



## Overview

**Country:** United States

**Industry:** Financial Services

### Customer Profile

The Agency Services Division for one of the Top Five Title Insurance Provider and a Fortune 500 Firm. It also made the Fortune list of America's most admired companies (2006) and as a Platinum 400 company (2006).

### Business Situation

To replace an aging real estate property listing database with a leaner, scalable, subscription based one leveraging the power of Web-services and SOA.

### Solution

To re-engineer the existing solution with a scalable, fault tolerant solution based on web-services that is driven by a micro payment subscription mechanism.

### Benefits

- Conduct business in many states at once with multi-state search capability
- Scripted and extensible workflow framework
- Dramatically reduced response times and increased scalability.
- Supports a subscription based micro-payment model
- Leveraging an SOA Platform.

### Software and Services

- Microsoft® Visual Studio .NET 2005
- Microsoft SQL Server™ 2005
- Microsoft Windows Server™ 2003
- Rational XDE

## Fortune 500 Financial Firm retrofits nationwide real estate listings database with subscription based web-services and a scalable SOA platform

A Fortune 500 Financial Firm called for an overhaul of a key nationwide real-estate listings database afflicted with low response times, marginal concurrency and a subscription model that was restrictive and unimaginative. A decision was made to modernize the existing solution with an eye towards improving the overall scalability and extensibility of the system while envisioning an increase in the number of paid subscriptions. Six months was all it took to prototype, design, develop and deploy a leaner and scalable system that relies on a “pay-as-you-go” subscription model.



## Customer Profile

**Primary Business:** Principally engages in the title insurance business in the United States. Its products and services facilitate the purchase, sale, transfer, and financing of residential and commercial real estate. The company operates in three segments: Title Insurance, Lender Services, and Financial services.

The Title Insurance segment provides title insurance; escrow and closing services; commercial real estate services, as well as property appraisal and valuation, building and site assessments, survey coordination, construction disbursement, coordination of national multi-state transactions, and tax-deferred real property exchanges; and real estate transaction management services.

The company provides its services to lenders, developers, real estate agents, attorneys, and property buyers and sellers. It operates through more than 900 branch offices and a network of more than 10,000 active agents in the United States, Mexico, Europe, Canada, the Caribbean, and Central and South America.

## Situation

The existing Active Server Pages based online property search system allows realtors to search for properties nationwide, view details, and generate various comparison reports related to the properties sold in the vicinity, community profiles, nearby schools and colleges, street/aerial maps etc.

Due to its increasing popularity, the existing system was not scalable to handle an ever-increasing customer base and of recent, alternatives peppered the property search horizon that allowed customers to do more. Rigidity in the current application architecture meant enhancements would be costly in terms of effort and time; meanwhile existing code base itself was hard to maintain.

Customer requests poured in for additional comparison reports, contemporary property listing information and for thin client support.

As existing system was developed using legacy ASP code, no outright support existed for smart phones and scalability and concurrency were marginal. There was a need for an online subscription based involving micro payments and to encapsulate and expose the property reports as web-services for consumption by any third party application that needed it.

## Re-engineering Requirements:

- Should support 40% more concurrent users.
- Web Services driven by a micro-payment subscription model.
- Support for Smart Phones and other thin client devices.
- Property searches and reports must be encapsulated and exposed as individual web-services.
- System must be Fault Tolerant with complete fail over and redundancy support, in the case of outages.
- Incorporate Microsoft Virtual Earth Maps capabilities.
- Significant reduction in response times and increased availability.

## Solution

### The Data Concepts Advantage

The solution proposed after objective review of the afflictions plaguing the current system was to replace it with an ASP.NET solution built on a Service Oriented Architecture. Starting from scratch was not an option due to the substantial funds it would require, considering the revenue generated by the aging system fueled the re-engineering efforts.

Organizations who realize that once the glow of labor savings has diminished, the true success of offshore initiatives relies on the teamwork and processes of a globally distributed workforce has repeatedly turned to DataConcepts for a cost effective alternative to on-shore development that is also unwavering when it comes to delivering on quality.

DataConcepts in coordination with an on-site requirements and architectural team laid out an aggressive schedule that would deliver the re-engineered system before the end of the year, almost two months before its anticipated release to production. Requirements were drafted; designs were quickly prototyped to gather response and feedback from the business users and plowed back in to the evolving system. Processes to ensure nothing gets lost in translation between the onsite and offshore teams were strictly adhered to, and mutual collaboration encouraged.

## Benefits

Delivering a vastly improved property search application, that also supports micro payments, web-service enabled reporting tools and leveraging the power of a Service Oriented Architecture was critical to its successful adoption by business users. The leaner, yet rich user interface that supports Microsoft Virtual Earth maps while being nimble enough to run on a thin client device were two key features that attracted potential customers in droves.

### Re-engineering Benefits:

- Leaner, yet rich user interface supporting smart phone / thin client devices.
- Currently supports more than 80,000 customers.

- Sports a micro-payment subscription model.
- Web-services enabled property search and reports.
- Incorporation of Microsoft Virtual Earth maps.
- Reduced response times to less than 3 seconds per page and report.
- Fault tolerant with complete fail over and redundancy support.

## For More Information

For more information about DataConcepts, call (804) 968-4700. To access information using the World Wide Web, go to:

<http://www.dataconcepts-inc.com/>

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## DataConcepts

Data Concepts is helping clients around the world build a solid foundation for business growth. Our focus on delivering quality and realizing tangible results for our customers is paramount to our way of doing business. Here is why you should partner with us:

- Proven track record in delivering cost-effective turnkey solutions of the highest quality across diverse industries, across the globe, on schedule and within the budgeted cost.
- A large pool of skilled and experienced professionals drawn from diverse areas, ranging from systems and software technology to specific industry domains and business practices.
- A partnership approach to the management and execution of projects, ensuring a mutual alignment of goals.
- A proven and mature onsite-offshore methodology to meet the ever-shortening time-to-market expectations.