

Canterbury Software Summit



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The “SureClose” Story

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The SureClose Story

- ◆ Background to PolyMEDIA
- ◆ SureClose
- ◆ PolyMEDIA's Role in SureClose
- ◆ Lessons Learned
- ◆ Replicating the Business Model
- ◆ What's Next for PolyMEDIA
- ◆ WASP

Background to PolyMEDIA

- ◆ Fast-growing Nelson Based ICT Business
- ◆ Enterprise Grade Web Applications
- ◆ Microsoft Gold Certified Partner
- ◆ International and Entrepreneurial Focus
- ◆ PolyMEDIA Ventures
- ◆ PolyMEDIA Services
- ◆ International Clients
- ◆ New Zealand Clients
- ◆ Richard Clarke



SureClose – Product Scope

- ◆ Byline is “Paper-mess to Paper-less”
- ◆ Transaction management platform
- ◆ Real estate, closing & mortgage industries
- ◆ Listing, sale, closing and loan files
- ◆ 24x7 connection to online transactions
- ◆ Secure controlled access for all parties
- ◆ Electronic collaboration by remote parties
- ◆ Paperless office solution / integration
- ◆ Electronic solution to document archival

SureClose – Sell Rydges Hotel

SureClose® (Release 5.7.1) - Microsoft Internet Explorer

Current File: Cnr Oxford Terrace & Worcester Street, C... (Closing) Current User: Mr. Richard Clarke Logout

Home | Inbox | Contacts | Files | Summary | Status | Tasks | Documents | Terms

Recent Files

Party Name: Quicksearch

File Summary


Select All Parties

Pricing Fields	Date Fields	Account Numbers	Other Key Fields
List Price: \$10,000,000.00	Contract Accept: 9/26/2007	Escrow #: E456	AR Comm:
Sale Price: \$9,500,000.00	File Start Date: 9/26/2007	MLS #: MLS123	Commission:
Int. Deposit: \$500,000.00	Close Date: 11/10/2007	Title #:	
Add. Deposit: \$500,000.00	File Status: Open	File #: FIL789	

APN/Tax ID# & Legal Description (Show Long)

APN/Tax ID #:

Legal Description:

Property Information:

 Cnr Oxford Terrace & Worcester Street
 CHRISTCHURCH, WA 98011
 Property Type: Commercial

Auto-Notification: Disabled
 Reminders: Disabled

Seller(s)

Mr. Don Rae
 International Market Manager -
 South/South East As
 New Zealand Trade & Enterprise

Level 8, PricewaterhouseCoopers
 Centre
 119 Armagh Street
 Christchurch, WA 98011

E-mail: don.rae@nzte.govt.nz
 Fax Bus: (643) 372-7501
 Ph Home: (643) 372-7525


Buyer(s)

Mr. Dave Tinkler
 Director
 Holiday Corporation Ltd

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 764 Colombo St
 Christchurch, WA 98011

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 Ph Home: (643) 964-4120


Listing Agent(s)

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Selling Agent(s)

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SureClose

SureClose – Functionality

- ◆ Collaboration, workflow, tasks, notifications
- ◆ Template based file creation
- ◆ Electronic document handling including
 - Electronic signatures and forms
 - Inbound/outbound faxing
 - Auto-filing via barcode
 - Upload via printer driver
- ◆ Back-office integration, private labelling
- ◆ Electronic archiving email/online/CD

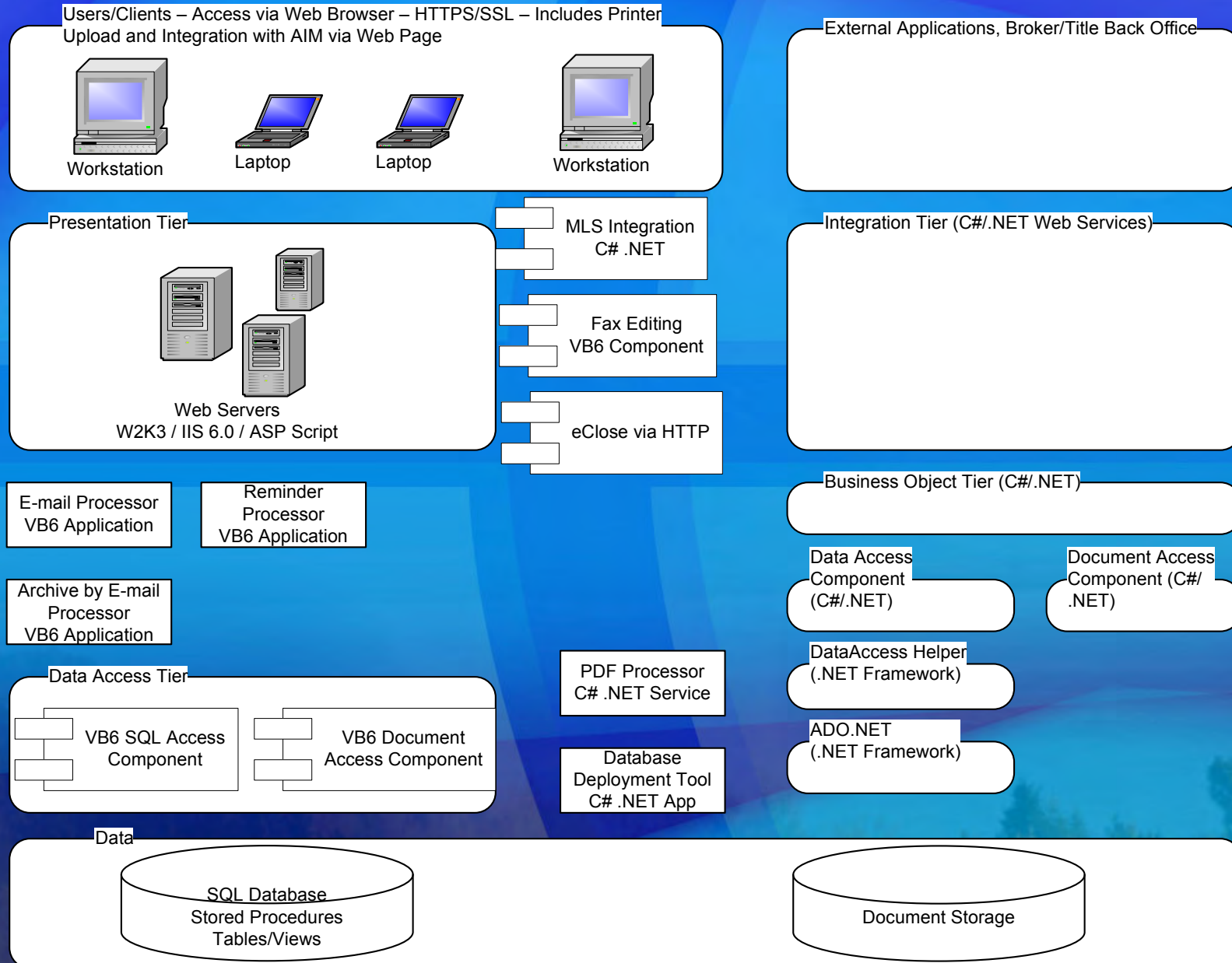
SureClose – Size

- ◆ 4.5 million electronic files
- ◆ 2.7 million closed transactions
- ◆ 36 million documents
- ◆ 4,000 transactions/60,000 documents daily
- ◆ 20 servers in the production data centre
- ◆ 2,000 concurrent users
- ◆ 5 million registered users
- ◆ 15 Tb of data
- ◆ 800 Gb SQL database – 1 billion row tables

SureClose – Architecture

- ◆ Originally SQL 2000, VB6 COM middle tier with ASP scripted web site (lots of JavaScript and DHTML)
- ◆ Web services in .NET 1.1 grafted on at a later date for partner integration
- ◆ Spanish version with limited functionality
- ◆ Highly secure data centre
- ◆ SOX compliant change control
- ◆ Geographically redundant failover site

SureClose - Architecture



SureClose – History

- ◆ Co-founded company in Seattle 2000
- ◆ Investors came mainly from the USA
- ◆ Architected initially in the USA
- ◆ Primarily developed from NZ
- ◆ Eventually acquired by Stewart Title
 - Based in Houston, TX
 - 9,500 offices in the USA + 20 countries
 - US\$2.4 billion in revenue
 - Cornerstone product for their business

SureClose – PolyMEDIA's Role

- ◆ Whiteboard concept to mission critical app
- ◆ Lead software development process
- ◆ Provided project management, design, development, test and operational support
- ◆ Grew to a dedicated team of 16
- ◆ Ongoing performance optimisation
- ◆ Technology consulting
- ◆ Discussing strategy for international version
- ◆ Still with important role after seven years

Lessons – What Worked Well

- ◆ Build it once, build it right
- ◆ Object oriented approach to data modelling
- ◆ Be willing to start overseas
- ◆ Be willing to travel regularly
- ◆ Leverage Internet technology
- ◆ Agile software development approach (MSF)
- ◆ Leveraging existing relationships
- ◆ Become expert with tools and techniques
- ◆ Monitor and performance tune

Lessons – The Painful Ones

- ◆ .COM crash in 2001
- ◆ Failed to productise early and lost equity
- ◆ Exchange rate made NZ less attractive
- ◆ Customer moved from CA/WA to Texas
- ◆ Software development approach changed
- ◆ Product failed to evolve with technology
- ◆ Increasing features over quality maintenance
- ◆ Became reliant on one large customer
- ◆ Failed to deploy outside of one industry

Replicating the Business Model

- ◆ Start onsite then bring work back “home”
- ◆ Start inside your main target market
- ◆ Understand your target market and culture
- ◆ USA investors can accelerate development
- ◆ Leverage technology to work remotely
- ◆ Find partners who have compatible SDLC
- ◆ Maintain a focus on business outcomes
- ◆ Use a generalist skill set – value vs cost
- ◆ Work on web applications (SaaS)

What's Next for PolyMEDIA?

- ◆ Less reliance on the USA (97% -> 30%)
 - USA corporations
 - NZ government departments
 - NZ corporations and SMEs
- ◆ Healthy services business
- ◆ Entrepreneurial product development
 - WASP framework for new projects
 - AgendaOrganiser.com
 - Stewart International / Stewart JV

WASP Product

- ◆ Enterprise Scale Web Application Framework
- ◆ .NET 3.0/SQL2005 -> .NET 3.5/VS2008
- ◆ Leverages current trends in interactivity
- ◆ Service Oriented Architecture / WCF
- ◆ Multi-lingual for global deployment
- ◆ All common corporate level functionality
- ◆ Designed for high load transactional systems
- ◆ Database driven configuration and content
- ◆ Software-as-a-Service



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**“The future is already here. It is just
not uniformly distributed.”**

William Gibson, Science fiction writer.

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