

Ark

Ark Resident Engagement: Client Portal and Resident App

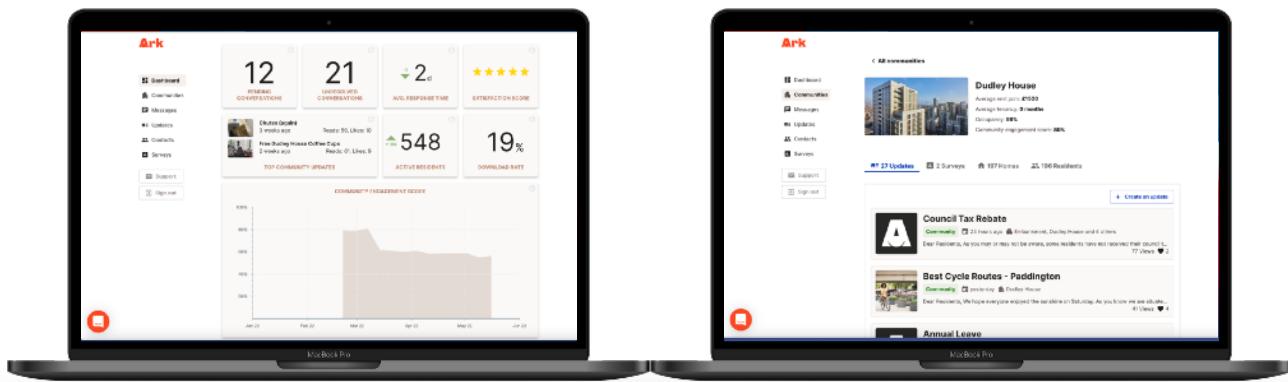
Ark is on a mission - to forge better relationships between residents and their neighbours, their community, and their landlords.

We use Ark's technology to:

- Provide a Resident Hub
- Forge longer-lasting human connections with each other and with the places people call home
- Increases efficiency, streamline reporting and support ESG initiatives
- Support and work alongside existing systems
- Help establish new communities.

In curating interconnected communities we can help make residents happier, safer and more loyal. Our data-driven approach is supported by the Happiness Research Institute and the five key emotions that maximise resident happiness: Pride, Comfort, Identity, Safety, and Control. These core emotions form the backbone of everything we do when helping forge better relationships in the communities in which we play a part.

Ark is a SaaS delivered web-based dashboard which is utilised by housing providers and a native mobile application utilised by customers (Resident or Tenant). Ark is designed to enable you to deploy a trusted and reliable native mobile application to your customers which is integrated into your pre-existing Customer Relationship Management (CRM) system and Housing Management System (HMS). We also provide data insights into resident engagement, customer satisfaction and quality of service. The app is bespoke to you and is in line with your brand - which is fully customisable.

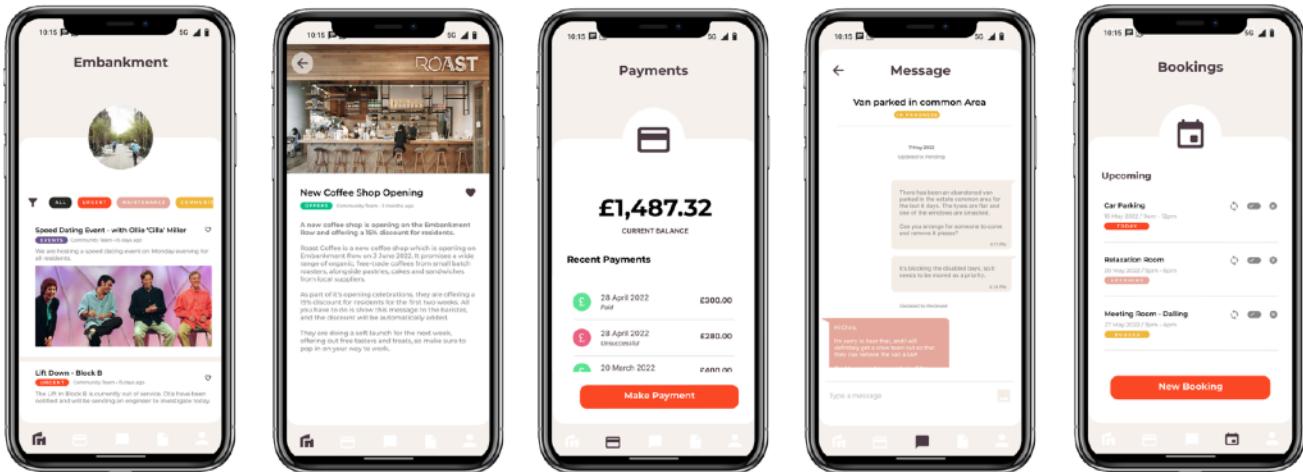


Our web based dashboard is developed using the latest web technologies including Python, Django, Typescript and React. The application is containerised and hosted using AWS. Our mobile app is developed using React Native, which means an identical app between the Android and iOS mobile devices.

Both our web dashboard and native app receive continuous rolling updates based on the latest industry and technological developments.

Features and functionality:

- Resident mobile application for Android and iOS, with capability to provide bespoke branding at the community or portfolio level.
- Registration and secure sign up for all residents, leaseholders or owners (not just one per household), with curated feeds depending on user type.
- Community feed allowing community managers to share news items, documents, maintenance updates, or other items from the local neighbourhood with residents.
- App users are able to “like” posts, promoting community engagement.
- Acceptance of online payments as standard, via a Stripe integration. Money received goes straight to the nominated customer bank account.
- Instant Messaging capability to allow residents to easily contact building or community managers and get issues resolved more quickly.
- Maintenance requests and repairs can be raised via instant messaging. Integration with repairs system are managed within the app, so residents receive a holistic experience and do not have to navigate through multiple systems.
- Documents and FAQ area for managers to share useful information and documents, such as policies and procedures, contracts, agreements or licences. This can include multi-media and video's.
- Secure Parcel management managed through the app for front-of-house staff and residents, to ensure parcels are delivered and released safely.
- Key management system managed through the app for front-of-house staff and residents, to ensure a secure log of all spare keys.



Inclusive Solution

Ark's web dashboard and resident apps are managed by an inclusive annual fee. Our service includes:

- IOS and Android Resident App
- Full integration with your CRM and HMS
- Customer Engagement Score (CES) tracking
- AWS managed hosting with 99.5% uptime
- SLA Encrypted document storage
- Unlimited user licences
- Full support from Ark's in-house engineering team
- Full in-person systems training
- Regular workshop sessions to enable input into Ark product roadmap

Data Backup & Data Restore

Backups are taken at least once daily. Disaster recovery services, including backups and database restorations, performed by Project Ark Ltd due to a disaster are included within the annual SaaS fees.

Integrations

Ark has a clear focus, maximising the resident experience and helping property and building managers do a better job than ever before. Owing to our specialism, we integrate with our client preferred CRM and HMS, and shoulder the technical burden of doing this.

Ark often acts as the central point for our clients and their residents with interfaces to other systems within their software ecosystem. We are flexible and happy to work with other providers. The result is an open and connected ecosystem of complementary products tailored to each client's unique needs - a level of flexibility not possible with single-stack or point solution providers.

Our current integration partners Salesforce, FixFlo, RMG and many other bespoke packages.

Off-boarding

We aim to minimise the data held in Ark, preferring to store data within pre-existing CRM's and HMS rather than duplicating data within Ark.

At off-boarding, a standard export is provided as part of the routine off-boarding process, on request. Additional consultancy or reports may be provided at extra cost.

The associated Ark account is then deleted with its associated data. Any restrictions shall be determined by the contract.

Client Support

From the very beginning of the work you will do with Project Ark, you will deal with a dedicated Programme Manager. This will person will remain your primary contact all the way through integration and implementation and will check in with the senior stakeholders for as long as Ark works with your organisation.

Additional to this Programme Manager will be Ark's in-house support team which consists of individuals from technical, product and client services teams.

This support team is available via our support email address and embedded "Live Chat" which is accessible via the Ark Dashboard.

Bespoke emergency telephone lines (with guaranteed response times) are also included subject to contract.

Technical Specifications

Our platform is delivered through a web based manager application which can be used on desktop, mobile and tablet devices. The resident application is delivered through the public Apple appstore and Google Play store.

The platform is hosted using AWS and there are no associated costs for storage space. The scalability and performance of the application is continuously monitored and reviewed. All data is backed up at least daily and encrypted at rest using industry-standard AES-256. All data is transmitted using TLS1.2 over a https connection. Data is stored using AWS RDS & S3, all UK based applications are hosted within the eu-west-2 (London) AWS region across two availability zones.

Implementation Framework

The Ark development team operates using Agile principles and techniques that have been tried and tested in thousands of companies worldwide, and which have been proved to deliver better outcomes within a shorter timeframe than other project methodologies. Ark has used these base principles to develop our own unique methodology that is well suited to our business domain, but which allows us to deliver incremental, valuable change more rapidly.

The basis of this framework is as follows:

1. **Discovery:** Blending customer interviews, user surveys and product data, Ark builds up the understanding of the requirements of customers, understands current workflows and desired end state, with a focus on the end user.

2. **Prototype:** We aim to deliver a working prototype of the new feature within 2 weeks. Users will test this prototype, and feedback from these sessions will be used to improve the feature ahead of development. Customers will sign off the prototype as meeting the feature requirement at this stage.
3. **Revise & Plan:** Feedback from the prototype stage will be used to revise the feature, and the development plan will be created. Ark focuses on delivering value early, so the full feature is broken down into smaller chunks of work that can be delivered to the customer as soon as possible. Further stages then make iterative changes and improvements to the base feature.
4. **Build & Release:** Our philosophy of development is that we will attempt to build features in a 2-week cycle. This provides multiple benefits to the customer - they get working, high-value features faster, and the development team gets immediate feedback on whether the feature is working as expected. This allows Ark to course-correct and be more flexible in the delivery of specific elements of each feature.

Release Cycle

As a SaaS platform, Ark is able to be updated very regularly, both in terms of major feature releases and smaller change requests. A key tenet of our development principles is that iteration and continuous development provides higher value in both the short and medium-term for our customers, and we strive to ensure that we meet those high standards.

Our methodology, platform and tooling allow us to release major software updates at least every two weeks, with smaller releases happening even more frequently. Clients are advised of imminent larger releases, and appropriate documentation and training is provided, if required.