

## RealPage, Inc.

**Company:**

Provides property management products and services to more than 20,000 apartment communities in the United States

**Location:**

Carrollton, Texas

**Industry:**

Real estate

**Problem:**

In order to gain market share, RealPage needed to enhance its front-end property management system with on-demand ERP applications to offer customers a complete business solution.

**Solution:**

Intacct's suite of on-demand financial and supply-chain applications with support for multi-entity operations enabled RealPage to:

- Quickly and easily fuse its existing front-office applications with Intacct's back-office solutions
- Let property administrators manage multiple housing facilities simultaneously in a single Web interface
- Scale at will in line with a growing business without deploying additional hardware and software.

**Result:**

By integrating its property management system with the Intacct suite of financial management and supply-chain applications, RealPage immediately gained a competitive advantage. It can now offer customers an end-to-end property management solution. To date, more than 1,000 multifamily properties have signed on to the service.

*“By coupling Intacct’s best-of-breed financial management platform with our property management applications, we are able to provide our customers with affordable financial management solutions.”*

**Steve Winn, CEO, RealPage, Inc.**

### Problem

More than 20,000 apartment communities across the United States use RealPage's Web-based property management products and services for leasing, applicant screening, portfolio management, and compliance reporting.

Seeking to further expand its customer base in the fiercely competitive property management industry, RealPage realized that it would need to offer property managers a complete business solution. This would mean enhancing its front-end system through integration of an on-demand suite of financial applications.

Moreover, RealPage required a back-office solution with multi-entity functionality to support the many customers that manage several, distributed apartment complexes.

### Solution

Intacct's suite of back-office management applications fused seamlessly with RealPage's existing front-office system, making it easy for RealPage to integrate screening, leasing, and facility management with financial, supply-chain, business analytics, and multi-entity management applications.

In addition to core back-office services, Intacct provided RealPage with product collaboration, customer support, and private labeling to unify the customer interface. RealPage also receives an account in a dedicated development environment together with XML code samples and access to Intacct's professional services team.

RealPage's multi-entity customers, meanwhile, benefit from being able to centralize key business processes across any number of apartment complexes. For example, headquarters can remotely manage housing operations online, and local business managers and administrative clerks can access just the information that's relevant to their location.

### Result

Intacct's on-demand financial management suite has helped RealPage generate new revenue streams without incurring capital, labor, and R&D costs.

“The reliable and cost-efficient services of Intacct's advanced integration platform and financial management functionalities create the ideal platform for on-demand enterprise applications,” said Steve Winn, CEO of RealPage. Today, more than 1,000 multifamily properties have signed on RealPage's complete business solution.

