

CML Software Ltd
newsletter

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Business Update

Since our last newsletter CML has continued to be busy finishing off the implementation at Kinleigh, Folkard & Hayward and dealing with the increased ongoing workload arising from our recently expanded client base. For the first time we now have over 1,000 users of CML Software applications; it feels like quite a milestone!

The general increase in the Lettings business, consequent of the downturn in Sales, has led to a steady flow of new Lettings users so we've been busy helping our clients get these new users up to speed as quickly as possible. We've also been developing a suite of Key Performance Indicator (KPI) management reports for the Operational management teams within our clients businesses. This key management information is expressed numerically and graphically to enable our clients to see at a glance how their businesses are performing. The *pièce de résistance* has been delivering this information via Focal Point, our three dimensional dynamic data cube reporting tool, which enables users to "churn" data in order to identify and explore trends and variances within the business performance. The new management information has been very well received by clients who are now busy fine tuning their businesses to create the all-important shareholder value; it's what CML is all about.

CML attends another successful Agency Expo

Our attendance to exhibit our products and services at this years Agency Expo was during one of the most turbulent periods ever known in our banking industry. That, on top of the general malaise in the property industry made us think that perhaps we would be on our own at the show! However the reality turned out to be significantly better than imagined with a steady stream of clients, friends and new contacts visiting the CML stand. Each year that CML attends the exhibition we try to improve on the previous year's stand and we were particularly pleased with this year's build. Our thanks go to our marketing support partners Design Eclectic (www.designeclectic.com) for their hard work on this year's show. We will now be following up on the contacts made and hope to establish new enduring client relationships. Next year the show is again held at the Business Design Centre, Islington, on 13th and 14th October – a date for your diary!

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New Faces

As our business continues to grow, even in these difficult times, it is essential that we add more resource to meet client demand. It is never an easy task to find just the right people to fit in to the new positions; it is a complex mix of technical and human skills that are necessary to ensure that our recruits find CML a challenging, interesting and satisfying place to work. Those challenges and complexities mean that every team member in the business represents a significant investment by CML in its human capital; we have to get it right.

We've worked hard over the past quarter to add two further team members:

Colin Hayes joins CML to bolster the client support and implementation teams. Colin's background is accountancy but having had his fill of the accounting routine he sought out a position that would provide a new learning challenge and give him exposure to the client facing service industry. His new role certainly meets those criteria as Colin now handles second-line accounting support queries as well as picking up his own client responsibility in dealing with Block Management and Student Accommodation systems. Colin said "This is a big change from my last role and I do relish the challenge and the opportunity within CML. The small business environment enables team members to make a significant difference to the business performance very quickly after joining – it's very exciting"



Alex Ali's appointment is so recent that at the time of going to press he has not yet joined the business! Alex joins the CML team as from the middle of November when he will join the technical department within CML picking up part of the new product development workload. Alex's skills are very up to date having very recently graduated from Hull University with an excellent Upper Second degree in Computer Science and Software Engineering. Alex will be working extensively within the .net environment under the supervision of Paul McDonald, CML's Software Development Director. Alex said "I'm delighted to be starting my career in software development with CML Software. The business is growing very strongly which creates a lot of opportunity for someone with my skills to make a big difference early on in my career. I'm very excited about the opportunity and can't wait to get started!"

CML is also recruiting at present for a senior experienced software developer and it is anticipated that the appointment will be made for a start in early December; more news on this appointment to follow.

Team Profile

*** New feature ***

We are planning to introduce a member of our team in every newsletter - the first being Annamaria Nemeth-Priestley



Annamaria, a native Hungarian, came to the UK in 2000 and joined the team at CML in 2006 having previously worked within the commercial research industry. Having studied IT in Bupadest she decided to come to the UK in order to further develop her career within the Thames Valley high technology corridor.

The past two years have been a challenging period for Annamaria having learned a great deal about the technical aspects of CML's software applications as well as having to understand the property industry.

Annamaria's primary role at CML is client report writing and legacy data migration. The creation of excellent management information reports from the database is critical to the value creation aspect of our work.



The data migration aspect of Annamaria’s work is critical at the time of taking over data from a legacy system. This work tends to be complex, time consuming and costly so great diligence is required to ensure a data migration project derives the expected client value.

Generally Annamaria is office based although this is beginning to change with increased client visits with the operational team at the time of a system implementation. Annamaria said “I very much enjoy visiting a client site as it gives me the opportunity to see our applications being used in its user environment and there’s nothing better than hearing new users say that the new systems have improved their working day; it’s such a buzz!”

In her free time she likes exploring places, reading, going to theatre, making cards for friends and family and learning languages. The picture is taken in Sicily during her latest adventure.

Key Performance Indicators in a Front Office Environment

Key Performance Indicators (KPI’s) are still relatively new within the toolset of business management. The phrase “KPI” can conjure up thoughts of management mumbo-jumbo speak but this needn’t be the case. The essential requirement is that a KPI is relevant to your business, is readily understood by the user and expresses a critical business performance statistic. The objective is to create a small set of statistics which becomes the business managers “Traffic lights” for satisfactory business performance – or not. The KPI will never give you all the information you require to run your business but it will give you a steer via a statistic displaying an unexpected result which will send you off in the right direction to understand the required management response.

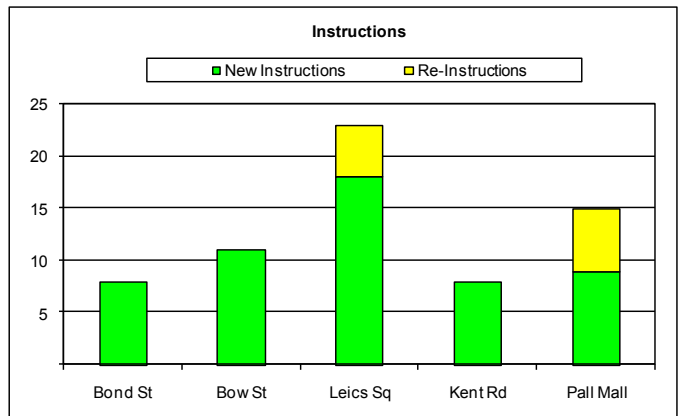
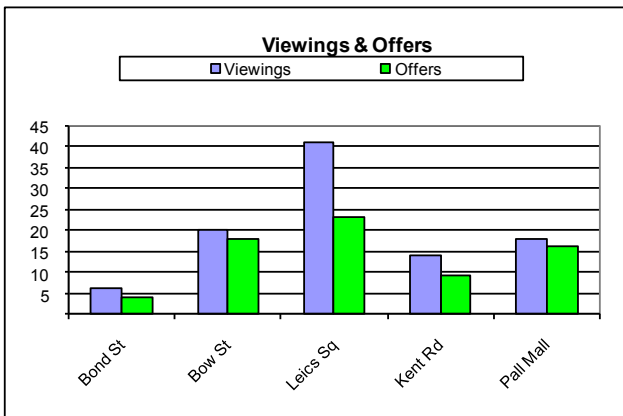
Our front office application, Agency Lettings, includes a suite of standard reports part of which are the KPI reports. Below are some examples of the kind of management statistics which are immediately available but, as mentioned above, these standard statistics may need “tweaking” to match your business need. The below will start you thinking.....

Property – Number of closing stock units, number of appraisals/valuations , number of new instructions, number of re-instructions, number of total instructions

Applicants - Number of newly registered applicants by area, branch and negotiator

Viewings - Number of viewings by area, branch and negotiator

Deals – A breakdown of deals processed by branch incorporating total letting fee, total management fee as well as calculating the average letting, management and renewal fees.



FOCUS on CML Software

CML Agency Lettings' System Structure

Agency Lettings is a Residential Lettings application which is wholly integrated with Agency Accounting, CML's client accounting application. Being one seamless business solution this enables the lettings branches, the property management, renewals and client accounting teams all to work from one centralised database with system updates being in real time.

Agency Lettings comprises a structure built upon system "levels" being Landlord, Property, Applicant, Offers and Deal. There are a series of shortcuts or 'hyperlinks' within the application that enable users to quickly navigate around the software. Below is an overview of the key functionality within the Agency Lettings application:

Landlord – Create and maintain Landlord information, multiple properties can be linked to one landlord record

Property – Property details are held, photos can be uploaded and there is the functionality to match properties to applicants (and vice versa). The system includes automated property information uploads to portals such as Rightmove, Primelocation and an Agents own website.

Applicant – Create and maintain applicant details and requirements, match applicants to properties.

Offer – Offers can be created from the property or the applicants screen. The offer screens record information such as the start and end date, landlord and tenant break clauses.

Deal – Once an offer has been agreed between the landlord and the applicant, the deal can be processed. Any letters and tenancy agreements can be automatically generated within the software.

Hints and Tips

If you right click on any grid in our software you'll be presented with a menu:

- **View Configuration** allows you to add or delete fields in order to personalize your view of the grid.
- **Excel Export** - this feature might not be available depending on your management's decision but when it is, this is the quickest way to squirt your data into Excel.
- If you have a long list of items on your grid but you only want to see some of those, you then have two options:
 1. Choose **Select Mode** and while holding down the Ctrl key you can choose any individual lines or by holding down the Shift key you can choose many adjacent lines. After this right click again and choose **Selected Only**. This will now show you only the selected lines. To get the original list back just click Refresh on your main menu.
 2. Or if you are looking for specific items e.g. properties available after a set date you will be better off using **Filter List**. This will present you with a small window showing all current fields. By double clicking on the required field, in our example Date Available, this will then be placed in the top part of the window, where it can be amended.

By changing it to DateAvailable>='01/11/2008' and clicking **Apply Filter**, you will get your list of properties available on or after 1st Nov 2008. Clicking **Clear Filter** will restore the original list.

More next time...

