Barfoot & Thompson Drives Digital Transformation with Pure Storage & Cisco

About Customer

Founded in the 1920s, Barfoot & Thompson is New Zealand's largest privately owned, non-franchised real estate company. With more than 78 branches, the family-owned and operated company sells Residential, Lifestyle/Rural, and Commercial real estate as well as Property Management services.
www.barfoot.co.nz

Geo
APJ

Industry
Property and Real Estate

Solution Area
Accelerate Core Applications

Products in Use
Pure Storage® FlashArray™//X
Pure Storage® FlashArray//C
Pure1®
Evergreen™ Storage
FlashStack®

Barfoot & Thompson sells one in three Auckland homes daily. As the business expanded, it became clear that the IT infrastructure running its massive SQL server databases and other data management and analytics workloads would not be able to handle the increasing number of transactions. Barfoot & Thompson could not afford processing delays or lengthy waits for key reports, especially during peak periods.

The IT team understood this and embarked on a digital transformation to modernise its compute and storage to match the scale of its business. They turned to FlashStack from Pure Storage and Cisco.

FlashStack Powers Digital Transformation

With over 1,700 residential and commercial sales teams and more than 17,000 residential rental properties under its management, Barfoot & Thompson needs an IT infrastructure that can handle current and future needs.

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HECTOR ROMERO,
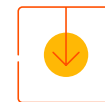SENIOR SYSTEMS ENGINEER, BARFOOT & THOMPSON

Impact on Barfoot & Thompson

Ability to process and deliver reports 60% to 70% faster

Dramatically improved performance, capacity, reliability, and system uptime

Reduced power consumption by almost 500%

Challenges

Lacked consistent support from legacy vendor's servicing team

Legacy platform plagued by speed, reliability, and performance issues

Required a modern data solution to support the company's digital transformation
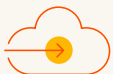
Results

An integrated system with all applications running on a single dashboard

Seamlessly migrated all workloads with zero downtime

Successful Digital Transformation that is powering the business to new highs

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FlashStack provides a cloud-based platform for the company's analytics, delivering operational efficiencies and improved performance, while establishing a cost-effective infrastructure foundation.

"We struggled to scale cost effectively and achieve the performance required for loading properties into our systems," says Barfoot & Thompson Senior Systems Engineer, Hector Romero. "FlashStack enables us to easily handle increasing workloads to meet customer demands. Our racks also went from 12 to 3, reducing our power consumption from 5,000W to 1,100W. We are proud to achieve this incredible environmental impact."

Turbo Charging the Business

Barfoot & Thompson relies on cutting edge technology to provide an award-winning website, mobile apps, and real estate software to give its customers and staff the best experience on their real estate journey.

"With FlashStack, we are seeing tangible improvements. Restores, backups, and SAN replication are at least six times faster," says Romero. "Our in-house development teams can deliver enhanced features faster to our customers. The transition was seamless and our team uses SAN-to-SAN snapshots for replication between data centres. We're also using FlashArray//C as the target for Veeam backups in conjunction with Pure's Safemode snapshots to assist with mitigating the risks of ransomware."

Reporting, which runs through Microsoft BI and taps into several SQL databases, is another core application for hundreds of employees at all the company's branches. The IT team knew that the faster they provided teams with their data, the quicker they could get the intel needed to meet customer demand.

"When comparing systems before and after the introduction of Pure, our teams shared that the speed of our operations improved by at least 60 to 70 percent. Reports are now delivered within a minute instead of three minutes. With the volume of reports downloaded each day, two minutes per report saves a massive amount of time, which can be better spent on tasks that help our bottom line," adds Romero.

A Strong and Solid Partnership

Pure's modern data solutions and a dedicated and committed team gives Barfoot & Thompson's the confidence to deliver on its digital transformation goals.

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