



Executive Summary

RP Data Turns Mountains of Property Data into Valuable Insights

Overview

Meet RP Data, the largest provider of real estate property information in Australia and New Zealand. RP Data continuously collects and manages data and imagery, including maps and high-resolution images, from more than 130 feeds. Every day, the company takes in large volumes of data to feed a database of more than 500 million property decision points. Success depends on how quickly RP Data can provide quality reports to its customers, which include real estate and financial services companies as well as homeowners, investors, and government organizations.

“All of our products, services, and systems are there to give customers access to the information and analytics they need to make confident decisions about the transactions they’re performing,” explains Simon Perry, general manager of technology at RP Data. “NetApp is fundamental to our growth strategy.”

Trust Built on Speed and Transparency

“Our customers care about three things: speed, quality, and accuracy,” explains Adrian Jansz, head of Information and Communication Technologies for RP Data. “They expect wholly available systems with fast access to accurate data every day of the week.”

The company has grown quickly by strengthening its stronghold in real estate and extending services into new markets, such as financial services. But turning mountains of data into valuable insights for customers requires powerful analytics and processing tools. Double-digit business growth coupled with customers’ increasing appetite for big data analytics put heavy demands on the company’s IT infrastructure.

“Our data guys were constantly asking if there was anything we could do to speed the process up,” says Jansz. “The technology we had at the time wasn’t built for the volume and performance these guys were asking for. At that point, it was obvious that we had to think differently about the technologies we were using.”

To support its innovative business strategy, RP Data needed an infrastructure that could accelerate the delivery of time-sensitive information and improve the customer experience. Its first call was to its long-time partner NetApp.

Building the Right Team

RP Data and NetApp started looking at the problem from the ground up. They brought key business stakeholders together with NetApp’s industry partners, including Cisco and VMware, to help build an integrated IT infrastructure solution.

Key Highlights

Challenge

Speed delivery of data to help customers make better-informed property and financial decisions.

Solution

Strategically apply the NetApp® EF-Series all-flash storage array to high-bandwidth workloads.

Results

- Reduced database transfer times by over 70%
- Decreased time to process reports by approximately 70%
- Enabled 99.9999% system availability at the storage layer
- Experienced data transfer rates in excess of 1.2M records per second—processing 10GB of data takes less than a minute
- Achieved 100,000 IOPS in real-world use cases

“What differentiates NetApp is their approach to solving issues,” says Jansz. “They came in and engaged with the technology teams as well as the business. They understood where the bottlenecks were happening and what we were trying to achieve.”

Following a successful proof of concept, RP Data implemented a NetApp EF-Series all-flash array for critical workloads on top of its existing NetApp storage and processes. The solution worked seamlessly with the company’s infrastructure, making the transition to the new solution completely transparent to users.

“That was huge for us,” says Perry. “After the implementation of the EF all-flash array, our teams were able to consider data workloads that were just not possible before.”



“My vision for the future of technology with RP Data is to ensure that we scale to the business needs and remain agile. Our partnership with NetApp is crucial to that goal.”

Simon Perry
General Manager of Technology, RP Data

Accelerating Insights

Since the implementation, database transfer times have dropped by over 70%. Report processing times have dropped approximately 70%. Reports that once took 12 hours to run now take only 3.5 hours.

“Some of the data transfer rates we’ve seen are upward of 1.2 million records per second. That means that processing 10GB of data takes less than a minute. That is simply unheard of in terms of what we could process previously,” explains Jansz. “Being able to process that data quickly and get it back out to customers has lifted a huge burden from us.”

RP Data is not just delivering data to customers faster than ever before; it’s facilitating the process of buying and selling property and helping all parties make confident decisions. As a result, consumers and financial institutions are better prepared and able to move faster than their competitors.

Data on transactions that occur over the weekend at auctions or private sales can be available first thing Monday morning. Customers can get data on real-time property sales, and real-estate agents can offer more accurate, timely information to their customers.

Banks and mortgage lenders also have faster access to a wealth of new data on properties and borrowers. They’re better able to measure risk, manage customer expectations, and process loan applications faster.

A Foundation for Growth

Continued growth for RP Data depends on the company’s ability to provide better insights faster than its competition. Through its partnership with NetApp, RP Data is confident that it can maintain the speed and scalability needed to consistently deliver on its brand promise—now and in the future.

“I feel that we’ve teamed with the right player in the storage industry,” says Jansz. “Other vendors in the market are scrambling to try to make what NetApp was doing six months ago. I have confidence in where we’re going with our technology and the future of the business.”



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