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MOVING REAL-ESTATE INTO THE DIGITAL AGE

Immobiliare.it continues to transform the housing market in Italy using high-performance, easy-to-manage Dell EMC PowerEdge servers

immobiliare.it | Technology | Italy

Business needs

Immobiliare.it needed to transform its IT in light of its continued business success. The company — which has digitised real-estate sales in Italy — wanted a high-performance, consolidated and easy-to-manage server solution to support growth.
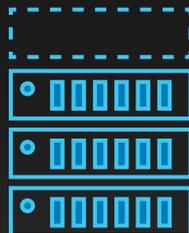
Solutions at a glance

- Dell EMC PowerEdge servers
- Dell EMC OpenManage Systems Management

Business results

- Helps transform real-estate buying in Italy through technology
- Rapid deployment through expert support

- Just minutes to configure Dell EMC PowerEdge servers

66.5%
reduction
in server footprint

Serves web pages
25%
faster on
Immobiliare.it

Italy's leading real-estate portal, Immobiliare.it, is a prime example of how technology is changing traditional sectors by enabling people to search for real-estate agencies and private users to advertise properties online themselves.

A new era for real-estate trades

Immobiliare.it was launched in 2005 and has grown rapidly, requiring a new data center infrastructure to support business applications and increasing traffic volumes: today, 23 million visitors a month display over 1.2 million properties on the site. As a result, Immobiliare.it has requested a new solution from Dell EMC, its historic IT partner.

In a proof of concept conducted in partnership with the Dell EMC Customer Solution Center in Limerick, the company benchmarked Dell EMC PowerEdge servers running Intel® Xeon® processors against servers from HP. Aldo Armiento, chief technology officer at Immobiliare.it, says, "When we combined the performance of Dell EMC PowerEdge servers and the service of ProSupport, the Dell EMC solution was a clear winner."

Expert support ensures rapid deployment

Immobiliare.it launched its new data centre in Rome within two months. Through Dell partner Bagnetti, the organisation received expert support before and after deployment of the Dell EMC PowerEdge servers. Armiento says, "We've worked with Bagnetti many times. Each time, we learn something valuable about Dell EMC technology."

Driving growth through IT transformation

The Immobiliare.it business is continuing to thrive, giving people a fast and convenient way to search for properties across mobile and desktop devices. For instance, after the new Dell EMC–based data centre opened, customers saw a 25 percent improvement in the responsiveness of

"We continue to change the face of real-estate buying in Italy with the support of Dell EMC."

Aldo Armiento, Chief Technology Officer, Immobiliare.it

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the Immobiliare.it website. "We continue to change the face of real-estate buying in Italy with the support of Dell EMC," says Armiento.

66.5% reduction in server footprint

As well as transforming its IT, the company has dramatically consolidated its data-centre footprint. By virtualizing the Dell EMC PowerEdge servers using the open-source KVM hypervisor, Immobiliare.it reduced the number of physical servers by 66.5 percent. Says Armiento, "We can roll out services, such as Tour 360, much faster with the virtualization capabilities of our Dell EMC PowerEdge servers with Intel® Xeon® processors."

Just minutes to configure PowerEdge servers

IT personnel maximise their productivity using Dell EMC OpenManage Essentials in combination with the integrated Dell Remote Access Controller (iDRAC), which is embedded in each PowerEdge server. "We can deploy our PowerEdge servers in minutes because iDRAC is always on and integrates with Dell EMC OpenManage Essentials," says Armiento. In addition, the IT team uses SupportAssist, enabling proactive management of the PowerEdge servers. "We find SupportAssist helps us address issues before they become problems," comments Armiento.

> "*We can deploy our PowerEdge servers in minutes because iDRAC is always on and integrates with Dell EMC OpenManage Essentials.*"
>
> Aldo Armiento, Chief Technology Officer, Immobiliare.it

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