Phalcomm

Client information :

Phalcomm was started in the year 2012 with an aim to take home buying online. It is an online B2B portal for sales management for distributors and real estate sales agents. Through this platform, the time consumed between booking the home and payment is reduced which benefits developers, salesperson/distributor as well as consumers. Phalcomm deals with sales/distributors and builders, encouraging them to sign up by providing necessary information about the developer's project right from area, location, per sq.ft price, floor rise price, carpet area, charges for premium features of the home like garden view, lake view etc. Along with home rates, Phalcomm also keeps an updated record of inventory available with the real estate developer. Phalcomm looks to revolutionize the way business transactions were done while buying and selling of homes.

Client brief :

In delivering this product, real time efficiency and scalability of the solution to deliver the data from project site to the developer was crucial. Earlier the application was built on proprietary framework of **.net** which didn't't allow any kind of customization and changes in the application. Developers had to use the application with existing features which would limit their operations in terms of sales, payments as well as inventory. They were not able to include features which are crucial for a developer to highlight to his customers to sale the unit e.g. floor rise rates, premium feature rates, inventory report and sales report. Being a real estate platform where time is of critical essence while making deals, a solution that gives real time information to the backend team was required. Hence the client approached Josh Software for a scalable, real-time, and efficient solution based on Ruby on Rails framework.

The Josh Software Edge: *Providing a highly scalable and efficient solution to revolutionize real estate sector e-commerce.*

Josh Software was tasked with building a new and customized web based application from scratch negating all disadvantages of the old proprietary application. Phalcomm wanted the new platform to be ready in just 60 days to account for the business of soon to be launched projects across India. The solution enabled real estate developers to add important features of the project, a feature which needed to be highlighted in a lucid manner on the platform. Apart from its multiple features, this solution also enabled developers to keep on updating the ever changing per.sq feet rates of the property with a simple calculation in an excel sheet. It has also simplified the process of keeping check on inventory available with the developers, which can also be seen by sales team/distributors who has access to the project. It has indicators for available houses, sold out houses and under booking houses for better understanding of the sales team and distributors while selling. The platform developed by Josh software is flexible and can be accessed on any platform viz. smartphones, tablets, or laptops. The Ruby on Rails based web application also creates a monthly report on sales and statistics on types of homes in demand as well as reports on commissions which are due to be paid to the promoters. The solution has tremendously simplified the pre-sales, sales and post sales phase for developers

and sales teams. It now also has a mobile application for Android, iOS and Windows that interacts with the web portal making life easy for agents on the move.

Impact :
Phalcomm has completely revolutionized the way transactions in real estate take place between builders, distributors, and buyers. Till today Phalcomm has collaborated with total 54 housing projects across Pune, Mumbai, and Chennai. Since its inception, Phalcomm has approximately 20,000 to 30,000 houses in their inventory across all projects. This solution was developed with a vision to maintain scalability and flexibility which enables customization of the application as per association with real estate developers and builders. Going forward the application is also going to be a B2C platform where the consumers can directly log into the website and book homes as per their preferred specifications and features.