



Connecting real estate...now!

The Road To Adoption

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The Road to Adoption



- **Bringing e-Commerce to Real Estate**
 - *How do we do it*
- **Factors needed to create change**
 - *Do we have them*
- **Barriers**
 - *How to over come them*



Bringing e-Commerce to Real Estate

In 1843, when telegraph technology was only 7 years old, an amateur clock maker named Alexander Bain combined a telegraph machine with parts from old clock mechanisms.

At the time Bain's invention was called the chemical telegraph, but today we regard it as the first fax machine.

Bain died in obscurity and poverty and it was 100 years after his death before the fax machine was widely adopted as a business tool.



Factors needed for change

- **Existence of technology**
- **Process Maturity of organisations**
- **Presence of Industry Standards**
 - *Tools with which to implement the technology*

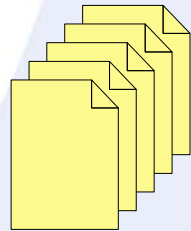
Change has to make financial sense



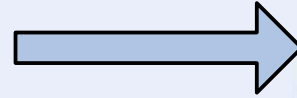
Existence of technology



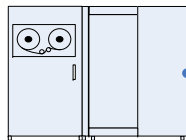
Sending



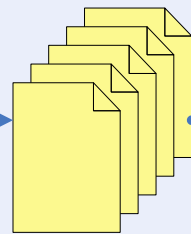
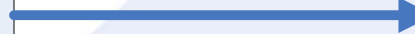
Paper Documents



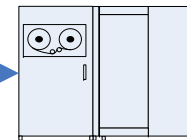
Receiving



Sending System



XML Documents



Receiving Systems

Faster

Cheaper

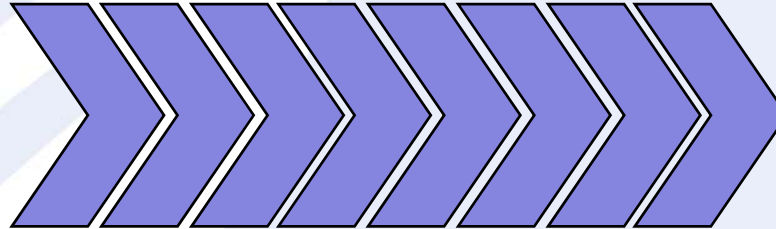
More Accurate

Less Risky



Process Maturity of organisations

LOW



HIGH

No

Take strategic view

Yes

No

Recognise inefficiencies

Yes

No

Can adopt technology

Yes

No

Able to predict business value

Yes

No

Able to measure progress

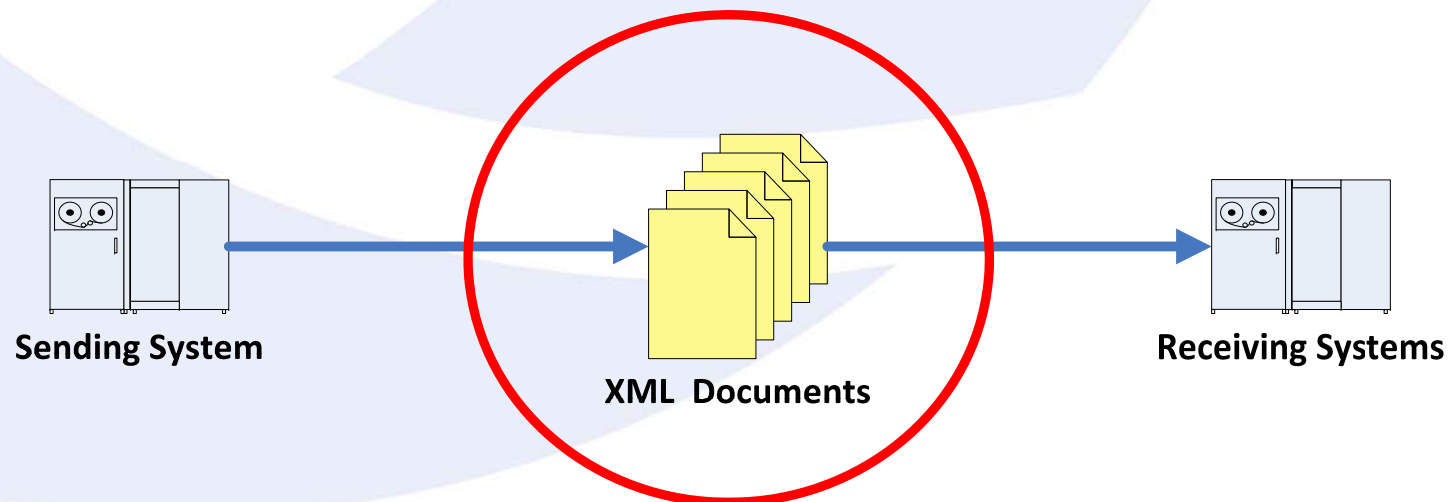
Yes



OSCRE

Presence of Industry Standards

- **PISCES/OSCRE exist to create Standard Documents**
- **At the request of Industry players**
- **Who want to adopt them**



Recent changes

- **To our Standards Development Process**
 - *Speed up Standards Release*
 - *Focus on where there is genuine business need*
 - *Improve communication with industry*
 - *Provide user support*



Imminent changes

- **To our website**
 - *Easier navigation to Standards*
 - *Introduction of Collaboration tools*





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