@properties

@properties is the largest Chicago-based residential real estate company. In its early years, @properties leveraged and invested heavily in email and web technology. In just eight years, the move proved rewarding—fueling their growth from a humble handful of people to over a thousand employees.

@properties' Results with Yapmo Loop:

> 25,000 emails per day removed from their environment.

> Created a real time communication/collaboration system for entirely mobile company.

> Over 75% adoption after the first quarter of deployment.

> On average, 27 properties per month sold through the app by more effective communication.

THE CHALLENGE

@properties successfully implemented key web and email based technologies in their early years to outperform their competitors in the real estate field. With their explosive growth came an unanticipated challenge. The very technologies that allowed them to move information quickly had become extremely cumbersome and were burdening their employees on a daily basis.

Mailing lists accounted for 30% of the email usage within @properties. This percentage doesn't include other types of email exchanges, such as messages where more 20+ people are cc'd. Instead of trying to abandon email completely, @properties decided to approach the problem of email overload by eliminating specific obstacles—in this case the mailing lists.

Transitioning from widely used email distribution lists onto new software in order alleviate email overload had some challenges.

1. Turning off the email distribution lists wasn't an option because it would disrupt business and be too drastic.

2. User adoption of new technology in enterprise almost always fails (88% of the latest private social networking software goes unused in the enterprise according to Forrester). – [See our blog post on "Adoption – The Real Killer of Enterprise Software"]

3. Their newly adopted system would have to support every desktop, tablet, and mobile device users carried to keep up in a BYOD (Bring Your Own Device) world.

4. Performance and security of the software must be maintained anywhere in the world.

5. The new software must be more effective than email and less overwhelming.

To address these challenges, @properties partnered with Yapmo. The Yapmo platform is a white label enterprise solution for internal social communication. Instead of mimicking distracting consumer social media, Yapmo was designed from the ground up for the enterprise, and delivers information to users only when it is relevant to them specifically.
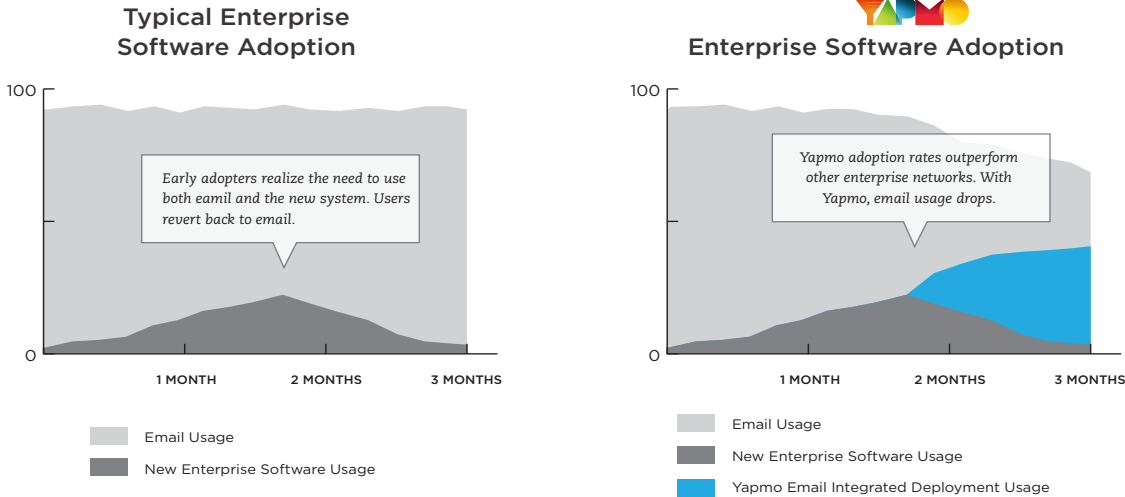
ADDRESSING EACH CHALLENGE

Turning Off Email Distribution Lists Would Disrupt Business

Yapmo was able to integrate the @properties email lists into the app to avoid disrupting business. This integration process is simple; we add an email address to any list we are integrating into the @properties Yapmo app. A couple of quick configuration options and the two systems are completely synchronized. Employees can now use the @properties Yapmo Loop app on any device and the posts and exchanges made in the app are synchronized to the email list and vice versa. This process allowed @properties to continue operating with their email list and gave users the time they needed to transition over to the Yapmo app. This also prevented @properties from having to duplicate information in two different places, once in the mailing lists and once in Yapmo Loop.

User Adoption of New Technology Fails 88% of the Time

The challenge of adoption was handled by early adopters and email lists users interacting with the very same data. This prevented any fall off from early adopters and users within the first few months. Users never missed out on information and did not have to duplicate efforts by posting the content in two locations. The temporary synchronization of the two systems allowed users to migrate over to the new app at a comfortable pace.

Typical Enterprise Software Adoption

100

Early adopters realize the need to use both eamil and the new system. Users revert back to email.

0

1 MONTH 2 MONTHS 3 MONTHS

Email Usage
New Enterprise Software Usage

Enterprise Software Adoption

100

Yapmo adoption rates outperform other enterprise networks. With Yapmo, email usage drops.

0

1 MONTH 2 MONTHS 3 MONTHS

Email Usage
New Enterprise Software Usage
Yapmo Email Integrated Deployment Usage

Extreme Bring Your Own Device Environment (Supporting All Mobile Devices)

@properties has adopted a BYOD environment. Yapmo's responsive design system modifies the app to accommodate all Androids, iPhones, Windows Phones, BlackBerries, iPads, and any other devices their agents might bring with them. Responsive design systems recognize the size of the screen they are rendering on in order to provide the optimal viewing and user experience. A quick example of this can be seen by opening our app in a

desktop browser and then shrinking the browser until it is the size of a mobile device, as shown below. Yapmo adapts and shows you the mobile interface. This is all accomplished using HTML5 responsive design, which allows us to accommodate any device.

"The app is really taking off. No other company has anything close. It's a great point of differentiation, as it makes email correspondence that other companies rely on archaic."

Thaddeus Wong, Founder and CEO, @properties

Maintain Performance & Security Worldwide

In order to maintain performance Yapmo wrapped our software in a native shell wrapper that handles some extensive caching strategies and native extensions. We combine this with worldwide content delivery networks. This allows us to work on any device while maintaining the top level of performance for our customers.

Due to this design it allows users to perceive they are working with a native application. However, they are actually working with a player that just gives the user a view into the data. This allows admins to remove a user from the system and it automatically translates into no data being on the user's devices. All data is also stored and transferred encrypted between user devices and the customer's infrastructure.

Be More Effective Than Email

Yapmo's social communication engine is uniquely different than consumer social media applications. Other social media platforms are feed based. We intentionally chose not to build our platform in this way, as those systems have major design flaws when being used for productivity:

1. The consumer based social network they mimic were designed to keep consumer eyes on the screen and waste time. This allowed these systems to be more effective for advertising, but ineffective for productivity.

2. Users were expected to follow other users to gain access to more information, instead of the system knowing what information those users should have access to.

3. Detailed, meaningful conversations are not easy to follow nor encouraged in microblogging-based systems.

Yapmo addressed these problems by designing its communication system to allow users to get into the system, quickly find the information they are looking for and get out. Users also don't need to follow other users in order to gain access to information they should have access to as an employee with that job function. Our system has security zones that put users into the proper groups so that they are exposed immediately to the information they should have access to. We organize everything in a very familiar discussion type format allowing for meaningful business conversations to occur.

Furthermore, Yapmo's communication system has a sophisticated tagging mechanism for information. Depending on where information is posted in the app and where the information is coming from, content is automatically tagged. Users also have the ability to express interest in any hashtag in the system. This allows Yapmo to seek out the individuals who have expressed an interest in a tag, and the app will notify those users when other users are talking about the topics they are interested in.

RESULTS

Yapmo Loop reduces @properties email by 25,000 emails per day.

This reduction in email effectively gives @properties employees and agents 15% more work time—that's 72 minutes per day.

Nearly 75% employee adoption after the first quarter of deployment.

Yapmo integrates into existing email structures and synchronizes information into the app so that employees don't have to duplicate conversations in two places. This helps ease the transition into the app. Also, by accommodating the BYOD trend where employees can use their personal mobile devices, the app engages employees in a familiar environment.

On average, 27 properties are sold every month through the app due to more efficient communication.

In addition to the productivity gains and the reduction in email noise, during March 2013, 40 properties were sold through the app before the properties were even listed on the market. This has allowed @properties to become more competitive in a low inventory environment.

Now employees get notifications only when information is relevant to them personally.

Unlike email, Yapmo only sends notifications based on personal interests and username mentions, thereby reducing distractions and giving back employees valuable work time.

Created a real time communication collaboration system for an entirely mobile company.

Yapmo overcame the common enterprise software adoption problems by integrating into existing email systems and working with existing business processes.

loop

Break out of your inbox. Get in the loop.

Yapmo customers use Loop to remove hours of email distraction each day. Yapmo enables your employees to work more efficiently and collaborate faster by allowing them to draw upon the collective knowledge of your entire company, at any time and from any device. Our apps are designed for mobile, tablet and desktop to bring enterprise collaboration to your fingertips.

GET STARTED WITH YAPMO

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