TRAMMELL CROW RESIDENTIAL INCREASES PRODUCTIVITY WITH PROLOG

Established in 1977, Trammell Crow Residential (TCR) is the nation's premier multifamily real estate firm recognized for several continuous years as the largest multifamily developer in the country. Since its inception, TCR has developed over 150,000 apartments in most major markets across the U.S. and amassed more than $3 billion in assets. TCR's ongoing broad base of apartment industry research, financial strength, local market knowledge, and property management experience is unparalleled. The company employs approximately 2,400 people whose consistent innovation, leadership, local presence and full array of services have achieved TCR's enviable track record of success. Find corporate information at http://www.tcresidential.com.

> In the past, it could take me hours to assemble new contracts and send out subcontract change orders. Now, it takes me only a few minutes. The cost savings to our company, for contract administration alone, is huge.
>
> *– Ann House*
> *Operations Manager*
> *TCR Pacific Northwest*

TCR's Pacific Northwest Division, located in Portland, manages properties in Oregon, Washington and Idaho, which include townhouses, retirement retreats and apartment homes such as the luxury apartments 10th@Hoyt in Portland's Pearl District and The Merrick in Portland's Lloyd area. TCR Pacific Northwest's work encompasses new construction, additions, alterations, and repairs.

IDENTIFYING GOALS

Despite the mix of project types and scopes TCR Pacific Northwest coordinates, the office once used random forms of project management; the office lacked standard processes for compiling and storing project and cost documents.

"We had lots of little islands of data - Excel spreadsheets, Word documents, accounting and estimating databases - all spread across project team members' desks," recalled TCR Pacific Northwest Operations Manager Ann House.

"We just weren't maximizing our staff power or potential, and recognized the value of pulling all of our data into one place where it could be managed and easily retrieved," observed House.

SELECTING PROLOG

TCR Pacific Northwest wanted to increase team productivity by implementing cutting-edge technology to automate repetitive processes, streamline communications, and track dollars better and more efficiently than ever before.

TCR Pacific Northwest reviewed several options for document, budget and cost control. "We needed to integrate with Primavera and Timberline software, but chose Prolog®, because it is the most intuitive program for construction project management. It works with our processes and has an amazingly short ramp-up time for new employees," said House.

The Merrick Development
Lloyd Area of Portland, Or.

Prolog provides total project management control for large business owners, architecture firms, and engineering and construction organizations. Prolog automates all aspects of the construction life cycle, from project design to close out.

IMPLEMENTING PROLOG

TCR Pacific Northwest was supported in its selection and implementation by the product expertise and service of Meridian Project Systems (MPS) Channel Partner P7 INTEGRATION.

P7 imported 1,600 subcontractor and vendor records into Prolog, created a custom application to export to Prolog estimates

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calculated in a Timberline application, and delivered multiple on-site training sessions that focused on the individual responsibilities of 12 key team members.

Also coordinating with a large network of architects, engineers and subcontractors, TCR Pacific Northwest uses Prolog WebSite, the web-based collaboration application that complements Prolog Manager, connecting the extended project team and ensuring all participants are well coordinated throughout the construction process.

**10th@Hoyt Development
Pearl District of Portland, Or.**

"TCR Pacific Northwest really values the ability to access Prolog via the Internet in order to give our job sites instant access to current project data. Most importantly, WebSite provides a secure, efficient method to route and track our project communication with outside collaborators," remarked House.

INCREASED PRODUCTIVITY
P7's efforts have empowered TCR Pacific Northwest staff. According to Bill Hardt, vice president of construction, "With Prolog Manager and Prolog WebSite, I can instantly put my finger on the pulse of every one of my jobs and be proactive instead of reactive." Using Prolog, TCR Pacific Northwest has reduced the risk of mistakes, miscommunications and job delays.

Hardt is certain of Prolog's necessity; "Budgets, costs, change orders, project communications, bid packages and logs are always at our fingertips."

"We've even cut RFI closing times from days to just a few hours; plus, we've got a complete audit trail and linked photos

available online. Why would anyone want to manage construction projects any other way?"

Prolog acts as the central hub for the flow of information throughout the TCR Pacific Northwest project life cycle and has completely revolutionized TCR Pacific Northwest's entire process for construction project management. Now its employees can focus more on managing projects than managing project paperwork.

Client Contact
Ann House
Operations Manager
Trammell Crow Residential, Pacific Northwest

About MPS
Meridian Project Systems® (MPS) develops project management software that improves financial performance and reduces risk on large corporate real estate projects and other capital-intensive construction initiatives. Over 8,500 of today's leading business enterprises, government agencies, and AEC (architecture, engineering, and construction) firms use MPS products to accurately plan, budget, and track all aspects of the real estate project lifecycle.

P7 INTEGRATION
a division of Phoenix7 Group, Inc.

About P7 Integration
Phoenix7 Group, Inc. provides a wide range of information technology related consulting services. The company is comprised of two divisions: P7 Consulting (providing expertise in IT project management, business process development, IT staff augmentation, management consulting and human resources) and P7 Integration, which markets and supports the Prolog Application Suite to the building industry. Visit www.phoenix7group.com

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