

RED Database

Enterprise Real Estate Data
Management Solutions

 RED ATLAS
www.atlas.red

A full-page background image featuring a red and white striped lighthouse on a grassy hill. The lighthouse has a red top section with a small spire and a red railing. The body is white with three prominent red horizontal stripes. It sits on a hill covered in tall, dry grass. The sky is overcast with grey clouds.

About **RED** Atlas

We live in a time with unlimited access to information. However, real estate data is still inaccessible in most of the world. Competitors are not optimized for undeveloped markets and antiquated data collection methods are not scalable globally, creating data deserts that dry up property investment funding. As a result, emerging real estate markets have become associated with inefficiency and risk.

Red Atlas empowers investors, brokers, and managers to access previously inaccessible property-level information. Organizations can securely store their private data and leverage it in concert with public data, and brokers can streamline their workflow with custom brochure and report generation so that they can spend more time serving clients. Finally, investors will have a broader and clearer view of previously clouded markets when deploying capital.

This emerging opportunity has been made possible through proprietary technology developed by a team of experienced real estate professionals and software engineers with firsthand experience of working in data-poor markets. The Red Atlas platform automatically collects and cleanses data and is armed with practical analytics tools that will enable our clients to make quick and informed decisions.

RED Database

Data integration is the seminal problem of the digital age and real estate is relatively far behind, especially in emerging markets. RED Atlas helps global real estate-oriented institutions rise to the challenge.

RED Database encodes our experience in an open, automated, and modular platform. With Database, governments and organizations can accelerate their end-to-end data transformation – and eliminate manual research and transaction processes.

What is RED Database?

RED Database enables organizations with large amounts of real estate exposure to collect, cleanse, and access their data in concert with up-to-date public information – to enable institution wide access to this data to streamline decision making. The RED Atlas platform reimagines how people use real estate data by removing the barriers between back-end data collection and management, and front-end data analysis. With RED Database, anyone in your organization can source, connect, and transform real estate data, then use it to act.



Collecting

Multiple data upload portals enable users to upload data in a variety of ways to ensure maximum absorption within an organization.



Cleansing

Our AI and analytics team leverages automated and manual data cleansing processes to cleanse the data into a single global real estate ontology.



Visualizing

Once cleansed, data can be displayed and leveraged on property and macro levels to provide specific and precise insights depending on the needs of the organization and their clients.



Analyzing

Custom automated report generation eliminates the need for most previously manual actions, transforming data into a variety of client-ready deliverables.





Backend Technology

RED Database is backed by a suite of best-in-class capabilities for data integration that run on data and business logic in tandem:

- Versioning semantics to keep data and business logic in sync
- Dynamic, systemwide security and access controls to replace unreliable one-off policies
- Branching of code, analyses, and reports to enable safe experimentation
- Microservices oriented architecture with built-in coordination, security, and upgrades to keep individual components in sync
- RESTful API and data mappers to interoperate with an organization's entire data ecosystem
- Data encryption and security policies to keep up with evolving regulations and industry best practices

Powering Data Transformation

Database's capabilities comprise the four core pillars of a flexible and enduring transformation:

Data Security

- Protect data confidently with automatic propagation from source system to final insight

- Understand how an insight came to be with transparent analytic reports
- Protect production without disconnecting it from the sandbox environment

Property-centric Ontology

- Unify the organization by capturing every real estate concept in a common ontology
- Compound property and portfolio-level decision making by feeding insights back into the ontology
- Improve the quality of ontology data automatically and continuously

Analytical Acceleration

- Empower users with point-and-click environments that unlock actionable insights
- Streamline previously tedious and laborious research tasks
- Accelerate decision making and client interactions

Adaptability and Openness

- Enhance the value of existing IT investments by centralizing data operations
- Plug in to in-house and third-party solutions through open data formats and APIs
- Accelerate the transaction and project cycle and reduce their cost with reusable data pipelines and centralized management

What can organizations do with RED Database?

A successful data transformation requires the whole organization — analysts, brokers, and leadership — to operate in lockstep. With Database, the organization comes together to transform internal data access and to turn its real estate data into a competitive advantage.

Organizations can use Database to:

- **Deliver immediate, compounding business value.** With the whole organization collaborating on the same data foundation, the cost of new data projects drops, and the value of the data asset increases over time. Instead of putting success at the end of a five-year roadmap, RED Database lets organizations achieve critical outcomes from the start.
- **Accelerate the real estate brokerage process.** Real estate professionals spend far too much time researching multiple private and government sources for information. RED Database eliminates mundane and time-consuming data compilation and presentation tasks.
- **Instill trust.** In real-asset business environments data integrity is key. RED Database provides as a backstop for real estate transactions to ensure both parties that agreements are being reached on a foundation of relevant, verifiable market and property data. RED Atlas combines automated data quality checks with tools for users to flag issues when they see them, sustaining the integrity of the data asset over the long term.
- **Grant access to information quickly and precisely.** RED Database lets organizations define granular access control policies at the integration stage. This enables employees, partner organizations, and clients to access the data they need with easy to manage corporate permissions.

Pricing

Pricing

Many organizations store data in spreadsheets, documents, presentations, pdfs, or other inaccessible formats. RED Database offers automated and manual data cleansing processes to cleanse the data into a single global real estate ontology.

Once cleansed, your data is still owned by your organization. RED Database then enables organizations to access their data in concert with up-to-date public data – to enable institution-wide access to data and to streamline decision making.

Cleansing

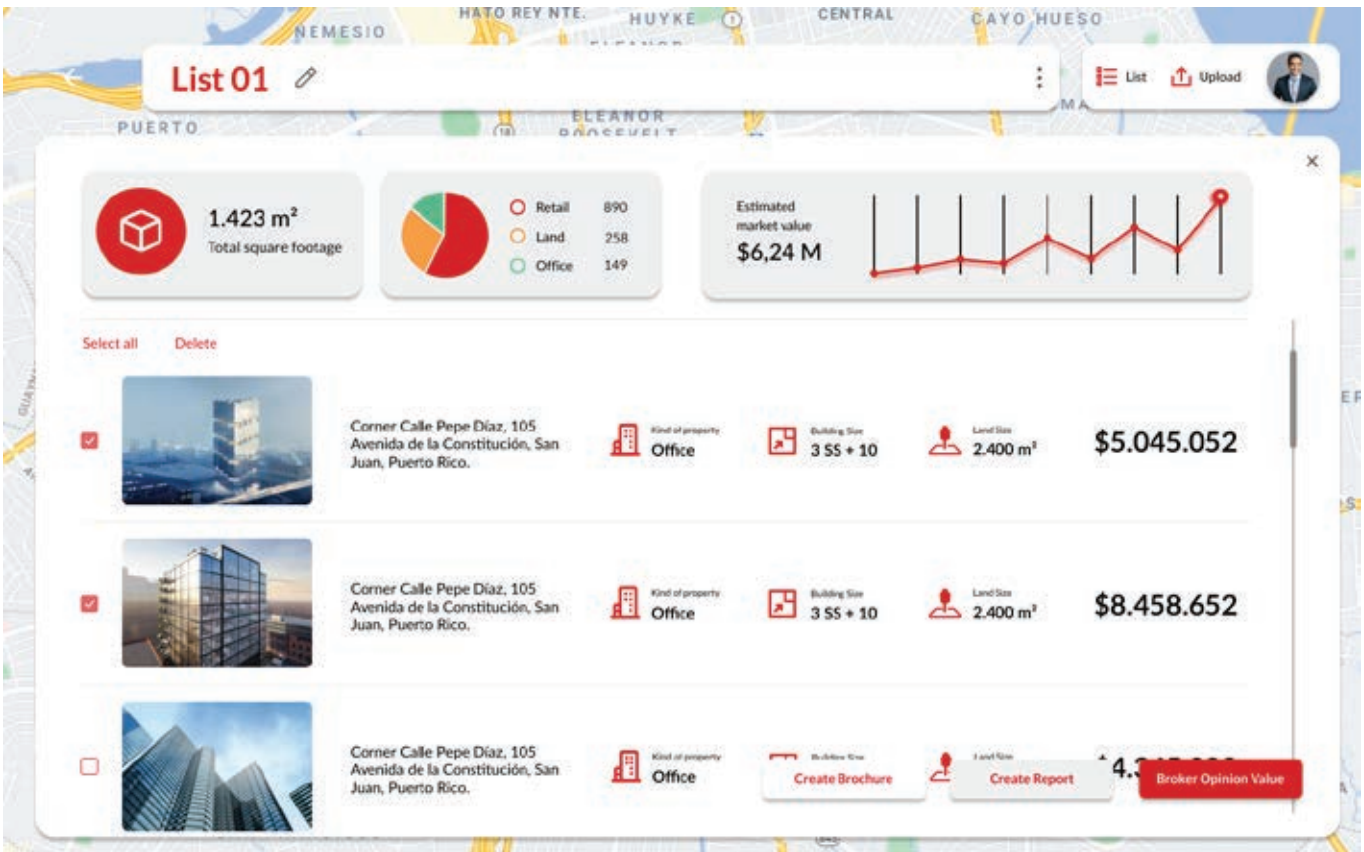
Deposit per project, subject to project scope.

When a deposit reaches 10 percent of its original value, it is automatically renewed unless cancelled by the client. Cancellations may be sent either directly through the client administrator's account page on the RED Atlas platform or in writing to the client's point of contact within RED Atlas.

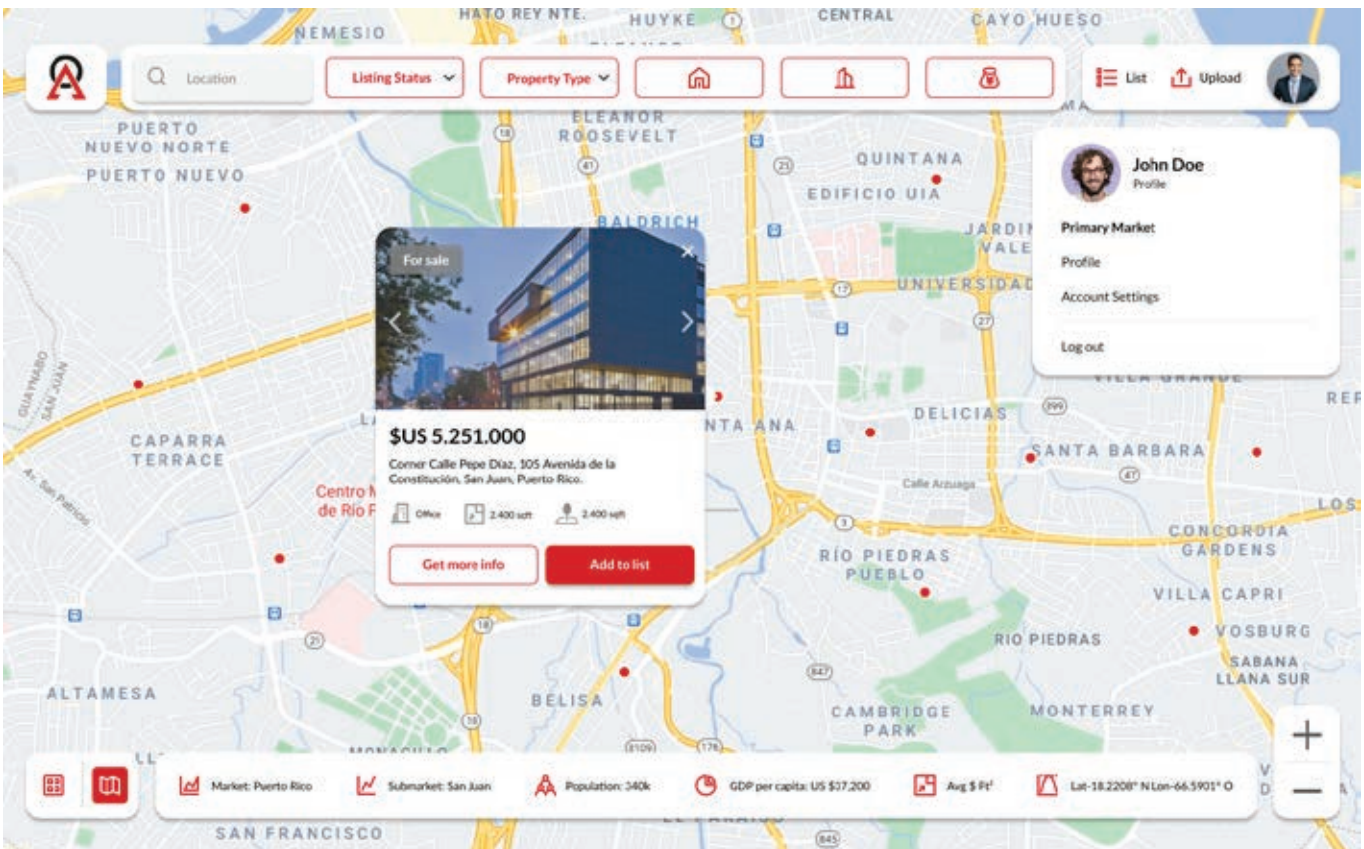
User Actions

\$1,000 deposit per user, billed by usage.

Portfolio Management Rendering



Map Profile Rendering



 Add to list

Office 2400 sqft 2400 sqft 1st 18,2000' N. law ca. 1900' 0

Map

1 room apartment

Office 35

[View property](#)

2 room apartment

3 room apartment

4 room apartment



Nearby



 100%
 1-ACC-4pt
 1-ACC-4pt

More information



 CPU:  2.4GB mem:  1.4GB mem

More information



0894 1-800-445-4455

More information:



0.000 1.000 2.000

More information



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