Case Study

Blue222 Web and Mobile Responsive Application

COMPANY OVERVIEW

Blue222 is a rapidly emerging online platform developed with the vision to efficiently collaborate and manage due diligence vendors and clients involved in real estate & environmental services transactions. From finding and connecting consultants to bidding projects and assigning due diligence services, this modern and easy-to-use platform made vendor communications easier. It facilitates banks, developers, buyers, and other engineering firms to easily collaborate and procure bids from pre-screened consultants, streamlining the process for optimal efficiency.
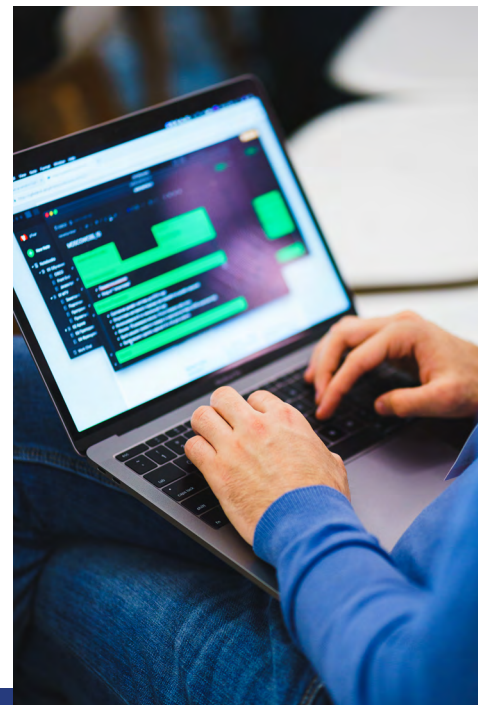
CHALLENGES

Real estate clients faced challenges in managing due diligence service vendors through conventional communications such as emails, calls, and spreadsheets to bid, assign, and schedule their projects. Due to the lack of a centralized web platform, real-time vendor communications have been challenging for real estate clients located in the USA.

Moreover, market inefficiencies from irregularities in project information, transactional costs, and lack of environmental/social assessments were another significant challenge in the independent real estate consultants market across the US and other global nations. These challenges prompted Blue222's collaboration with V-Soft to address these issues.

To make the collaboration between vendors and real estate clients transparent and eliminate complexities across due diligence projects management, Blue222 looked to develop a responsive web application for vendors and clients in the USA, with plans of extending to the global markets.

SOLUTION

V-Soft's seasoned digital team, with best practices in the design and development of user-friendly web and mobile responsive applications, delivered a customized web solution that met Blue222's business objectives. V-Soft has implemented an efficient and structured Agile scrum methodology to ensure a transparent collaboration between the development team, scrum master, PO (Blue22 Team), and Stakeholders.
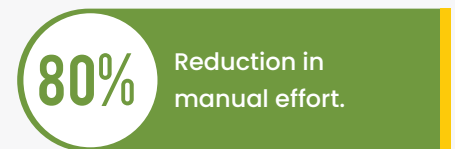
Our customized web solution empowers clients and real estate consultants to collaborate and coordinate over a secure platform. This web-based bidding application was developed with a set of client-centric and vendor-centric features, ensuring increased personalization.

This innovative web application offers an easy way for clients to post projects and obtain qualified bids from top-rated vendors to efficiently manage projects' due diligence services, including environmental, property condition assessment (PCA), environmental site assessments, environmental laboratory, and other inspection services. Further, V-Soft's team has integrated various communication channels into the solution to deliver precise project details, facilitate online transactions, and generate invoices automatically.

RESULTS

- Facilitated seamless connections between real estate due diligence vendors and clients over a secure platform, increasing vendors' profitability.
- Provided a user-friendly and streamlined process to enhance connection between clients with vendors to efficiently manage their real estate due diligence projects.
- Offered clients seamless access to a nationwide network of vendors within their location.
- Allowed clients to post multiple projects at once and access bids from pre-qualified vendors, ensuring efficient collaboration.
- Offered optimal omnichannel experience to clients and vendors.
- Auto-generation of invoices and flexible online payment options ensuring customer satisfaction.
- Implementation of Agile-Scrum Methodology ensured real-time collaboration among the development team, scrum master, PO (Blue22 Team), and stakeholders.
- The streamlined online process ensured a reduction in operational costs.
- Enhanced vendor and client engagement throughout bidding and property risk assessments (due diligence) process updates through push notifications.
- Monitoring operations and managing vendor communications became seamless.

70% Operational efficiency improved

65% Reduction in resource utilization.

80% Reduction in manual effort.

90% Reduction of external applications usage.

Technologies Used

- Laravel- MVC Framework
- AWS
- MySQL
- Bootstrap
- Java Script
- jQuery
- KnockoutJS
- GraphQL API
- third-party API integrations
- JIRA

Overwhelming feedback from Alan Grosheider, President, and CEO of Blue222

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