



Dune-Immo: innovating in the construction sector

DuneAdviser, founded a decade ago, is an innovative software company specialized in SaaS (Software as a Service) software that is based in Monaco, Switzerland, France and Portugal.

DuneAdviser creates custom software that simplifies business management, large-scale events (managing events for several thousand people), facility management, marketing, **real estate and construction**. These last two areas, which are very dynamic in Europe since 2015, are constantly evolving: a real challenge for DuneAdviser that wants to make **Dune-Immo the leading software in the construction market**.

Real Estate: an important market where software can be improved

Despite the importance of this promising industry, the real estate software market is highly concentrated. Existing products can be counted on the fingers of one hand, and do not necessarily perform well. As their evolution did not follow the market, it was necessary to rethink the product, to make it more adaptable, even customizable. DuneAdviser has carried out numerous studies on the needs of clients from all over the real estate world, with the ambition of being able to systematically respond to them. Clearly, after meeting the main players in the sector, namely, architects, brokers, builders, etc. ... software design went **far beyond traditional real estate issues**.



"The construction market is changing enormously because of, among other things, new technologies. Providers must challenge themselves and offer other services and modules", said David Aillaud, Managing Director of DuneGestion.

Dune-Immo now covers the three major phases of construction, planning, site management, and management of the properties that will be placed in the market. It is suitable for architects, engineering offices and general contractors, allowing construction planning, financial management of the site and the management of properties sales. "We offer an ecosystem that spans the entire construction and development value chain, including sales administration. When a property is purchased, the software allows it to evolve according to the wishes of customers. Specifically, document management, multitasking management, billing and online apartment sales are effective. "We also provide customers with a personalized, customised and developable website if they wish."

To better define the range of potential of the **Dune-Immo** software in the real estate sector, we have interviewed different users with very diverse roles in a common project: The Quartier de l'Étang. The Quartier de l'Étang is a huge real estate project (11 acres), located in Geneva, which includes mixed housing, convenience stores, administrative offices, schools, leisure areas, etc. ... A very complex project and perfectly managed through **Dune-Immo**.

Dune-Immo, the ideal platform for urban transformation



Urban transformation is a complex subject, requiring team leader's expertise. The company PCM Opérateur Urbain SA led the project Quartier de l'Étang and was able to develop the urban planning and getting the constructions permits in a record time. We spoke with Edmond Kougnigni, its Director.

Briefly, describe your company.

PCM Opérateur Urbain SA has been active since 2011 in the Lake Geneva region and mainly in Geneva, we are currently developing other projects in Switzerland. Although still confidential, these new mandates, at the scale of the Quartier de l'Étang project, demonstrate the company's know-how and its ability to embrace complex projects.

What are the specificities of your job?

You always have to get high to have a global vision. In addition to legal audits and the choice of procedures, PCM Opérateur Urbain SA has been able to expand the needs of the Quartier de l'Étang project to those of the environment in order to position it in the most efficient way possible. We rely on a participatory dialectic, closely involving public and private actors, leading to the establishment of a real collective intelligence respecting the interests and points of view of each. This shared urban governance continues throughout the construction period and allows the general interest to be defined in a collegial manner, to anticipate possible pitfalls and, thus, avoid judicial appeals.

What exactly is the scope PCM Opérateur Urbain SA work?

It is a varied expertise, from the ambition of an investor in a real estate project to the valuation of his assets. Investors, at the very beginning of the chain, do not always have the expertise in-house. We support them in the development of their project. We offer them opportunities, we validate the development potential of the proposed project, following the administrative procedures until obtaining the building permits and we accompany the selling process. We are responsible for the project from its design to the handing over of the keys to the end user.

So, you ensure all the steps of expertise offered to customers and partners. Could you please give us an example?

The Quartier de l'Étang, in Geneva, is driven by the ambition of an investor. In all stages of the project, we identified the development potential of what was then an industrial zone near Geneva Airport and transformed it into a mixed development zone with homes and activities.

Here is a brief resume of the genesis of our intervention:

- First, the decommissioning of the industrial zone where the project would take place and its transformation into a development zone by establishing an urban plan for 2.500 inhabitants and 2.500 jobs;
- Then, obtaining building permits without delays. This is a very important step because we are talking about 268.000 m² of construction area to be built. Two years and five months to pass all these stages, a record for the canton of Geneva. We therefore started construction four years after decommissioning, thanks to the implementation of a project management concept developed by PCM Opérateur Urbain SA;
- Finally, the marketing and commercial phase is fundamental. We target prospects, and we support them in analyzing and understanding their interests until the lease is signed

How do you use the Dune-Immo platform?

Initially we wanted an automated management system. Dune-Immo enables this automation of document management, as well as data traceability, optimization of their ranking, and the ability to share it safely with our customers.

Dune-Immo also capitalizes on this data. Indeed, all our documents are stored, we quickly have access to our references, but also to a structured documentary base, which can be used on various projects. We also use Dune-Immo as a CRM, it is a good tool for organizing prospecting, according to multiple criteria and by type of customers. An essential axis of use for us. The software allows billing, quotes and therefore better traceability of invoices and even payment deadlines. It is important to note that this software is constantly evolving: depending on our new activities, new features are created. You really feel like you are accompanied.

Construction trades use all facets of Dune-Immo



EGCD, a general construction and decoration company founded in 2011, it is a major player in the real estate development in Switzerland. We met with his Deputy Construction Director, the Architect Patrick Eaton:

What is EGCD's role?

The company builds structures and finishes and it ensures the management and quality control. It coordinates the activities of different construction trades on, generally, very important projects.

Can we say that you have a wide-ranging activity?

Yes, we do. We follow a construction project from end-to-end. Our architects develop the construction drawings and the site managers accompany the construction until the handing over of the keys of the apartments.

An example?

The Terreaux/Mauborget building restoration in Lausanne. The aim was to restore a 20th century building. Hence the restoration of all the facades, and the creation of fifteen compartments in the attic. The architectural spirit of the building had to be preserved. The roof and the tinning were made identical to the old one, the floors were dismantled, the roof renovated and totally insulated, and the structural parts replaced. At the same time, outdoor lighting has been put in place to highlight the character of the buildings. We have respected the style of the 20th century, while meeting the current comfort standards. The construction took several years but it was a success of contemporary urban restoration.



How do you use Dune-Immo's software?

It is a very comprehensive software. We first used it for the financial management, for the billing of construction sites. Now all our databases, all our files are on Dune-Immo, architect plans, invoices, quotes, photos before, during and after construction. There is also an email contact system that allows us to communicate. The uses are very varied, the potential is enormous, at the level of our demanding construction sites.

With Dune-Immo, technology comes to the rescue of communicators!



A real estate project is not only design and construction, it must also be promoted. C-Matrix is recognized in Switzerland as one of the leading agencies in Public Relations and Communication. Based in Geneva and Zurich for 25 years, its clients run very large private and public companies. Daniel Pasquier is an expert in public relations and Partner of the agency C-Matrix. Daniel is in charge of major accounts, including the communication of the Quartier de l'Étang project:

How did you get in touch with DuneAdviser?

DuneGestion (representative of DuneAdviser in Geneva) is associated with many projects, linked to a very important range of clients, particularly in Finance and Real Estate. We work a lot in these sectors, as well as those of Industry and Health Care. So, we had projects in common. This is how we were able to acknowledge the effectiveness of the Dune-Immo Platform.

A specific example?

The construction of the EVOLUTION+/Quartier de l'Étang in Geneva. This is the project of a city in the city. It combines sustainability and innovation and it will connect Geneva Airport and the city centre. The 11 hectares of the district will include 870 apartments, and will create more than 2.500 jobs, thanks to the office areas and the shops in the arcades which will represent 60% of the project. Not to mention the schools, the kindergarten, a play library and a neighborhood house planned by the municipality.

It was while working on the overall communication of this project that we met DuneGestion. The company, as a technological architect, impressed us a lot by developing a platform, Dune-Immo, which harmonizes all the work of the various stakeholders. In addition, it stores everything, plans, images, etc. The developer has reached an agreement with a bank regarding the financing of housing purchases: the pool of experts from the bank and DuneGestion have considered a model for buying an apartment online in 48 hours.

An undeniable ease for future owners, an exceptional service generated by Dune-Immo.



So, you have adopted the system for your business?

Exactly. Dune-Immo is not just a technical tool manager. Dune-Immo's employees are fully integrated into the digital system of the companies they support, like real project managers who adapt to all configurations. While DUNE has a perfect command of IT systems, it also considers the imperatives of companies, from SMEs to multinationals, and allows the constant adaptation of their digital strategies. In other words, technology comes to the rescue of communicators, to go faster, and more quantitatively.

In addition to the multiple services rendered by Dune-Immo, it should be noted that the platform is fully adaptable regardless of the real estate project. It is not an industrially "pre-formatted" software, but rather a flexible and "tailor-made" support tool, perfectly suited to all occupations in the real estate sector.