

Revolutionising real estate, one home at a time.



Why did we work together?

Praisal is an off-market residential listing marketplace, where owners can create a listing for free and buyers can digitally ring their doorbell to express an interest in the property.

Praisal needed to connect with its users monthly to update them on the total number of digital rings, the views their property accumulated, and distribute leads to property professionals. Praisal decided to leverage SMS technology, as it had the highest open rates when compared to other mediums, and the lowest barrier to entry across all potential users.

“
SMS was the surest way to connect regularly with our users. BNS Group understood what we were after and just made it work!

”
SEAN PEREIRA | DIRECTOR
PRAISAL

“
Data and analytics is the foundation of our business. BNS Group helped us leverage AWS RDS for all insights SMS traffic was telling us, not to mention, they gave us an SMS analytics dashboard to get us started.

What did we do?

Upon market research, BNS Group was selected as the SMS enterprise software platform for Praisal using SINCH for global SMS delivery. In addition to 35 years’ experience and an outstanding market leading solution, BNS Group invested time to understand the needs of Praisal and develop a unique solution that would scale with the business. When compared to competitors, many simply offered SaaS products, without integration management. For a young start-up with limited budget and technology experience, BNS Group translated difficult concepts into simple easy to understand solutions and worked collaboratively with Praisal developers to arrive at a joint outcome.

How did we do it?

BNS advised Praisal to leverage Amazon Web Services (AWS) as the cloud provider to support the solution. BNS had recently migrated their technology solution to AWS infrastructure and immediately found synergies that would reduce Praisal technical development debt.

Within two days, BNS had developed an AWS SQL API interface, that could send and receive SMS without the Praisal development team having to learn any REST API call or other complexities.

As an AWS ISV Partner, BNS extended their collaboration to advise Praisal on how AWS services could assist with the aspirational data and analytics modelling the business was exploring.



Scan the QR code or log on to
praisal.com.au

