

Case Study

AIHP × OM PropTech

OM PropTech goes from concept to
production in 100 days with IHP

Inception and today

OM PropTech

OM PropTech is a **German property technology** company running several large property platforms in the DACH region. OM Proptech **leveraged IHP** to **rapidly** deliver a new online property marketplace that **imports and normalizes** property data from their existing databases and various external databases and XML formats.

About OM PropTech

OM Proptech runs several large online platforms in the property space. With OM Proptech's platforms people buy their dream house, find a good real estate agent or find the right consultant for their real estate projects.

Their products are used by real estate agents, home buyers, people looking for a lease.

100

days from concept to production

Highly reliable

data imports from various different data sources, compared to the previous Django-based system

Scalable

A scalable framework that can handle more data importers in the future



Study Outline

The Problem

OM PropTech has access to a **lot of data streams** providing access to the German property market. With their existing products they also have a **large audience** looking to find their next property. This audience is right now is **linked to external property listing websites**.

The new platform **TraumImmo** should provide a listing of **all property listings** OM PropTech has access to, and a way to contact the real estate agent, with the goal of **monetising their existing traffic**.

The Solution

OM PropTech chose IHP to build this new platform.

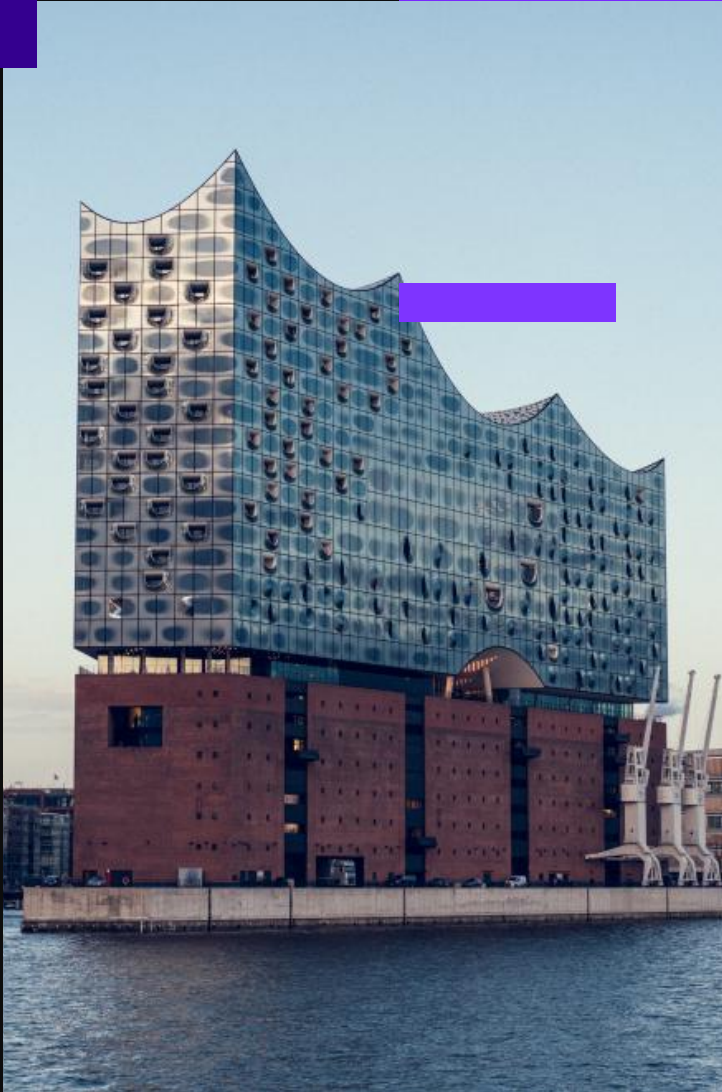
Previous software products in the portfolio have been built with the popular Django web framework. The various property databases and XML formats have a **lot of small differences** and **need to be adjusted** before they can be used by the system. The python code always had a **high rate of defects** caused by the sheer **complexity** of the various data formats.

The team settled on IHP as their new platform, as IHP offers:

- A **strong type system**, that allows the importer system to be implemented in a way that guarantees that all small differences between the various data formats are correctly handled
- **Safety against data inconsistencies**, such as fields being null when they never should be
- Built-in **scalable** job worker system

The **new system worked so well**, that it actually **found new bugs** inside the legacy python code base.

The Results



Highly Reliable Data Imports:

The new data import system works **without any major defects** thanks to **IHP's strong type safety**. This allowed OM PropTech to launch the new product in **1/3 of the time** it would have needed for a new Django based system.

Access to Haskell Talent:

OM PropTech could **quickly hire** two IHP Haskell engineers from the IHP community to work on adding more data sources, after building the first version.



High Velocity:

New data sources can be added **very quickly**, with the confidence that it won't break any of the existing importers.

“ We are bringing new product ideas to market quickly! **IHP allows us to do this and more.** We can react very quickly to user feedback and implement their ideas. **Thanks to IHP we can stay confident** that new features or refactoring doesn't introduce regressions.

- Hendrik Richter



What's next for OM PropTech

OM PropTech's next milestone is to add an english version of the product, next to the german version. With the second locale, OM PropTech is able to reach the audience of expats living in Germany. digitally induced is working closely with the team at OM PropTech to add localization (L10n) and internationalisation (I18n) to the IHP framework, and make sure that the end solution will meet their needs and will deliver a great end user experience.

Get Started with IHP Enterprise

Reach out to your contact person at digitally induced to learn more about how IHP Enterprise can help your organisation.

Contact

ihp@digitallyinduced.com

