



CASE STUDY

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# From Microsoft Dynamics to Realpad: an achievable change, a strategic necessity

REALPADSOFTWARE.COM

# The Challenge: Why Universal Systems No Longer Work in Real Estate

After years of working with Microsoft Dynamics, PSN decided to reassess how the system had been selected, implemented, and governed in order to better reflect the specific needs of a residential developer.

Microsoft Dynamics was a powerful and flexible platform; however, in PSN's case, it was not initially configured and managed in a way that fully supported the specifics of residential development.

For a developer who needs full overview over the entire sales cycle — from the first inquiry to unit handover and warranty management — working in Microsoft Dynamics meant constant compromises.

- It offered universal features that were difficult to adapt to real estate workflows.
- Every change required developer intervention — and with that came waiting and cost. Even simple updates, such as adjusting the reservation process or linking payments, took **two to three weeks of development**, while more complex changes, like implementing contract workflows, stretched into **months** and cost **hundreds of thousands of crowns**.
- After five years of investments and custom development, the system had become **complex, costly, and incomplete**. Key areas such as Aftersales service, handovers, and payment management **remained outside the system**, often managed in spreadsheets. Payments were disconnected from contracts and customers, making cashflow management and reporting difficult.
- **The result? A mosaic of disconnected parts that barely talked to each other, if at all.** What was originally MS Dynamics' biggest strength — flexibility — became its greatest weakness.

Despite all the effort, Microsoft Dynamics covered only a fraction of what residential developers truly need. The system that was supposed to unify data ended up fragmenting it even further.



PSN is one of the most important companies in the Czech Republic operating, among other things, in the field of development. For more than thirty years, the company has been transforming old houses into new stories. It specializes in the renovation of historic buildings and the construction of modern urban housing, combining precise architecture with digitized sales processes to create an environment in which new homes are sold quickly and efficiently—always with an emphasis on quality and customer satisfaction.

[psn.cz](https://psn.cz)

**roughly 20%**

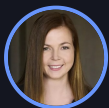
of the real estate process covered by Microsoft Dynamics

**months**

and hundreds of thousands of crowns for more complex changes, like implementing contract workflows

**barely 40%**

of the end-to-end process digitized after years of work



“MS Dynamics was a powerful system that provided us with a stable and functionally rich foundation. However, as the company continued to grow, it became clear that we needed a solution that would be easier to use on a daily basis, better aligned with our business processes, and enable us to grow.”

**Hana Miková** · CRM & Sales Operations Manager, PSN

That's when PSN decided to look for **a ready-to-use solution built specifically for developers** — and that's where **Realpad** came in.

# From Development to Reality: The Start of a New Era

Every Realpad partnership begins with a deep understanding of the developer and their processes.

## 01

The collaboration started with a **comprehensive GAP analysis** — not just to understand how PSN operated, but to identify **where technology could free capacity and boost return on investment** across the sales organization.

## 02

During this analysis, it became clear that some **key workflows unique to PSN** were not yet fully covered by Realpad. Instead of forcing compromises, Realpad chose to develop these capabilities together with PSN — not as a supplier, but as a true partner. The new solution was co-created, designed to bring **value not only to PSN, but to developers across Europe**.

## 03

Next came the *Proof of Concept* phase — a real-life test of Realpad's performance in day-to-day operations. For several months, **both systems ran in parallel — MS Dynamics and Realpad** — allowing PSN to directly compare clarity, speed, and overall efficiency.

The difference was obvious within weeks. While MS Dynamics required development and approval for every change, Realpad adapted instantly — in real time.

## The Result: Full Digitalization of Sales and Aftersales

Today, Realpad ensures **complete digitalization from the first customer inquiry to the end of the warranty period**. All data — units, customers, contracts, payments and warranty claims — are connected in one place.

Today, PSN has a system that:

- ✓ unifies the entire sales process — from inquiries to warranty claims,
- ✓ provides instant insight into project status and cashflow,
- ✓ enhances customer experience through the Buyer's Portal,
- ✓ and boosts team efficiency thanks to fully connected data.



"Thanks to this transition, we gained a system that truly saves us time and allows us to focus on what we do best — sales."

**Marek Vavřina** · Chief Operations Officer, PSN

### Why Realpad Instead of Microsoft Dynamics

- ✓ Purpose-built for real estate, not generic corporate workflows
- ✓ Efficient implementation with focus on quality and developer needs
- ✓ No endless customization or complex development cycles
- ✓ A team that understands the business — a true partner, not just a supplier
- ✓ One secure and transparent source of truth for all your data

The PSN story proves that moving away from generic enterprise platforms like Microsoft Dynamics **isn't a risk — it's a strategic investment in efficiency and growth**. With a partner who understands the market, listens, and acts fast, even a major system change becomes manageable — and ultimately, profitable.