

HOW YOUR MOVE MAKES PROGRESS



MOVING UP TO A STATE-OF-THE-ART SOLUTION

YOUR MOVE needed to streamline its application architecture and improve the speed and ease with which it could bring new branches and franchises onto its system. YOUR MOVE is one of the UK's largest estate agency networks with more than 290 offices across the UK, including over 90 franchised offices. Faced with rapid growth, especially of its franchise business, and the desire for a more agile and flexible approach to IT, YOUR MOVE recently completed a redevelopment project using the Progress® OpenEdge® platform.

First established in the late 1980's by leading UK insurers General Accident, the YOUR MOVE brand was created following the merger of General Accident and Commercial Union and subsequent acquisition by Norwich Union in 1999.

In July 2004, one of Europe's leading private equity investors, Barclays Private Equity, backed the management buy-out of YOUR MOVE and survey



CHALLENGE

Support its growing business and franchise business model with applications that can respond quickly to new requirements

SOLUTION

Remodeled its core business systems to deliver agile software-as-a-service (SaaS) for its branches and franchises.

BENEFIT

Ready and able to effectively meet the demands of the future market and its growing network of offices

business e.surv, providing the opportunity for YOUR MOVE to grow its business in key marketplaces.

Although YOUR MOVE's core business is residential property sales, it also offers mortgage and remortgage services through a network of branch-based financial consultants. The success of YOUR MOVE lettings in the 2005 Estate Agent of the Year Awards, where it received the Gold Award for Best Lettings Agent in the UK, also highlights YOUR MOVE's significant progress in yet another area.

As a result of the growth of YOUR MOVE and increasing network demand, as well as the development of a more comprehensive customer service and changing market environment, YOUR MOVE needed to streamline its application architecture and improve the speed and ease with which it could bring new branches and franchises into its system. They also sought to reduce the complexity involved with enhancing and updating its applications. To achieve this, YOUR MOVE developed a Web-based application that it can deliver to both its YOUR MOVE owned and franchised branches. YOUR MOVE already operates the UK's most visited estate agency Web site: www.your-move.co.uk (Hitwise, April 2007).

YOUR MOVE has been a Progress user for years, with both the original 'Preview' point-of-sale systems and the current Web site based on Progress technology. As a result, when remodeling its application, YOUR MOVE decided to continue to work with Progress as they could draw on their existing knowledge of YOUR MOVE and further enhance the reputation of Progress for quality service and as a provider of innovative technological solutions. Tony McCann, the head of IT at YOUR MOVE, commented: "As YOUR MOVE has developed, so too has our relationship with Progress. It was important for us to be able to restructure our existing systems to accommodate future growth of the business without the need to entirely replace it. By using Progress we've been able to modernise our application without compromising our technical or business vision."

"Our franchise division is growing rapidly. We've just opened our 100th franchised office since launching the division just four years ago, and we've seen prospective franchisee enquiries double in Q1 2007 compared

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*Tony McCann
Head of IT
YOUR MOVE*

to the same period last year. It is therefore important that we have an IT architecture that allows us to respond quickly and effectively to the increased demand and, more importantly, provides the right functionality and an intuitive user experience.”

The new Web-based application has replaced the previous client-server version and allows YOUR MOVE to more quickly respond to the business with application changes. It also alleviates the need to manage—or in some cases dictate—what hardware is running in the branches. Steve Beech, head of development at YOUR MOVE, commented: “Delivery of change is difficult when you’re constantly delivering code to the desktop—maintaining releases can become a nightmare. We are now able to make changes much more quickly and, as a result, are able to respond more effectively to the needs of the business.”

Progress Professional Services was critical to YOUR MOVE’s success and has helped to ensure that YOUR MOVE was able to accelerate the delivery of the project on time and on budget. The Progress Services team also introduced a highly effective templating methodology used to render the application. This formalized approach allowed YOUR MOVE to effectively separate the application coding from the Web design for a more dynamic and scalable application. The application currently supports over 1200 users, with capacity to expand. This approach also allows YOUR MOVE to ‘re-skin’ the application very quickly to support various regional estate agency brands which, like YOUR MOVE, are part of the LSL Property Services Group of companies.

Beech commented: “The Progress Professional Services team and the framework they brought to the table allowed us to develop the applications much more rapidly than we otherwise could have. The engagement model was a perfect fit for us by allowing us to jump start the project and provides knowledge transfer so we can truly own the application going forward.”

With its Progress-based application in place, YOUR MOVE is now ready and able to effectively meet the demands on the future market and its growing network of offices.

PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that enables enterprises to be operationally responsive to changing conditions and customer interactions as they occur. Our goal is to enable our customers to capitalize on new opportunities, drive greater efficiencies, and reduce risk. Progress offers a comprehensive portfolio of best-in-class infrastructure software spanning event-driven visibility and real-time response, open integration, data access and integration, and application development and management—all supporting on-premises and SaaS/cloud deployments. Progress maximizes the benefits of operational responsiveness while minimizing IT complexity and total cost of ownership.

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