

# Affinity Custom Solutions for Property Professionals

Affinity is a specialist provider of information management solutions to the commercial real estate market.

Our clients include investment managers, agents, valuers, pension funds and institutional investors and their needs drive our business.

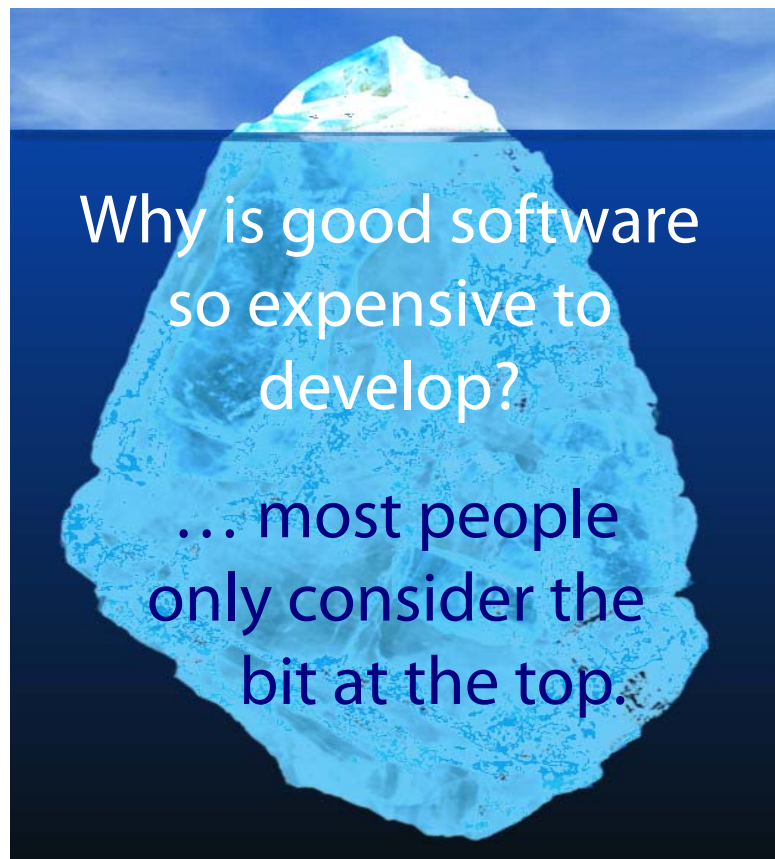
Our innovative approach to building custom applications will provide you with clear benefits compared to traditional software development methods.

## Benefits

- **Save 75% in development costs**
- **Reduce elapsed timescales by 80%**
- **Use tried and tested data from existing applications**
- **Highly configurable user interface functionality**
- **Seamless integration with existing systems**
- **Minimise Project Risk**

## New Approach to Developing Systems

**We don't charge for the bit you don't see!**



We bring many years of experience in dealing with the needs of commercial property professionals as well as the expertise to develop robust, reliable and appropriate systems.

We can deliver high value, high quality application systems to you in record speed and at low cost by using our advanced approach to systems development.

Over 80% of the new system that you may be considering has already been built and tested by Affinity. We pass on to you and your organisation the benefits of our software product warehouse - a vast range of prefabricated functionality - to your custom-built solutions.

# New Approach to Developing Systems

## Advantages

We can help you inject a new lease of life into your existing systems.

In most cases - even though your existing systems may not do everything well - there is much data processing that is essential. Our pre-engineered functionality can be used to create a robust and synchronised link to your existing data. This means that the extracted data is not just available for reporting purposes. It can also be used to support new update functions—and all within a modern Microsoft .NET platform.

To create new applications, for example, our processes provide a solution to capture all changes on a regular basis into a secure data environment that is free of the limitations of its source.

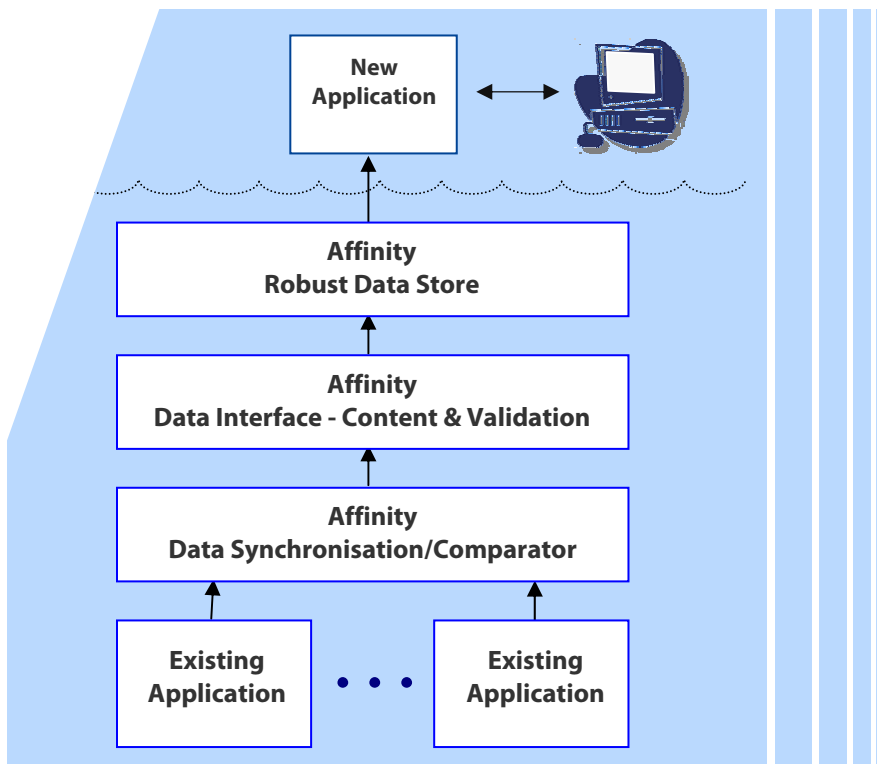
**We only charge you for the bit you see above the waterline.**

We build highly effective user interfaces tailored to the needs of each individual user. Our pre-engineered functionality allows the user to define the data that is useful to them and gives them the power to create and maintain their own data views.

Our pre-engineered applications are developed using the Microsoft .NET framework; are built in C#, a highly efficient object-oriented programming language and operate seamlessly with Microsoft's SQL Server database management system. Our solutions are designed with performance and scalability built in and may be used to address the needs of small groups of users, workgroups, departments and organisations.

If you think that a spreadsheet-based development is all that can be achieved within your budget and timescale — albeit with the attendant risks that such approaches often bring—then we can offer you an alternative.

Contact us to find out how we can provide you with a custom built solution using your (or your Client's or Agent's) existing data at a fraction of the normal cost and effort.



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