

# CASE STUDY

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TAISEI



# 大成有楽不動産販売

## WCM implementation for employee manual portal, Taisei-Yuraku Real Estate Sales Co.,Ltd.

### Introduced product

Noren  
(ICS)

### Company information

Company name: Taisei-Yuraku  
Real Estate Sales Co.,Ltd.

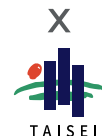
Establishment: January 1986

Employee headcount: 530  
(As of Apr 1st, 2016)

Business area: Real estate distribu-  
tion, sales agent, housing distribu-  
tion, lease service, reform service,  
insurance agent and consulting

URL: <http://www.aisei-yuraku-hanbai.co.jp/>

A Tokyo based company Taisei-Yuraku Real Estate Sales Co.,Ltd. has introduced NOREN to implement its own employee manual portal site. NOREN is a 100% web based WCM (Web Content Management System) powered by I-ON Communications, Seoul, Korea and distributed by Ashisuto (<https://www.ashisuto.co.jp/english/>), Japan.



### ■ The challenges

TAISEI offers many different kinds of manuals for its employees to carry out the real estate related business in the company. A mix of paper based materials and electronic files shared via email and portal caused un-unified management of those materials. It has been always challenging to edit contents of the portal in an agile manner as well as to trace email to keep the contents of employee manuals up to date.

### ■ Objectives of the project

TAISEI decided to adopt NOREN to make content registration easier especially with JIN, a quick start kit provided by NOREN. The objectives of this projects are as the followings.

- Unified management of employee manuals, easy update and control, renewal and update from multiple users within the company
- Interoperability with a current site search feature
- Implementation of a portal that offers categorizing by content consumer, e.g., sales rep., admin staff, common (AI-leyoop categorization is to be adopted for this project.)

### ■ Effects of the solution

TAISEI's employee manual portal built based on NOREN centralizes contents and digitalizes paper based manuals in PDF and etc. to shorten time to update, manage versions, publish online. Sales reps or administrations are now able to access the latest version of information quickly on-demand and boost work productivity by eliminating the repetitive content editing and what's more, by leveraging JIN within NOREN, even non-IT employees can create pages without the need of HTML knowledge.

### ■ About Ashisuto and NOREN

Since its establishment in 1972 as a package software distribution company, Ashisuto has been providing outstanding products that strengthen and enhance the information processing systems of its customers. The products it offers include data base systems, business intelligence software, system operations tools, website content management systems, security management software, and a wide variety of other products. Each product it offers helps customers design and develop more effective systems to address requirements of their respective corporate strategies.

Ashisuto has a sole distribution rights of Noren (I-ON Web Content Management System) and has 600+ customer references since it has started distribution in 2002. There is a Dynamic module embedded to an updated version of Noren, which makes B2C / EC site construction easier and provides a realtime deployment that combines static and dynamic types in a page.