



Executive Summary

**Project Title:** Unified Intelligence Platform – Seamless Data, Smart Automation, and Elegant UX  
**Date:** July 31, 2025

**Overview** RMR Residential proposes the development of a Unified Intelligence Platform that integrates API-driven automation, dynamic workflow orchestration, and a visually compelling web interface. This initiative will modernize our customer data infrastructure through ELT (Extract, Load, Transform) pipelines, automate repetitive tasks via intelligent bots, and deliver a user experience that is both beautiful and highly functional.

**Business Challenge** Our current systems operate in silos, with fragmented data pipelines, manual processes, and inconsistent user interfaces. This limits our ability to act on customer insights in real time, increases operational overhead, and weakens brand perception through outdated digital experiences.

**Proposed Solution** The Unified Intelligence Platform will deliver:

- **API Integration & Bot Automation:** Seamless connectivity across CRM, marketing, and support systems; bots to automate lead routing, ticket triage, and campaign triggers
- **ELT-Driven Customer Data Platform:** Real-time ingestion and transformation of customer data from multiple sources into a unified, queryable format
- **Web Design with Beauty & Functionality:** A responsive, intuitive interface that empowers internal teams and delights external users

Strategic Benefits

- Operational efficiency gains through a 40% reduction in manual workflows
- Unified customer intelligence across all touchpoints
- Scalable architecture supporting future growth
- Elevated brand experience through modern UX/UI

Investment & Timeline

- **Estimated Budget:** \$250K over 6–9 months
- **Phase 1 (Foundation):** Q1 – Build ELT pipelines and core API integrations
- **Phase 2 (Automation):** Q2 – Deploy bots and dynamic workflows
- **Phase 3 (UX/UI):** Q3 – Launch redesigned web interface
- **Phase 4 (Optimization):** Q4 – Refine performance and expand capabilities automation of key workflows, and a high-quality web experience for tenants and prospects.

Project Component	Estimated Cost Range (USD)
API Integration & Bot Automation	\$50,000 – \$150,000
ELT Data Infrastructure	\$30,000 – \$80,000
Web Design & Front-End Development	\$40,000 – \$100,000
Total Estimated Investment	\$120,000 – \$330,000

*Note: Final costs may vary based on property portfolio size, platform complexity, and selected development partners.*

**Conclusion** This initiative positions RMR Residential to become a data-driven, automation-enabled, customer-centric organization. By aligning backend intelligence with frontend elegance, we will deliver smarter experiences, faster decisions, and scalable innovation.