



REDIS ENTERPRISE CASE STUDY

# Redis Enterprise Helps Growing Real Estate Platform Scale its Social Channels

## Introduction

Real provides real estate agents with a technology-powered brokerage platform agents who're looking to serve their clients better & reach their goals faster by providing on-demand enterprise support, technology, marketing tools & additional income opportunities. Seeing an increasing user count, Real began experiencing issues scaling and complications with current databases and requires a database that could manage their microservices environment. Redis Enterprise's ability to seamlessly scale, cluster, and auto-shard has reduced downtime for Real's application and provides more stable performance for their social channels.

“Redis Enterprise works well, is easy to use and is quite simply stress-free! We've had no issues so far thanks to the awesome support.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Redis Enterprise:

- Encountered the following challenges before choosing Redis Enterprise:
  - Other databases not being able to work within the microservices framework and are too complex for new application development
  - Difficulty operating, scaling, and administering other databases

## Use Case

The key features and functionalities of Redis Enterprise that the surveyed company uses:

- Has a < 1 GB dataset in Redis Enterprise.
- Uses Redis Enterprise for the following:
  - High-speed transactions
  - The user session store
  - Job and queue management
- Increased their usage of Redis Enterprise for the following reasons:
  - Application usage and user count is growing
  - They have additional data models/uses for Redis Enterprise
- Using Redis Enterprise in the following types of solutions:
  - Social channels/customer engagement

## Results

The surveyed company achieved the following results with Redis Enterprise:

- Values the following Redis Enterprise capabilities:
  - Stability & high performance
  - Ability to seamlessly scale, cluster, and auto shard
  - Ability to avoid cloud vendor lock-in
- Rates the following benefits of Redis Enterprise for having Redis as their deployment provider compared to their previous state:
  - Reduced downtime: Beneficial
  - Ability to offer fewer specialized personnel: Highly beneficial
  - Higher, more stable performance: Beneficial
- Would like to move additional data from the following databases into Redis Enterprise:
  - RDBMS-es (Microsoft SQL Server, Oracle, MySQL)

### Company Profile

Company:  
**Real**

Company Size:  
**Small Business**

Industry:  
**Real Estate**

### About Redis Enterprise

Redis is the world's fastest in-memory database platform, provides Redis Enterprise as a cloud service and as downloadable software to over 7,000 enterprise customers. The high performance, true high availability and seamless scaling of Redis Enterprise, are top-ranked by industry analysts, and power use cases such as high speed transactions, queuing, user session stores, and caching, in e-commerce, social, personalization, IoT, metering, fraud detection and other real-time applications.

**Learn More:**

[Redis](#)

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