

Lennar





Miami, FL

LENNAR

Founded in 1954, Lennar is headquartered in Miami, FL and is one of the leading home builders in the U.S. Lennar builds affordable, move-up and retirement homes in communities that cater to multiple lifestyles. It builds homes in 17 different states.



Customer Needs	Approach	Key Success Factors
<ul style="list-style-type: none">• Merge 20+ legacy systems• Standardize business processes across divisions	<ul style="list-style-type: none">• Integrating all legacy systems into CRM On Demand and JD Edwards	<ul style="list-style-type: none">• Unified 360° customer view• Real time lead integration from 5 different sources• Standardization of business processes
<ul style="list-style-type: none">• Transition from client server to a web-based tool	<ul style="list-style-type: none">• Real time lead integration and integration with JD Edwards	<ul style="list-style-type: none">• Corporate and regional reporting from a single database• Centralized/localized email campaigns using EMOD

-  Onsite – 12
-  Miami, FL
-  Completed
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 - Oracle CRM on Demand
 - JDE Integration Framework