



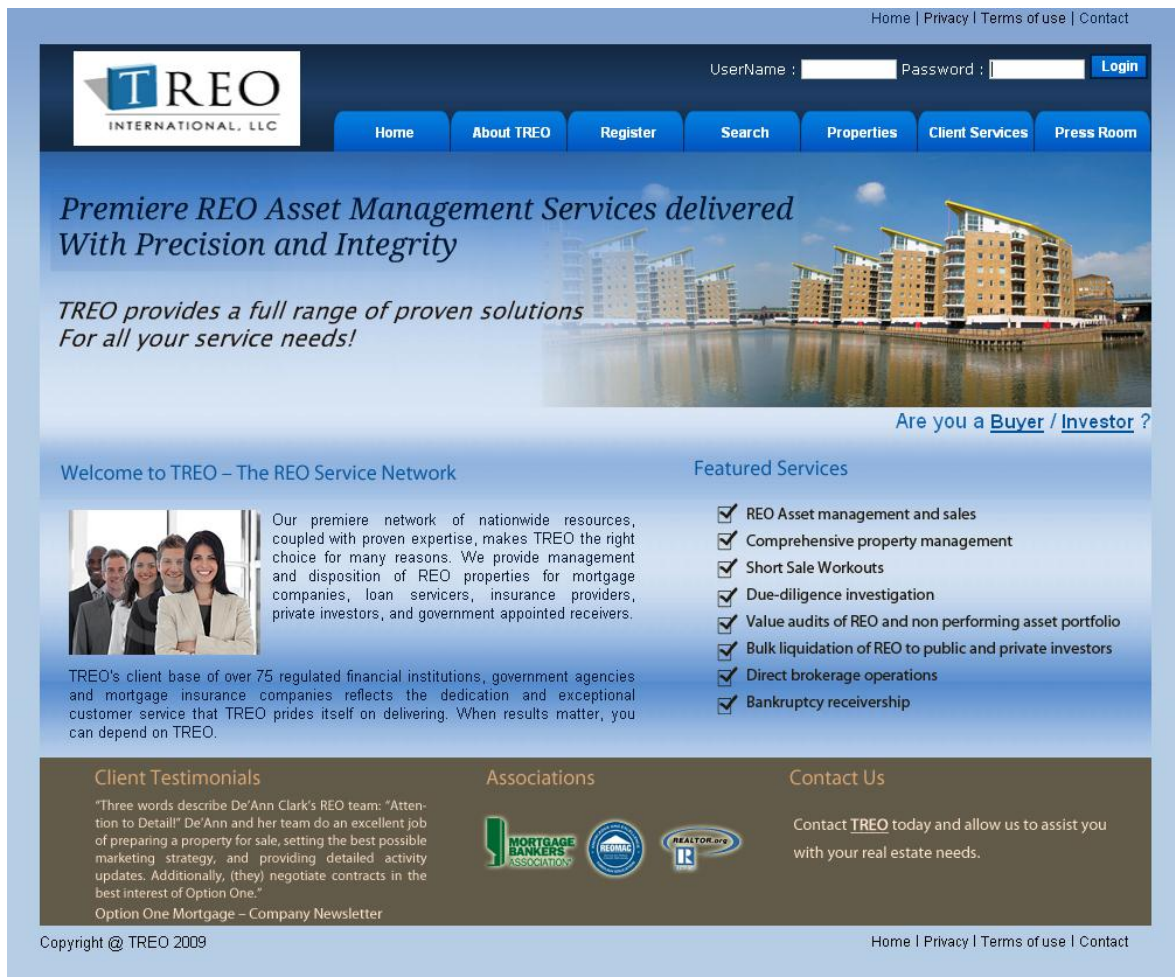
Case Study



BACKGROUND

TREO, The Real Estate Service Network, is a leading provider of nationwide REO asset management, marketing and disposition services. For over 25 years, TREO has served their clients by providing exceptional financial performance and strong oversight for each REO property. Their core services encompass the full spectrum of REO fulfillment including stabilizing, managing, marketing, and selling the property. TREO's specialized experience also includes property valuations, pre-foreclosure property sales, due-diligence investigations, and value audits for non-performing mortgage asset portfolios.

Speridian architects architected and delivered the real estate website including property management and user management. The technology using Java and J2EE created a real estate solution which replaces the previous Treo's Grails Solution.





Business Goals / Objectives / Facts

- Treonet achieved the goal to improve onsite sales, promotion of assets and valuation by over 50%.
- Analytics proved to be hugely important to their business due to the nature of many of their properties (by geographical areas and by agents).
- Treonet increased the average promotion valuation and pre-foreclosure property sales value by 80%.
- Treonet is satisfied that they are managing the synergy between the catalog and the web very well.

Challenges

- The “Search” functionality and notification from agent to buyer and buyer to agents became crucial in conversion.
- Migration of Grails system and database to new technology gone through some tough time.
- Treo team wanted this site launched in 30 days (on initial stage).
- In order to execute this strategy Treo enlisted the services of Speridian architects to assist in the strategizing, design, development, and implementation of the treonet.com site

The Results

- Speridian delivered a fully functional site that exceeded Treo’s expectations on their demands.
- The site was delivered on a fixed-price basis on a very short time frame – 30 days.
- Speridian architects formed an integrated team and worked through a unified methodology. This provided a seamless view to the customer.

Reports and Analytics

1. Admin Reports:

- User Reports with different criteria’s
- Property Reports with different criteria’s
- Payment Tracking Reports



Case Study



Treonet.com Technologies

- Operating System - Microsoft Windows NT/XP, Linux and Solaris
- Web Server – Jboss 4.0.5
- Front End and Building frameworks –Java, struts 1.2.9, spring2.5.5 and Hibernate3.1.3
- Back end Database- MySql
- Credit Card Authorization - PayPal