



# CUSTOMER SPOTLIGHT

## Real Estate Brokerage

Large real estate brokerage saves \$1M per year and enhances customer experience by migrating to Azure

### CHALLENGE

This large real estate firm has made it their purpose to be a superior provider of home ownership services in every market that they serve. To do this, they have made technological innovation to support operational excellence one of their core values. Migration to the cloud was a big part of meeting this goal. The company needed to meet a stringent deployment timeline to move their data center to the cloud, deploy a cost-effective solution, as well as meet rigorous security requirements. Another important goal was to improve customer experience.

### SOLUTION

3Cloud implemented an Azure Landing Zone to create a strong, safe foundation to migrate data uninterrupted. To prepare for the full data center migration, 3Cloud performed three mock migrations to ensure a successful transition and deployment with no downtime. Enhanced disaster recovery (DR) was a major focus for the final data center migration. The 3Cloud team architected a DR solution to minimize disruption and provide a faster recovery in the event of a disaster.

### RESULTS

By migrating from on-prem to Azure, the real estate firm gained the improved performance, enhanced customer experiences, and increased customer satisfaction they desired. By moving the business to the cloud, 3Cloud met the client's need for improved efficiency, reliability and security, as well as with scalability to meet upticks in market demand. Our solution supports all the business's critical security needs including enhanced disaster recovery, minimizing disruption and faster recovery in the event of a disaster. Most importantly, the client achieved \$1M per year in cost savings, along with 24/7/365 guaranteed uptime.

### REAL ESTATE BROKERAGE CLIENT PROFILE

**Industry:** America's largest residential real estate brokerage network  
**Employees:** 6,700  
**Annual Revenue:** \$2.1B  
**Innovation Focus:** Cloud Platform