

TRANSFORMATIVE WEB APP FOR THE ADELAIDE ADVERTISER

SMS plays a key role in delivering both a front end web application for the public to use as well as a web application for real estate agents to upload weekly inventory.



CLIENT PROBLEM

Adelaide Advertiser was looking to boost their level of real estate advertising in the Adelaide region, particularly their internet dominance whilst protecting and growing the advertising in their print media.

The project was used as a stepping stone for News Ltd. to progress from a print company to a multimedia company as culture is tending away from print media. To this end, News Ltd. needed to maintain competitiveness with their newfound business opponents in the real estate sector, such as Domain and Realestate.com. In order to get a competitive advantage, the Advertiser opted for a fast and fluid solution over the alternative existing solutions.

SMS APPROACH

SMS delivered both a front end web application for the public to use as well as a web application for real estate agents to log in to and upload their weekly inventory.

Silverlight was chosen as the technology to write this application in as it lends itself well to glamorous websites and applications, it is well supported by Microsoft and it is ideally suited to hosting complex web applications in Microsoft Azure.

SMS adopted an Agile approach to delivering this project. Using this approach SMS developed the Navigator's Agent Portal (NAP), used on a weekly basis by Real Estate agents, first. This reduced the risk of adoption by the agents and developed a greater understanding of the agents' data, how it would be delivered, and what processing was required.

The public user interface was delivered using Microsoft Pivot Viewer and Deep Zoom to create a seamless browsing and searching function for properties to suit the needs of the user.



OUTCOME

The Navigator project delivered a system that was widely adopted by real estate agents and property buyers alike. The launch weekend was successful with some sales directly attributed to buyers finding the property using Navigator. Since launch, both public and agent usage has increased and the Advertiser has succeeded in penetrating their target audience. Future versions of Navigator are planned to ensure that other audiences are targeted, increasing the total user base.



ABOUT SMS

A leader in advisory, solutions and managed services, SMS cultivates innovation, digital, mobile and design-led business and technology capability to empower organisations across all industry sectors. With over 1600 staff across Asia Pacific, SMS promotes and delivers next-generation customer-centric outcomes for their clients.