

“The cost savings of not having to manually calculate the statistics for multiple departments and third party vendor statistics was more than expected. Also, mapping to real-time databases reduces the chance of human error while manually calculating statistics, providing us with accurate and real-time statistics.

—Cindy Rayfield, Data Service Analyst, My Florida Regional MLS

Gaining Operational Statistics in Real-Time

CUSTOMER

Headquartered in Maitland, Florida, My Florida Regional MLS (MFRMLS) is Florida's largest multiple real estate listing service company with over 32,000 members in 18 central and southwest Florida counties. Owned by 15 shareholders Realtor boards, MFRMLS offers a comprehensive suite of productivity and marketing tools to professionals in the real estate industry. To complement its core residential offerings, MFRMLS operates a commercial information exchange, called My Florida Commercial Real Estate, located at www.MFCRE.com. MFRMLS also operates the consumer home and property search website www.MyFloridaHomesMLS.com.

CHALLENGE

With multiple software products, vendors and databases, creating statistics and reports for MFRMLS had become increasingly complex and time consuming. Wanting an in-depth look at company operations, MFRMLS decided to explore dashboard solutions to make data simplified, accessible and easy to analyze in a graphical interface.

SOLUTION

With the objective of automating statistical computations of daily business operations, gaining remote access to information and mapping data in real-time, MFRMLS began comparing dashboard solutions. After completing iDashboards' 30 day trial and weighing iDashboards' customer service, training methods, and product capability against those of several other dashboard providers, MFRMLS chose iDashboards for its ease of use, low-cost, variety of charts and the ability to access dashboards remotely. MFRMLS also required their dashboard solution to map real-time data to MySQL, MS SQL Server, Excel and ODBC databases.

RESULTS

The implementation of iDashboards X Platform provided MFRMLS with real-time dashboards, replacing monthly reports, for all departments within the company, including administration, IT, marketing and finance. The company no longer has to manually calculate each department's statistics and wait on third parties to supply them with the necessary information. Now they can create their own charts and graphs within a personalized dashboard in real-time while gaining significant cost savings. MFRMLS has found it easier to get an in-depth look into operational expenses, product vendor adoption rates, educational programs, financial statistics, and much more at-a-glance with iDashboards.