

Case Study

Lennar Corporation



An artist's rendering of one of the many floor plans of a Lennar home.



Lennar Corporation has been building homes for over 50 years.

For more information, please contact
 Alphalogix
 5811 McFadden Avenue,
 Huntington Beach,
 California 92649 USA
 Telephone: 800.652.0122,
 714.901.1456,
 Facsimile: 714.901.2056
 e-mail: info@alphalogix.com

Alphalogix is a trademark of
 Alphalogix, Inc.
 All other trademarks used are the
 property of their respective owners.

From its modest beginnings as a small homebuilder in Miami over 50 years ago, Lennar Corporation has grown to be a \$10.5 billion national homebuilding company. With communities in 19 states and the District of Columbia, Lennar strives to build a wide range of housing options for their customers in a variety of price ranges. Unique among homebuilders is Lennar's ability to provide customers with added features at no extra cost as well as a personalized design consultation known as "Design Center". They were named 'Fortune's Most Admired Homebuilding Company' last year and strive to offer continued value to customers across the country.

The Issue - With multiple offices across the country, Lennar Corporation wanted to increase their corporate communication with employees. They felt that by increasing communication, they would increase teamwork as more employees would know what other divisions are working on and how they are achieving the company's goals. In addition to fostering teamwork, they were also looking for a method to easily communicate with other employees and access e-mail through a secure web interface. Combine these requirements with a method to deliver applications through one interface and you have Lennar Corporation's vision of enterprise collaboration and communication.

All of these features were intended to enhance the company's Intranet by providing greater functionality as well as increasing the collaboration between employees. Lennar is one of many companies that is looking for such a solution to provide content to their users in a single interface as it has become an increasing challenge for large companies to effectively collaborate.

Lennar Corporation was also interested in enhancing their "Design Center" application to provide more robust features for customers and greater management for employees. Lennar felt these additional features were needed to improve the end-user experience whether it was employees or customers.

The Products - Alphalogix determined that a portal server solution would be an ideal deployment strategy for Lennar Corporation as it serves many of their needs. A portal server delivers role-based content delivered in 'portlets' combined with a secure login so users only see what they need to see. Portals also deliver content from back-end applications in portlets with a single-sign-on so users, once logged in to the portal, are automatically logged on to the applications.

The solution was to deploy the Alphalogix Workcenter Enterprise Portal for Lennar Corporation to maximize the benefit of their Intranet. In addition to deploying the Workcenter Portal, Alphalogix connected it to Lennar's directory structure so all existing users were able to log in based on their current privileges. With minor time required to configure content, Lennar employees were able to access data through the portal within a matter of days all at a fraction of the cost of revising their Intranet using HTML. To further the collaboration capabilities, Alphalogix connected the Workcenter Portal to Lennar's existing collaboration suite of products for instant messaging, awareness and team workspace collaboration.

The Results - Since the installation of the Alphalogix products, communication within Lennar Corporation has increased due to the collaborative nature of the portal. Lennar Corporation has found that instant messaging allows them to know when users are available for meetings or quick questions. The secure role-based login means that users no longer need to carry around passbooks filled with user names and passwords since the portal provides all sign on features automatically.

The Future - What does the future hold for Lennar Corporation? They are currently evaluating additional advanced collaboration products from Alphalogix to extend their existing environment as well as recommending the Alphalogix solution as their corporate standard for communication and collaboration.