



CASE STUDY

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JRD

# Realpad as the central platform of the real estate ecosystem

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JRD, a leading Czech real estate developer, needed to **digitize complex real estate operations** while **maintaining unified data and reporting across the group**.

Real estate processes are highly specialized and difficult to manage in standard multi-purpose systems without heavy adjustments. The result is often more complexity rather than greater efficiency. The reason is simple:

enterprise platforms are powerful machines – but when you attach a trailer to a Ferrari, it's no longer a Ferrari.

JRD therefore implemented Realpad as a specialized platform integrated with existing systems and their data warehouse, combining **operational precision with organization-wide visibility** and delivering strong return on investment without unnecessary complexity.

## The Strategic Challenge

JRD operates across multiple business divisions and markets. Real estate is a core pillar, but not the only one.

That is why maintaining a centralized enterprise CRM for unified customer data, cross-sell, and upsell strategies across divisions remains essential.

At the same time, real estate operations require workflows that generic enterprise tools were never designed to handle, from inventory management and client changes to payment schedules and warranty processes.

JRD therefore faced a strategic decision. They could either:

✗ **Invest months (or even years) into building a heavily customized enterprise solution,**

Heavy customization would mean long implementation cycles, rising internal dependency on IT, and increasing system complexity over time.

✓ **Or adopt an industry-specific platform designed for real estate workflows from the start**

Instead, JRD chose **specialized tools for real estate operations**, where processes such as unit inventory management, custom changes, payment schedules, handovers, and warranty claims require clear procedures and reliable data - while **central systems remain focused on company-wide reporting** and customer management.

The goal was clear: define non-negotiable requirements — transparency, structured data, sales workflow support, and reliable reporting — so the platform would fit the business, not the other way around.

As an innovation partner, Realpad also enables developers like JRD to benefit from continuous improvements and new capabilities as the market evolves - whether driven by regulatory changes, new business needs, or emerging technologies such as AI.

This approach makes JRD an Industry Transformation Leader in real estate, combining specialization where it is essential with integration where it creates value.

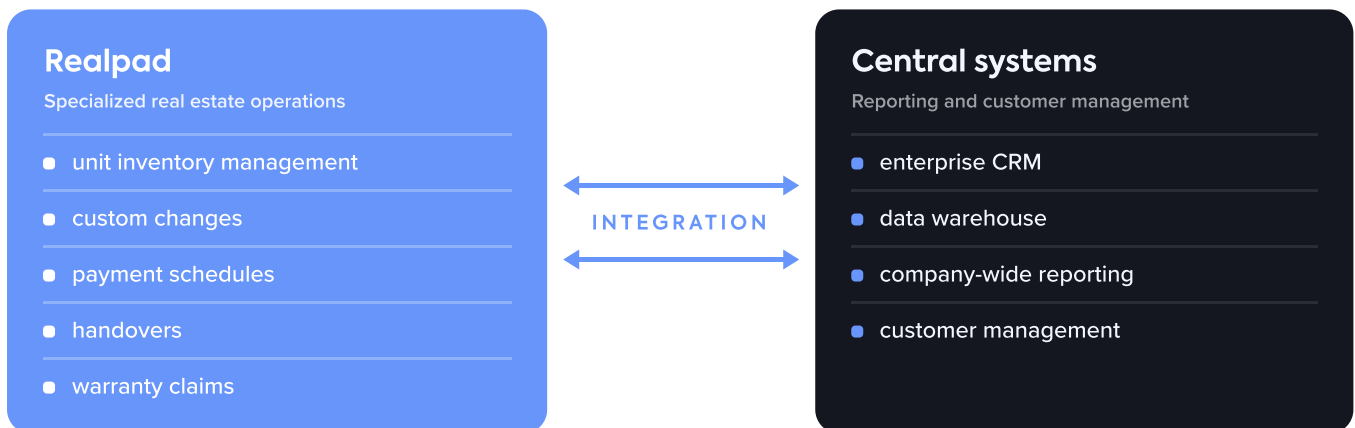


“Our goal wasn’t to force all processes into one system, but to design an architecture that reflects how our business actually works. Real estate operations require specialized tools, while management requires unified data and reporting. By separating these layers and integrating them properly, we created a solution that is both operationally efficient and scalable for the future.”

Michael Horovič · IT director, JRD

## The Architectural Solution

JRD adopted a model that combines **specialized real estate operations with centralized reporting** and customer management.



The result is a **unified operational environment** where sales, finance, legal, and management teams work with the same reliable data throughout the entire project lifecycle.

**Processes became faster and clearer**, while leadership gained trustworthy data for planning and decision-making. At the same time, the IT team reduced long-term maintenance demands and could focus on innovation instead of maintaining complex internal systems.