



Building sustainable solutions the IOI way

Discover how Malaysia's leading property company, IOI Properties, decided to make a switch to low-code and cloud technology—one that was instrumental in their digital transformation and aided growth during the pandemic.



IOI PROPERTIES





Table of Contents

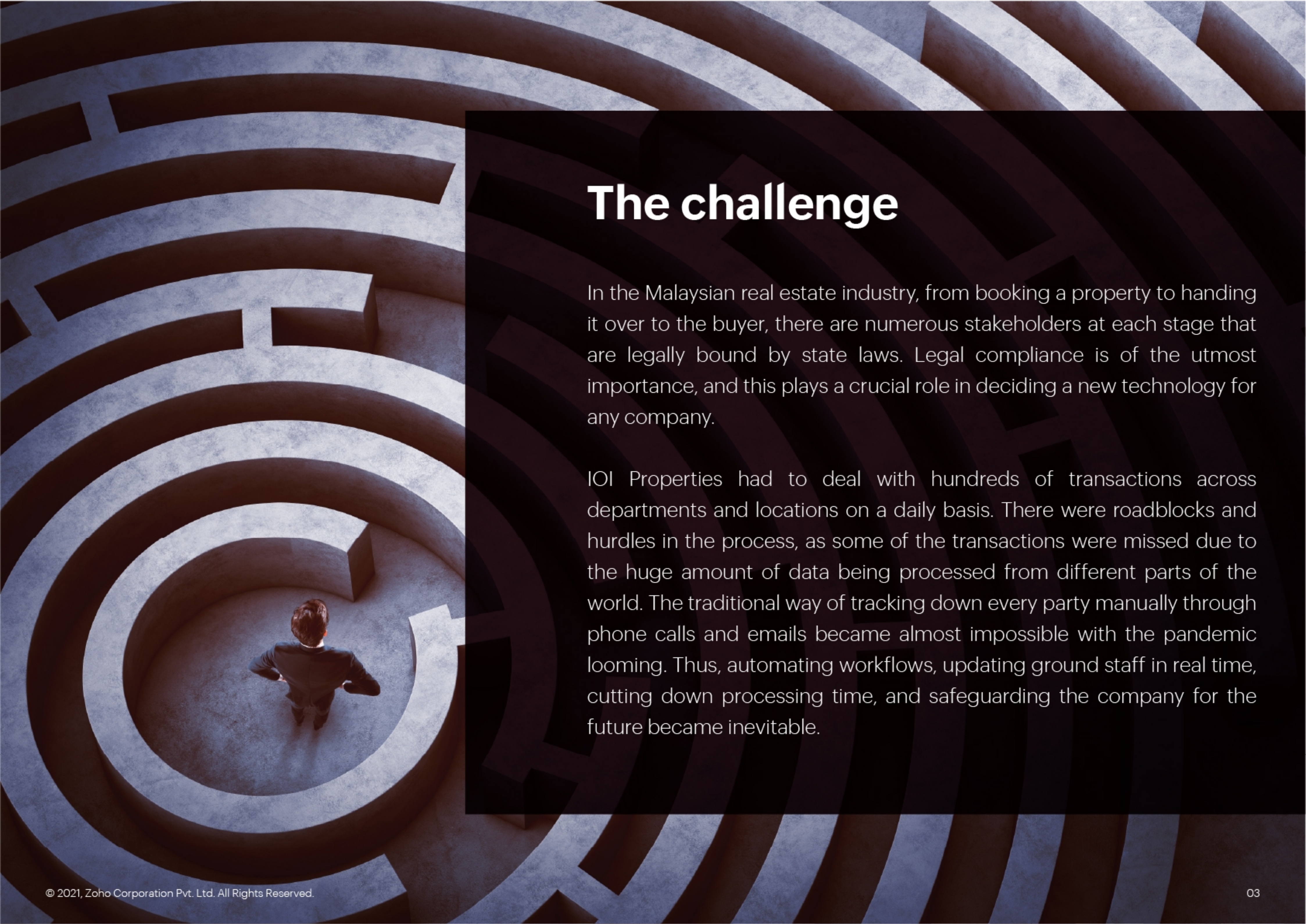
The company	02
The challenge	03
The solution	04
Zoho Creator menu at IOI Properties	05
Benefits and ROIs	07
About us.....	09

The company

IOI Properties Group Berhad (IOIPG) is one of Malaysia's leading public-listed property developers. It has built a solid reputation as the property arm of IOI Group, a leading sustainable palm oil giant, prior to its successful listing onto the Malaysian Stock Exchange in 2014.

IOIPG has a proven track record spanning more than three decades in the property development industry. Its principal activities include property development, property investment, leisure and hospitality—from residential spaces to state of the art hospitality projects like malls, golf courses, and resorts. It has successfully developed sustainable townships in sought-after regions of Klang Valley and Johor in Malaysia, while embarking on a similar journey in Singapore and the People's Republic of China. IOIPG currently operates total of 10,000 acres of land in Malaysia and overseas.



A high-angle photograph of a person standing in the center of a large, circular maze. The maze is constructed from light-colored concrete walls, creating a complex network of paths and dead ends. The person is seen from behind, looking out into the maze. The lighting is dramatic, with strong shadows and highlights, emphasizing the depth and complexity of the maze. The overall mood is one of challenge and navigation.

The challenge

In the Malaysian real estate industry, from booking a property to handing it over to the buyer, there are numerous stakeholders at each stage that are legally bound by state laws. Legal compliance is of the utmost importance, and this plays a crucial role in deciding a new technology for any company.

IOI Properties had to deal with hundreds of transactions across departments and locations on a daily basis. There were roadblocks and hurdles in the process, as some of the transactions were missed due to the huge amount of data being processed from different parts of the world. The traditional way of tracking down every party manually through phone calls and emails became almost impossible with the pandemic looming. Thus, automating workflows, updating ground staff in real time, cutting down processing time, and safeguarding the company for the future became inevitable.

The solution

With changes in business processes, plus rules and regulations from the government, IOI Properties started looking for a solution that could be customized as per their requirement. They already had process-specific legacy systems in place that required integration rather than replacement.

As a user of the Zoho Business Suite, IOI Properties built a low-code solution on Zoho Creator to replace the core of the business with each legacy system integrated with it, so that data transactions became smooth, monitored, and secure.



There's a misconception that one super solution would solve all your problems. We busted that myth by integrating our existing local technologies with a customizable cloud solution, Zoho Creator, so that not only did we not cause any disruptions to our work but we also futureproofed our business.

*– Jason Tie,
Chief Sales and Marketing Officer*



Zoho Creator menu at IOI Properties

With over 400 users already in the span of a year, Zoho Creator is being used extensively at IOI Properties. Collaborating with a Zoho Creator partner for quality checks, IOI Properties designed the processes and deployed the solution in less than three months.

Jason Tie, chief of sales and marketing at IOI Properties, says that there are two full-fledged applications on Zoho Creator and a lot more in the pipeline, as the company is growing every day. Here's a look at the applications that are at the center of IOI's business:



IOI E-marketplace

The first application built by IOI Properties on Zoho Creator, this app houses all the information relating each and every property that they sell. The app is equipped with multiple workflows so that the buyer journey, from booking the property to registering it, is covered end-to-end. Each transaction takes input from the existing legacy systems, which are seamlessly integrated with the Creator app.



IOI Support

As the name suggests, this application is used at IOI Properties for post-sales requirements. With modules to receive complaints, register concerns, provide feedback, and track the progress of all tickets, the IOI Support application is the backbone of IOI's success story. It's the channel for buyers to address issues, which in turn is integrated with Zoho CRM and Zoho SalesIQ for advanced customer relationships.



Benefits and ROI

IOI Properties now enjoys an array of benefits, thanks to Zoho Creator. Here are just a few:



Short learning curve

From researching low-code to implementing Zoho Creator in a matter of months, IOI Properties have leveraged the platform to its full potential.



Flexibility to adhere to operational changes and requirements

In an industry susceptible to environmental rule and regulation changes, the stability of Zoho Creator and its customizable architecture has proven to be a boon.



Ease of integration

IOI Properties integrated their Creator applications to the Zoho Business Suite, as well as to their existing legacy systems—saving themselves considerable time and money.





Ideal for remote work

With businesses either shutting down or going remote, IOI Properties had to adapt to the playing field. The implementation of Zoho Creator and its cloud infrastructure made sure all their operations ran smoothly.



We have a zero paper policy, thanks to Zoho Creator. The burden of moving thousands of files has been replaced with cloud infrastructure which has led to a 50% increase in operational efficiency.

*– Jason Tie,
Chief Sales and Marketing Officer*



About us

Running a business is no mean feat, and we believe we can help. At Zoho Creator, we've always worked towards a single purpose—enabling the citizen developer to build functional apps without having to learn to code. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of prebuilt apps and modify them. Just sign up, pick a plan, and start building!





www.zoho.com/creator

We'd love to talk! Reach out to us:
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