers is displayed. The service becomes fee-based only when a specific product is requested. The data is then sent as an e-mail attachment in Word or PDF format. An integrated back office deals with incoming orders and customer data, ensuring a smooth flow of information as well as seamless communication with all external services (e.g. logistics). Enfinity MultiSite guarantees reliable exchanges.



Key Business Benefits:

- Centralized management of multiple data providers on a single platform
- Huge time savings for customers
- Comprehensive information on German real estate from a single source



“Intershop Enfinity was always the right software for implementing our business strategy. It allows us to present a wide range of data from multiple providers and supply it to customers in the format they require.”
 Dr. Klaus Wiegel, CEO, on-geo.

Self-service account management

Corporate customers can set up multiple accounts with differing rights for individual employees. It is also possible to create time-based user groups or specify enterprise cost centers. With these facilities, companies can analyze each purchase and monitor billing. In addition, customers can manage their orders with a range of advanced search functions.

Service on demand

Another special feature of the on-geo platform is its portal rental service for real estate firms. This option enables companies to develop their own web content, with their own corporate identity, and have it published and administered by on-geo. Each new portal is incorporated into the Enfinity platform and therefore available to all user groups.

“Using the proven technology of Intershop Enfinity, we were able to develop a geo-data portal that offers clear benefits in terms of management and administration, and which has the ability to grow with our requirements,” explains Dr. Klaus Wiegel, CEO of on-geo. “The success of our platform depends on offering up-to-date, detailed information. With Intershop Enfinity, we are confident that we can continue to do just that.”



At the beginning of this year, on-geo made another important addition to its retail platform: the HypZert Shop for property valuation consultants. Developed in collaboration with HypZert e.V. – the German certification body for appraisers – the HypZert Shop is an independent portal within the on-geo site. Here, HypZert members can purchase books, studies, and selected data products at special discount prices. HypZert publications are also available in the real estate area of the site. Address-based analysis is thus supported by online access to site plans, statistics, demographic and socio-economic data, as well as rents and property prices. As this example demonstrates, geo-data is an essential business tool when assessing a property. By pooling information within a single resource, the on-geo portal creates an optimized value chain between providers and users.

Industry:
 Marketing of geo-data

Business Model:
 Business-to-business,
 business-to-consumer

Intershop Product:
 Enfinity MultiSite



Intershop Communications AG
 Intershop Tower
 D - 07740 Jena, Germany
 Tel. +49-3641-50-1100
 Fax +49-3641-50-1111
 Email info@intershop.de
 www.intershop.de