JD Edwards EnterpriseOne Homebuilder Management

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The Issue: Efficiently Managing Costs and Customer Relationships from Contract to Close

To compete for buyers effectively, builders must consistently produce products that meet expectations for quality and features at the desired price. This ability requires flawless coordination and communication throughout the home building cycle.

Prior to construction, all components of the process need to be fully in place. Product offerings, sales information, and purchasing must be in sync before builders even break ground. As construction progresses, site superintendents need visibility into all purchasing and schedule information to orchestrate jobs so that construction is completed on time and within budget.

The Solution: Integrated Homebuilder Management

Oracle's JD Edwards EnterpriseOne Homebuilder Management enables builders to manage like they build. Because home building is not a collection of independent processes that happen in a void, the system has been designed with an emphasis on integration, flexibility, and ease of use.

Starting from Square One with a Solid Foundation

In Homebuilder Management, you can establish and manage the products offered to buyers, including communities or subdivisions, phases, lots, plans, elevations, and options. You can tailor the offering at the level of detail that makes the most sense for each component. And, through integration and a familiar interface, you can dramatically reduce redundant data entry and enjoy simplified setup and management of the product line. Additionally, you can analyze the performance in various ways—including breakdowns by plan, option, and community—on a pro forma, as well as actual, basis.

Treating Every Prospect as a Potential "Buyer for Life"

Competition for buyers is fierce. You need to be accurate and efficient at every phase of the buying process. Through integration with Oracle's JD Edwards EnterpriseOne Sales and Service Management, you can better manage relationships—from the prospect's

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first visit to the sales office through post-close handling of warranty issues. Home owners are better prospects for upgrade and "life-change" marketing campaigns when their initial buying experience is positive.

The information flow begins when a prospect's profile is entered in the sales office. As the cycle progresses, all contract and buyer preferences are entered into the system—once. Construction, purchasing, schedule, and warranty systems are automatically populated with the right information. And, as buyers modify their selections—whether they are options, cancellations, or transfers—user-defined sales and construction activity rules help control what can be done, and when.

Managing Procurement Effectively in a Changing Environment

Vendor selection, material prices, and subcontractor costs can vary widely with geography and market conditions. Whether you employ bids, takeoffs, or a combination of both, Homebuilder Management enables you to control costs at the lot level and better manage supplier relationships. As you identify lot starts, commitments are automatically generated, based on lot, plan, elevation, swing, and option preferences. You control how far forward to generate these commitments—for prestart activities, all the way through close, or anything in between. As work progresses, you can review individual transactions, which enables site superintendents and administrative staff to focus on dealing with exceptions rather than tediously vouchering agreed-on costs for which the supplier has already been determined.

Seeing the Whole Picture or Drilling Down to Details

The easy-to-use lot workbench provides a broad overview of all activities. From this window into the community, you can access information throughout the integrated system.

You can analyze purchasing volumes across multiple communities or drill down to an individual commitment associated with a custom option purchased for a single lot. Information is available at any level of detail and in a view that can be tailored to individual preference.

Benefiting from a Comprehensive, Real-World Home Building System

Software is effective only if it can support the realities of your business. Accordingly, many of JD Edwards' home builder clients were actively involved in the design of Homebuilder Management. The finding was that builders require rich, deep, home builder- specific functionality with the flexibility to mirror their distinctive business processes.

According to JD Edwards' clients, for most home builders the ultimate goal is for their information systems to help maintain their unique competitive edge. That advantage may be brand, purchasing, or construction efficiencies. That is why Homebuilder Management is tightly linked to other critical applications, such as Oracle's JD Edwards EnterpriseOne Sales (Customer Relationship Management), Service Management (Warranty), Project Costing, and Procurement and Subcontract Management. The result is one of the most flexible and complete solutions for reinforcing your unique position in the marketplace.

Additionally, access to the UX One role-based pages enables the Lot Start Manager to easily access, review, and act upon important information to analyze the extended price trends for homes and manage the homebuilder programs.

JD Edwards EnterpriseOne Solution Integration

- Homebuilder Management
- Sales Order Management
- Contract & Service Billing
- General Accounting
- Accounts Payable
- Accounts Receivable
- Project Management
- Procurement and Subcontract Management
- Service Billing
- Contract Billing
- Inventory Management
- Collaborative Portal

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