

## **Press release**

### **PROMOS consult offers solutions for Housing Industry 4.0**

- **13th OpenPromos user forum achieves new visitor record**
- **Customers and consumers in unstoppable trend towards mobile devices**
- **easysquare solution platform sees 45 percent annual user growth**

**Berlin, 3 April 2017** – Change and digital innovation in the real estate business were the theme at the 13th OpenPromos user forum organised by Berlin-based IT specialist PROMOS consult. The event in Berlin from 29 to 30 March 2017 saw 170 IT and real estate experts discuss the diverse opportunities presented by processes of transformation in the housing industry. They also looked ahead to the future of the sector.

One megatrend with considerable potential to transform the entire real estate industry is the relocation of business processes to digital marketplaces. The user growth seen for easysquare – the PROMOS networking solution for the needs of real estate and facility management – confirms that the use of mobile devices by customers and consumers is an unstoppable trend.

“Our easysquare solution platform brings together all stakeholders in the housing and real estate industry, along with their business processes. User growth of more than 45 percent a year for easysquare is an endorsement of the digitalisation solutions we offer for the housing industry. We are continuously enhancing our solutions in close cooperation with our customers and are delighted that we will soon be able to meet the high demand from customers for an Android tenant app,” said Jens Kramer, CEO of PROMOS consult.

With increasing digitalisation, there is a growing need to gear businesses towards continuous change. For most, processes of reorganisation and restructuring are currently acting as the trigger for change management. Participants confirmed in a live poll that successful transformation projects still hinge on managers. Ninety-four percent said that change management tools such as workshops and incentive systems play a useful role when introducing software. The poll also found that proactive change management is not yet established in every company.

Live presentations, testimonials and project reports showed what PROMOS consult solutions are already doing for transactions, construction projects and rental management. Top-class speakers enthused attendees with the latest tech trends for the future, revealing the areas of application that are opening up and those fields in which the technology is currently still hitting its limits. The speakers including Ilja Grzeskowitz (bestselling author) and Mads Pankow (publisher of DIE EPILOG magazine). The many participants gained focused insights into current trends and developments on the digital market and, that same evening, forged their own visions for the future as they enjoyed the view over the rooftops of Berlin.



The OpenPromos user forum has become a firm fixture in the real estate industry's calendar. The 14th user forum will take place in Berlin from 18 to 19 April 2018.

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#### **PROMOS consult**

PROMOS consult GmbH was founded in 1998 and – besides its headquarters in Berlin is – located in Munster/Westphalia, Kassel and Dortmund. The company specialises in the development of software programs for the real estate industry based on SAP®. PROMOS offers consulting, solution development and implementation, training as well as a full range of IT services and its own data centre. With easysquare PROMOS offers a networking solution, which simplifies real estate business processes for object managers, tenants, prospects and service providers with web portals and iPhone/iPad-apps.

The PROMOS.FS Facility Services GmbH subsidiary in Dortmund offers concrete solutions that improve the quality of utilities statements and simplify the generation of documents – regardless of which meter reading service providers are involved and for the entire pool of assets.

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