

## **PCV Murcor – Real Estate Services**



PCV/MURCOR founded in 1981 is a multifaceted national real estate appraisal and consulting firm, which is professionally qualified and experienced to serve the real estate needs of a variety of clientele: financial institutions, government agencies, asset managers, and life insurance companies.

### **Business Situation**

PCV/Murcor's BPO business is growing, fast. They were confronted with several key challenges: how do we continue to grow yet keep our labor costs low? How do we scale with a reasonable investment? How can we reduce costs and increase revenue? How do we become THE industry leader in our field?

### **Technical Situation**

A portion of PCV's technical software infrastructure was ASP classic, VB6 and SQL / Server 2000. The technology was creating business continuity issues, was not scalable, had potential security leaks, was not reliable, and inhibited growth and the ability to adapt to changing business priorities.

### **Solution**

The senior staff at PCV needed business and technical savvy solution providers to help them re-engineer their workflow, analyze the high labor areas, and implement the latest Microsoft technologies. PDSA designed a B2B workflow process to integrate lending organizations with real estate brokers who perform their BPO appraisals.

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## **Benefits**

PDSA provided a stable and scalable application architecture platform enabling PCV to process more BPO documents, in less time with much higher quality. This enables PCV to distinguish itself from its competitors enabling sustained business growth.

## **Products and Services Leveraged**

- PDSA Systems Application Methodology©
- PDSA .NET Productivity Framework©
- Visual Studio 2005
- SQL 2005 and Reporting Services 2005
- Internet Information Services 6.0 / ASP.NET 2.0
- Windows Server 2003

## **Testimonial**

“PDSA has been a great vendor. Your team is easy to work with, professional, knowledgeable, highly collaborative, and we look forward to working with you for years to come. The entire management team here thinks the world of PDSA’s team, and the projects we have worked on over the years have come in on-time and within budget.”

Tim Scherf  
Chief Operating Officer  
PCV/Murcor Real Estate Services

For information on how PDSA can help your business grow, call (888) 899-PDSA (7372) or email us for more information at [info@pdsa.com](mailto:info@pdsa.com).