

Complete Process Visibility

To achieve end-to-end integration of project-related and business-oriented tasks, property developers Schrobenhauser of Unterhaching near Munich implemented a new software system.



Innenhof mit Grünanlage:
Foto RIB

“Creating attractive living space in an attractive environment.“ This statement of Anton Schrobenhauser, whose grandson now represents the fourth generation of the family to run the company, sums up the corporate philosophy of the Schrobenhauser Group. According to the company, a residential complex can only be described as ‘attractive’ if it blends in with the environment and, ideally, enables the perfect combination of people, accommodation and nature. Founded in 1934, the company has concentrated on its core business as property developer since the seventies, realising residential complexes, designing municipality centres and business parks and developing large plots of land. The range of services of the meanwhile renowned Bavarian property developer therefore covers all aspects of the business from land and project development, project implementation and sales and marketing to letting and property management. The company characterises planning, consulting and project management with a life cycle and puts a particular focus on a high standard of quality and long-term retention of value in all its projects.

Wer aufhört zu werben, um Geld zu sparen, kann
ebenso seine Uhr anhalten, um Zeit zu sparen. Henry Ford

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Direct line – without detours



This process-oriented approach is reflected inside the company, too. One of the concerns of Anton Schrobrenhauser jr., the company's managing partner, was to dovetail technical project processes with the commercial side of the business. End-to-end linking of all project and cost information is the key to future success, according to Schrobrenhauser, as it is the only way to provide daily cost and invoice updates. "The greatest challenge for us property

developers is to keep to the budget," he says. However, the grandson of the founder of the Schrobrenhauser company is well aware of the frequent major discrepancies between technical and business issues. After all, he has known the construction industry from his early childhood. So the aim was clear: To achieve process transparency throughout the whole company, a solution had to be found for linking all project-related tasks – from parameterised cost estimation through tendering, contract awarding and commissioning to controlling – without any detours - i.e. without any media breaks whatsoever.

Außenansicht eines der Häuser

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Solution for medium-sized businesses

Last year, the Bavarian property developer therefore implemented a process and cost management system and matching ERP software specifically for the construction business. "The RIB technology company was exactly the right supplier for us," says the manager. "The Stuttgart software company offers two software systems specifically designed for medium-sized companies on the German market that are optimally matched to each other and can be directly dovetailed."

The property developer is now putting the new solution to full use for the first time in the Cubiente project on the Stumpfweise, also in Unterhaching, where apartments with a total of 11,000 square metres of living space are being built. Construction work for the first 61 apartments began in November 2008. The property developer expects a sales volume of 19.5 million euros from these. The elegant multi-family houses, cube-shaped as suggested in the name of the project and including an underground garage, are almost completed and were handed over to the owners from March 2010. This is not all, however: There are plans for 58 more apartments on this site that are scheduled for occupation by May 2011. The company aims to make another 18.5 million euros from the sale of these homes. Construction work on this second stage was started in mid March.

The architects of Botzenhardt, Zeitler and Blaimberger already began planning the complex in the spring of 2008, as did Schrobenauser, who had the role of coordinating the overall project. For projects like these, the property developer collaborates with about 30 specialist planners and subcontractors. That used to mean that a lot of the company's work had to be done by hand. "Before we introduced the RIB solutions, we worked mainly with spreadsheet systems," comments Anton Schrobenauser jr. "It always took a huge amount of time to compile all the data," he adds.

The trend: Electronic bidding

The company appreciates the clear bidding management of the RIB software and the possibility of obtaining bids in electronic form, here in data type 84*. Schrobenauser reports that they now receive electronic bids for all the main trades. The proportion of electronic bids for the current Cubiente project is 99.9%. "We only get 25% of bids in this format overall, but the use of IT systems is not yet widespread in tradesmen's firms, for instance tile layers. However, there is a clear trend in this direction," the manager says. The amount of time that can be saved with this electronic method of information exchange can easily be seen from the price comparison lists. Schrobenauser in Unterhaching used to receive around 40 lists or even more for this number of trades.

And how is it possible to obtain the required daily cost bulletins? "After commissioning we transfer the project data into the ERP system of RIB with a mouse click," the manager explains. "Here, too, we can work completely without interfaces, as the two software systems are linked from start to finish. This means that every invoice sent to our company is always immediately entered in the central system," Anton Schrobenauser jr. sums up.



Fine tuning in the construction process

The constantly process-oriented work method is also reflected in the projects of the Bavarian property developer: Tight deadlines – in the case of the Cubiente project from the beginning of the planning in spring 2008 to completion of the carcassing in construction stage 1 before the end of 2009 – are no problem for the Unterhaching company. Even the construction site shows how well the system works. Here, everyone works hand in hand, the time schedules of the trades are optimally coordinated. Altogether, just as you would expect of a modern, efficient construction site.

Verena Mikeleit



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