



Company

Al Mazaya is widely recognized as a leader in the Middle East real estate markets, with an impressive portfolio of projects. The company was founded with an aim to create a strong, rigorous investment in the region, and was successful in creating and maintaining the trust of large-scale investors in Kuwait and other countries in the middle east.

Business Case

Al Mazaya is engaged in critical operations such as purchasing, ownership, sale of land and its development in Kuwait and elsewhere. Furthermore, Al Mazaya handles the management of third parties' properties and management, operation and investment, leasing and rent of hotels, health clubs, recreational parks, gardens, exhibition grounds, restaurants, residential and commercial complexes, and tourist and health resorts.

Solution

Al Mazaya was struggling with their reporting. The company uses CRM and several other tools for day-to-day functioning. But each department had its own top and reporting methods. They needed a solution that can unify their reporting. Avenir implemented AX 2012 to ensure a comprehensive view that enabled better coordination between departments, saved time and generated accurate reports.

The solution resulted in some key benefits within a month of going live:

- Unified and integrated processes.
- Accurate and timely reporting.
- Automation of main processes.
- Approval through the system.
- Time and effort savings.