



# SOHO China Launches New Model of Online Property Leasing Business

## CUSTOMER PROFILE



Founded in 1995, SOHO China is the country's largest real estate developer for Grade A office space, as well as the only developer that focuses solely on commercial properties. Its key businesses include the development, leasing, property management, and property investment of Grade A office spaces at prime locations in Beijing and Shanghai. SOHO China has a development portfolio of 5.4 million square meters, among which over 3 million square meters have been completed.

On 8 October 2007, SOHO China was successfully listed on the Stock Exchange of Hong Kong (SEHK: 410), raising proceeds of US\$1.9 billion and becoming the largest real estate IPO in Asia. Between 2006 and 2012, SOHO China was named one of the "Most Admired Chinese Companies" by the FORTUNE magazine (China edition) for six times running.

## Expanding Business to Online Leasing

In the interest of seizing the long-term values of its property projects, SOHO China shifted its mode of operation from "build-to-sell" to "build-to-hold". With the merging of e-commerce and real estate, the company hoped to, while integrating traditional business channels, expand to online real estate leasing business.

Furthermore, while real estate developers used to focus on acquiring lands to build properties, they have to consider more on the needs of consumers nowadays. In face of the rapid development of the Internet, SOHO China launched a brand new mobile platform of office leasing—SOHO 3Q. The innovative system allows office tenants to rent office spaces through mobile devices anytime anywhere, with both booking and payment being completed online, giving rise to a modern "smart-share" office space for the mobile generation.

## Serving the Need of Mobile Service

This project was a new venture to both SOHO China and PCCW Solutions. PCCW Solutions was entrusted with the tasks of system development of the SOHO 3Q platform, which include total integration, website development, backend management system creation and mobile service application development. PCCW Solutions successfully built and implemented both the web-based and mobile-based applications and the respective backend management systems as required, and the project was smoothly launched as scheduled. This has not only earned PCCW Solutions well-deserved recognition from the client, but has also fully demonstrated its outstanding capabilities in system development and rich experience in project management.

## New Platform Delivers Comprehensive Features

With the creation of a brand new mobile platform of office leasing that implements membership management, content management, booking management, service management, and the set-up of an online leasing mechanism that supports office amenities introduction, office viewing reservation, services booking, online payment, funds reconciliation, financial management as well as other comprehensive business procedures link-up and monitoring, PCCW Solutions assisted SOHO China to expand to online real estate business, provided solid information technology support along the way, and in the end helped the enterprise achieve its business goal.

## Challenges

- Expand to online real estate leasing business
- Create modern "smart-share" office space

## Solutions

- New office leasing platform
- Web-based and mobile-based applications with backend management functions

## Value Created

- Successfully expanded to online real estate business
- Provided solid information technology support and helped enterprise achieve business goal

## About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.