



NOVO BANCO

Company:

Novo Banco

Applications:

Real estate transaction app

The app allows end users to be completely independent from going into the office. It is a new paradigm of using a BI application on MicroStrategy because they use the app not only as a BI tool to consult information that is available but also to interact with the information and to create new information and new transactions in order to do business."

—Pedro Albuquerque

The Innovative and Architecture Manager
of the Department of Information
Management

This app paid for itself on the first day."

—Artur de Oliveira Guterres, Head of
Information Management

Novo banco, based in Lisbon, is the largest, privately-held Portuguese bank. The company's origins can be traced to Jose Maria de Espírito Santo Silva who established a foreign exchange business in the second half of the 19th century. Novo Banco was officially established in March 1920, grew rapidly, and currently has nearly 10,000 employees and operates in 24 countries and 4 continents. Within Portugal, Novo Banco operates the largest single integrated financial group with 479 locations. Novo Banco has the highest rating among Portuguese banks most noticeably by Standard and Poor's and Moody's, and it is the most profitable bank in Portugal with 2.320 billion in revenue (2010).

Need for mobile

Due to the sovereign debt crisis, which resulted in a rise in foreclosures and the bankruptcies of numerous companies, Novo Banco began to attain a large volume of real estate assets. To Novo Banco, this asset was something new, and they needed an innovative way to manage this real estate and put new properties on the market. Prior to having MicroStrategy Mobile, field sales managers had to use a laptop to see pictures in one place, details of the real estate in another, and excel spreadsheets with the profit limits and the commissions in yet another location. Novo Banco decided to utilize MicroStrategy's mobile app platform to create a mobile app that would manage these new real estate assets in a centralized, workflow like style.

Transaction Services app

Novo Banco worked with MicroStrategy to develop a Transaction Services app that would help Novo Banco managers monitor real estate assets. Novo Banco uses the app not only as a BI tool to analyze the real estate asset but also allows for interaction with the asset; the end user can input information and complete a variety of actions in order to fulfill the new real estate business needs in the field. The app allows end users to become more independent and does not require managers to come into the office, as they are able to get all the information needed via a mobile tablet. The app has a main screen that contains a variety of different components. The main components of the app include a portfolio section, contact section, an agenda for scheduling visits and negotiations, portfolio workflow management section, to do lists and dashboards. The app allows users to create new contacts, create and schedule tasks in a personal agenda, give feedback on how meetings went, and present proposals to supervisors for approval. Most importantly, the end user gains mobility—managers are able to complete deals on the go, which saves time and money. The photo widget included in the app allows managers to browse pictures of real estate properties from a mobile tablet.



App development process

Traditional real estate apps did not fit the needs of Novo Banco because the app needed to have a more financial focus. The app began as a proof of concept. Next, Novo Banco created sketches of what they wanted the app to look like and filled in the details and the fields that were necessary. After 12 weeks of development, the department had a tool for their sales managers to use while selling in the field. Artur de Oliveira Guterres, the Head of Information Management at Novo Banco shared, "this app paid itself off on the first day."



Future plans

Novo Banco is looking to add more functionality to their existing app, and to create more information-driven apps in the future. The next phase of the Novo Banco app will include the ability for regional managers to take pictures and identify potential problems within a property. The mobile tablet would be utilized to take a picture of a problem within the property (such as a broken lock) and send it to a call center, which would then send the image to a supervisor with a request to fix the problem.