CONSTRUCTION and
REAL ESTATE

DIGITIZATION IN THE
CONSTRUCTION AND REAL ESTATE INDUSTRY

We are living on the edge of a revolutionary digital transformation. Cloud computing, big data, social media, wireless networks, sensors are converging to renovate the world as we know it. Digitalization helps a great deal to collect, analyze, and trade substantial amounts of information on all sorts of actions. This helps companies to redesign their products and provides opportunities to design entirely new services, enhance the efficiency of support processes, manoeuvres supply chains. The use of technology empowers an organization to be the best in its industry.

The Real Estate sector is known for not being very savvy in implementing information technologies. The fact is that construction and real estate sector is mainly labour-intensive. The exceedingly disorganized structure of this industry and the comparative exclusivity of each product can be blamed for negligible use of technology.

The two main features of a real estate company are: huge amount of investment and intricate processes. So, here is how digitisation can benefit real estate industry:

- Simplifying the complex business processes
- Optimize the utilization of investment/resources to reduce the costs and increase ROI.

WHY DIGILANTERN?

DigiLantern provides a specially designed business solution model which can help Real Estate companies to effectively deal with the struggles they face like productivity, efficiency and different costs. The main highlights of this model are:

- Advanced methods for pre-manufacturing processes such as *Robotics* and *3D printing.*

- Implementation of *Internet of Things (IoT)* as a tool to build and administer voguish homes and cities

- Most of the problems related to construction can be solved with the help of *Building Information Modelling (BIM).*

- Customized application of *Enterprise Resource Planning, Search Content Marketing, CRM* systems to drive marketing communication, *Big Data,* and *Cloud Computing* as & when required.

- *IDX Supports*

OUR DIGITAL SOLUTIONS FOR REAL ESTATE INDUSTRY

Web Hosting & Web Solutions

Are you looking to boost your online presence in your vicinity? We at DigiLantern make personalized and customized designs to meet your individual web plan needs and fit inside of your budgets. Some key features are as follows:

- Unique, professional and user friendly Themes and Formats from the most talented web designers in the business

- Domain Name Registration & Web Hosting

- Info Graphics to create a corporate identity

- Website design services ranging from UI and UX designing and redesigning projects

- Business Blog plans and Social Media Strategy

- Content Management System (CMS) that helps you to easily manage your website

IDX Supports

- DigiLantern utilises IDX Search & Lead Capture Plugin for Websites

- MLS Reciprocity & Listings – add MLS & reciprocity listings from any area and start generating leads and a revenue stream.

Is it feasible?

Building Information Modelling

BIM is 3D virtual modelling of buildings which collectively employs one rational system of computer models rather than as individual series of drawings.

Digital Media Services

Social Media is the next level in marketing and DigiLantern combines it with traditional SEO, to help you achieve your targets such as increase in targeted traffic, broadened client base, improved brand awareness and makeovers, proliferate suitable inbound back-links, lucrative online marketing and to ultimately boost the impact of other marketing strategies. DigiLantern holds an assortment of outstanding competence to digital marketing, comprising of SEO Services, Social Media Services such as LinkedIn, Twitter and Facebook, Marketing services for Real Estate, PPC and Display Ad, E-mail Marketing Services, PR and Reputation Managements, Content Marketing such as Blogs & Articles, Lead Generation System.

Lead Intelligence

DigiLantern gives you freedom to Target Any City or Region. Your property listing will be visible on Google, Facebook, Twitter, Instagram, Pinterest and many other platforms to widen the reach while keeping in mind your target clientele, which ensures faster sales. Because of the extraordinarily enhanced endorsement, leads generation will amplify drastically. We provide you detailed reports after the completion of property boost so that you can estimate your ROI.

Mobile App/Mobility Solutions

Our skilled consulting with Mobility Solutions can assist you manage your company's information on mobile devices and secure it. We enable you to stay connected to your employees, prospects and customers anytime, anywhere. DigiLantern helps you prepare a Mobile Strategy, Application Development/Porting, Offshore Android App Development, Blackberry Mobile Application Development, Offshore iPhone App Development, Windows Phone App Development, Mobile Security, Mobile Business Intelligence, Mobile Testing and Support Services and Industry-specific Mobile Solutions.

Bespoke Experience

The technological advancements allow us to provide a made to order experience to each customer and its potential outcome is truly huge. We enable you to hotshot your business with these special features:

- ✅ Teaser videos

- ✅ 360 virtual tours

- ✅ Graphical & Animated Presentations

- ✅ Sharing HD photos and Cinematic videos online

- ✅ Video testimonials

Brand Makeover

DigiLantern is your long term business accomplice who guarantees you a Unique & Instant Online Exposure. From in-depth analysis, to design and implementation, we build a brand makeover strategy for your organization. We bring alignment that attracts and delivers on its promises through strong Web Presence, Mobile Presence, Online Reputation Management, Search Engine Optimization, Social Media Optimization, Social Listening and management, Bulk Email and SMS to create brand awareness.

Testing & Analytics Services

As a software testing Company, DigiLantern understands the importance of this facet in any software development life cycle. We have the best and certified testers with vast experience in testing complex projects over the past years and will not just create a difference but help you create a complete bug free solution.

The base of our analytics service is the potential to abstract models of the real-time issues that are instinctive to use, still adequately realistic to support dynamic decision-making. These models are employed to give insights, and to evaluate the risks and benefits related with solutions to complex obstacles.

The world is digitizing and at a very fast pace. Technology is now inexorable in each segment of business to direct overall business growth, profitability, and gain a competitive edge. The focus of our digital solutions is always on being customized as per the needs of the industry. Hence, the service-provider who empowers its clients to choose a home or office space exclusive of the exasperation of roaming to several sites will indeed be sought after.

DIGILANTERN
Lighting the Digital Era

ABOUT DIGILANTERN

DigiLantern is a global leader in Digital solutions and technology services focused on helping our clients achieve digitization of business process, data driven insights for better ROI and create amazing brand experience in the digital space. We are a team of talented experts working on latest technology stack and providing solutions to wide range of customers. We use our in-depth industry knowledge to understand the business complexities and combine the creative and technical expertise to produce effective solutions .Our fundamental key metrics is built on investigating, understanding, brainstorming, creating and optimizing. We firmly believe in being accountable for the results.

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