Boosting performance and results for clients

RealPage–a global leader in cloud-based, on-demand software for the real estate industry–achieves significant savings in SQL Server licensing fees by using the right servers.

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Business needs

RealPage's clients rely on the firm's software-as-a-service (SaaS) solutions to process transactions and analyze data 24x7. When its previous blade servers couldn't handle the growing workloads and provide the exceptional processing speed and throughput required, RealPage upgraded to Dell EMC PowerEdge servers.

Solutions at a glance

- Microsoft SQL Server
- Dell EMC PowerEdge servers
- VMware vSphere
- Dell EMC OpenManage Enterprise

Business results

- Provides the speed and throughput to meet client needs 24x7
- Runs SQL databases with one-third fewer servers
- Substantially decreases SQL licensing costs

- Processes over 5.3 billion transactions and delivers 2 million reports daily
- Offers the power to drive deep insights from its Hadoop data lake

Significant reduction of SQL licensing fees

Runs SQL databases with

33%
fewer servers

Handles over

5.3 Billion
transactions daily

RealPage–Leading SaaS provider

The rental real estate market is a trillion-dollar-a-year business. Founded just over 20 years ago, RealPage provides cloud-based, on-demand software and data analytics to more than 12,000 real estate clients in North America, Europe and Asia. These firms rely on the RealPage platform to automate leasing, rentals, property management, and accounting for everything from apartments and single-family homes to vacation rentals, as well as commercial property. RealPage also offers complete IT-as-a-service solutions to an increasing number of smaller real estate companies.

As RealPage grew rapidly into a global leader, it became clear that the servers it counted on to run its massive SQL Server databases and other data management and analytics workloads wouldn't be up to handling the increasing number of tasks. Property management firms can't afford to be slowed by processing delays or lengthy waits for key reports, especially during peak periods such as month-end.

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>
> **Barry Carter,**
> Chief Information Officer
> RealPage

Billions of transactions and millions of reports

IT is at the heart of RealPage's business every moment. The company is one of the world's largest SaaS providers as well as one of the ten biggest users of Microsoft SQL, with more than 100,000 Microsoft SQL databases and 11 PB of storage. RealPage processes more than five billion transactions and produces two million reports for its clients on peak days. When RealPage recognized that its current infrastructure wouldn't be able to handle increasing future needs, the company decided to do a rapid server refresh using Dell EMC PowerEdge.

"We chose Dell EMC PowerEdge servers not only for their speed and throughput, but also because various models are tailored for different workloads," says Barry Carter, Chief Information Officer for RealPage.

The company relies on PowerEdge R740 rack servers to efficiently run its SQL databases in a VMware virtualized environment. Additionally, RealPage tapped the extreme scale and performance of PowerEdge R940xa servers to right-size its infrastructure and deal with the increasing workloads created by other business-critical applications.

"With our previous servers, we were struggling to add properties for one of our largest and best clients," Carter notes. "The PowerEdge R940xa solved our scaling problem, enabling us to easily handle the growing workloads and continue to expand our relationship."

Cutting licensing costs significantly

With Microsoft SQL licensing costs determined by the number of server cores used, PowerEdge servers are also helping RealPage provide its on-demand software and analytics solutions much more cost-effectively.

"The PowerEdge R740 is the workhorse for our SQL Server environment–reducing our server needs by one third with significant license fee savings," Carter remarks.

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Diving into a data lake

In recent years, RealPage has begun building the largest shared data repositories of lease transactions in the nation. This data can be used for operational and market forecasting, rental pricing and more. The company needed a secure, stabile environment for clients and its own data scientists to distill insights from this valuable information to improve decision-making.

Exploring the possibility of creating a Hadoop data lake that would run under VMware and use that storage for replication purposes, RealPage was told by most vendors that wasn't possible–they needed to use "bare metal" solutions.

"Dell EMC solved our data lake challenge with PowerEdge servers running in a VMware environment with Dell EMC Isilon network-attached storage," explains Carter. "This gave us the power and throughput we needed, while reducing physical storage by two-thirds. We also didn't have to retrain our IT team to deal with bare metal."

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A mutually beneficial relationship

RealPage has partnered with Dell EMC throughout RealPage's two decades in business. The firm relies on the Dell EMC OpenManage Enterprise console to reduce the complexity of its IT infrastructure management. In addition, Dell's single-provider support has been essential.

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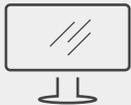
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