

## PRESS RELEASE

### **Shaping the digital future: PROMOS demonstrates what successful Economy 4.0 implementation looks like in the real estate industry**

**Berlin, 03 July 2025** – What does digital transformation in the real estate industry look like in concrete terms? A new video from PROMOS consult, produced in collaboration with Acumen Media, offers some answers. In it, the PROMOS management board and long-standing clients TAG Immobilien AG and ProPotsdam GmbH provide exclusive insights into their strategies, challenges, and practical solutions on the path toward a digitally supported future.

The starting point is clear: the real estate sector is under significant pressure – a shortage of skilled workers, increasing regulatory requirements and high construction and financing costs. At the same time, expectations for efficient, transparent, and digital processes are growing. PROMOS consult responds to these challenges with a smart technology offering that unlocks efficiency potential and opens new paths in customer communication.

At the core of this offering are a ready-to-deploy ERP solution, cloud-based mobile applications, and intelligent technologies such as AI-powered assistance systems. The aim is not only to digitize existing processes but to rethink them entirely – making them faster, simpler, more transparent and more sustainable. For PROMOS, process efficiency, digital relief for employees' workloads and improved service quality for tenants are not mutually exclusive. They go hand in hand.

What does this mean in practice? PROMOS solutions not only reduce the workload for property management staff, but also create digital touchpoints for tenants. For example, via the tenant app and its intelligent self-service functions. At the same time, close collaboration with industry ensures that solutions are developed precisely where they are needed most.

For PROMOS, digital transformation means above all one thing – partnership-based collaboration on an equal footing. New products are always developed in close coordination with clients – from requirements analysis through implementation to ongoing optimisation in daily operations.



Which approaches are proving successful and how they are being implemented in practice is shown in a new video produced together with Acumen Media. The management board of PROMOS consult, along with long-standing clients TAG Immobilien AG and ProPotsdam GmbH, share their strategies, challenges, and solutions to a digitally supported future.

Watch the video here: <https://www.handelsblatt.com/adv/presseportal/promos-consult-immobilienwirtschaft-im-digitalen-wandel-video/30390206.html>

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**About PROMOS consult:**

PROMOS consult was founded in 1998 in Berlin and today, with approximately 270 employees, ranks among the largest IT companies specialising in the real estate industry. PROMOS consult is an SAP systems company and a Planon partner. Through consulting, solution development, training, and full-service IT services with its own data centre, PROMOS consult offers comprehensive digitalisation and process optimisation to the real estate industry. With easysquare, PROMOS has a pioneering cloud platform that simplifies real estate business processes through online portals and apps for property managers, tenants, prospects, and service providers.

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