

Pro software at a click

immoware24 is a software product from AWImmoware, a company from Saxony-Anhalt, Germany, that provides completely Internet-based real estate management. This is implemented via groundbreaking "software as a service" technology.

Text & Photos: Ines Christ

AWImmoware's immoware24 program is an innovative solution for real estate management. The tool makes it convenient for home and property owners to manage their properties online. In the interview, managers Alexander Wolff and Ralf Winter discussed immoware24, the "software as a service" technology, and their young IT company.

Question: What's behind immoware24?

Ralf Winter: Immoware24go is a recently developed online program for managing rental properties, residences, common property, and commercial property. Besides the technological characteristic, immoware24go was developed above all with the optimization of all of the business processes involved in real estate management as the focus. The intelligent connection of all of the agents involved with the management of the property involved is the essential idea behind the system.

Immoware24 is completely Internet-based; it doesn't need to be installed on a local computer. What advantages does the model "software as a service" offer in particular?

Alexander Wolff: This software is available online as a service. The user doesn't need to worry about maintenance or administration of the IT infrastructure. Security updates, new functions, and the implementation of the newest legal practices are included automatically. The data is saved in a German computing center, where it may be accessed from anywhere in the world, from any computer. The costs are transparent because the software is rented and the amounts are calculated according to the units managed. Overall, the user saves time and money.

How is data protected in this scenario?

Wolff: The connection to the program, i.e. to our cluster in the computing center, takes place via certified SSL encryption. This provides our customers with the level of data security ensured by a large computing center starting with the first management unit.

Who are the creative minds behind the development of immoware24 at AWImmoware?

Wolff: During my studies at the HTWK in Leipzig, I developed this real estate software as a standalone version. We ran with the idea together and expanded it for the future trend "software as a service", which enabled us to win numerous awards, for example Financial Times' "founder of the month". Winter: Now AWImmoware is a young entrepreneurial venture that currently employs eleven permanent employees in addition to its two founders. For the mid term, we're planning for between 30 and 50 employees. We'll be strengthening our team in the development, sales, and support departments.



Saxony-Anhalt's Minister of Economics, Dr. Reiner Haseloff (2nd from right) and Halle's Director of Employment and Economics, Wolfram Neumann (left) receive a symbolic invoice from Ralf Winter (2nd from left) and Alexander Wolff (right).

Was the search for investors difficult for you?

Wolff: The collaboration between the economic grants received from Halle, the entrepreneur's network "Univations", and Saxony-Anhalt's Ministry of Economics provided us with a stable foundation to found AWImmoware. We received the country's first ego.Plus loan, which was developed to foster the founding of innovative, technology-based companies, and we were able to win Michael Brehm as an investor, the founder of StudiVZ.

On the 26th of August your company will launch with immoware24go. This program is only part of a larger family of products.

Wolff: We want to be accessible to different target groups. Smaller-scale building managers and owners have different needs than larger apartment companies that possess over 5,000 living units. Additional modules, automated processes, and other service levels are required in this case. The technical requirements are different, and these need to match with the individual needs of the customer.

What phase of development have your other products reached?

Wolff: immoware24go, which is primarily directed at private renters and small-scale building managers, provides the basis of the functions for the future versions immoware24plus and pro, which are being developed parallel to immoware24go and which will be released to the market over the course of next year. □