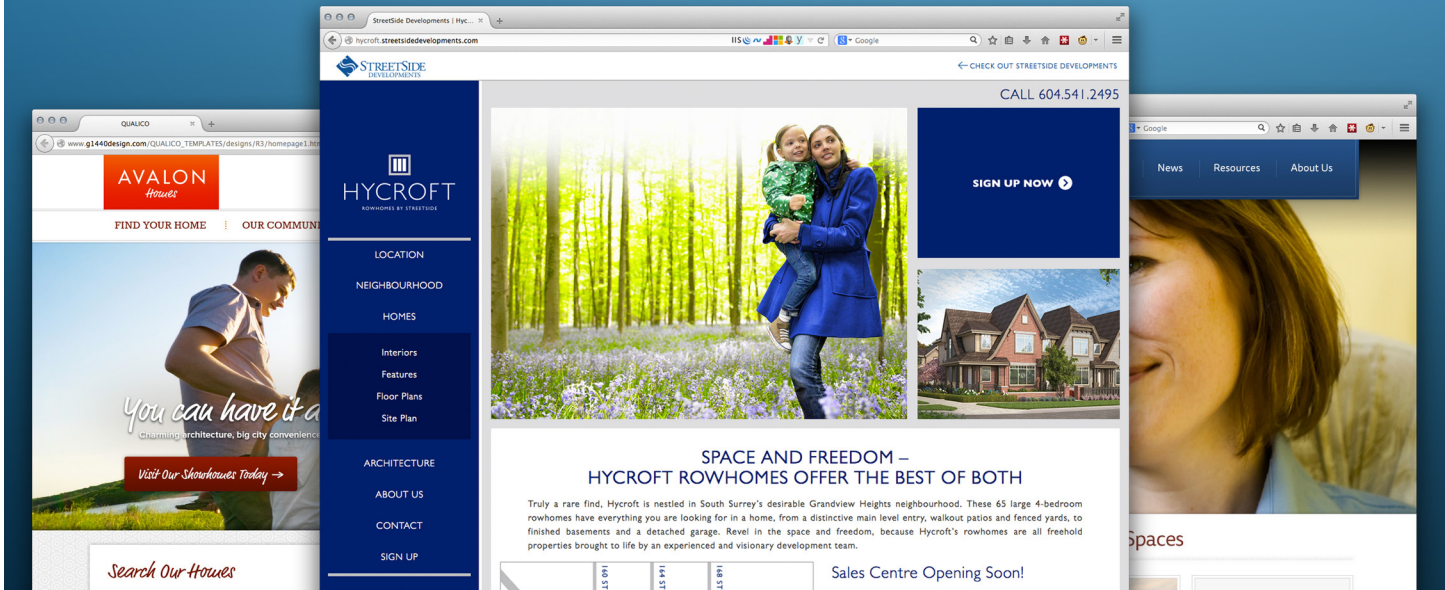


Integration Matters!



For Qualico, G.1440 succeeded where others failed. Their extensive technical knowledge, combined with business flexibility, proper planning, competitive pricing and listening to our needs have made it possible for us to implement systems that other developers were not able to deliver.

— Horst Federau, Director, Information Technology

Client Needs

- Build a central website platform to provide the foundation for all corporate, homebuilder and community websites.
- Implement Sitefinity to allow for consistent management of content creation and approval and updating for all locations
- Integrate NEWSTAR for seamless updating of model inventory options, lots and lead distribution
- Integrate Act-On for lead management and scoring
- Reduce costs and time for web development and content updates

Technologies Used NEWSTAR, Telerik Sitefinity, Act-On, Microsoft Azure Cloud Hosting

Services Provided

- Website design and development
- Sitefinity setup, management and training
- Integration with NEWSTAR, Sitefinity and Act-On
- Platform design, development, testing and management
- Cloud-based hosting design, development and management



NewStar Enterprises (NSE) is Qualico's Enterprise Resource Planning (ERP) system that contains the available communities, lots, and models/elevations, along with relationships between lots and models. **NewStar Sales Services (NSS)** is Qualico's Customer Relationship Management (CRM) and is the gateway system that contains customer marketing and sales information. **G.1440** was contracted to integrate these two platforms with a marketing automation program (MAP) so that leads can be captured in the CMS and passed to NewStar Sales.

About Qualico

Qualico was founded more than 60 years ago by David and Katherine Friesen. Today, more than 3,000 Canadian families choose Qualico as their builder every year. With offices in Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, and Austin, Texas, Qualico has grown to be one of the largest fully integrated, privately owned real estate companies in Western Canada.

Qualico's activities span the entire real estate spectrum, including: single-family and multi-family home building, residential land acquisition and development, commercial and industrial development, property management, building supply and manufacturing.

About G.1440

G.1440 is a creative-driven, digital marketing firm. We focus on creating engaging user experiences, whether the platform is a website, a social media campaign, or an application interface.

With award winning web developers and web designers, our Digital Marketing Experts can help you increase sales, cut costs, improve customer satisfaction, and be more competitive online.