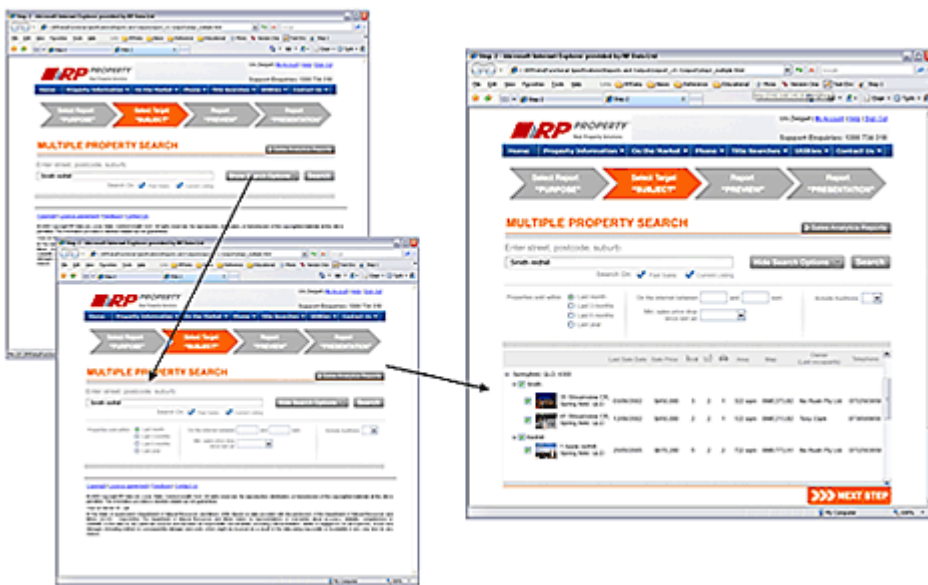


RP Data

RP Data Uses LogiXML to Power Their Real-estate Reporting and Analysis

Anyone who has had any experience with the real estate market knows how data-intensive and data-centric it is. History and reports on individual properties, area sales by city, suburb, zip code or street, property investments and countless other items are part of this market's lifeblood. For this reason, a company that provides such data and reports consistently and reliably is a beacon to the many players of the real estate industry.

Based in Australia, RP Data is Australasia's Number One provider of Property Information data and analytics. It has been providing high-quality data and reports to the real estate market in Australia and New Zealand since 1991. Their mission is to offer the most accurate and comprehensive database of property records in Australasia. Every day, more than 30,000 real estate agents, Valuers and other property and financial professionals throughout the region are logging on to use RP Data's Property System.



Multiple Property Search

Being able to live up to their mission is a constant challenge in a data-heavy environment where, every year, tens of millions of records are added to their existing 108 million property data records, and where nearly 9 thousand property professionals are thirsty for data every day. In this kind of environment, a powerful and flexible business intelligence (BI) solution is of the essence.

The Challenge

"In our market, the challenge is delivering meaningful results to the users as quickly as possible," says General Manager for Product & Marketing, Lee Wade at RP Data.

“The success we have been having in providing reports to a larger and larger market got us to a point where the capabilities of our current BI solution were beginning to show strain. It was at that point that we looked ahead and started shopping for a more robust BI application.”

“On one hand, we are dealing with rows of data to the tune of tens of millions and growing; and on the other, we have thousands of users analyzing data from many different angles. In this kind of scenario, we determined there are three main requirements that a business intelligence application must have: power, flexibility and scalability.”

“Power gives the ability to query the data in different ways and get answers that are prompt, reliable and useful,” adds Wade. “Flexibility allows different users to get the answers most useful to them in the format most desired, without needing to ask for assistance from report developers. A real estate agent, a property valuer and a financial professional, for instance, will all need to see different information—although the data comes from the same databases. And scalability, as we all know, enables the solution to deliver larger reports to a larger number of users without slowing down the system unnecessarily.”

The Solution

After evaluating several business intelligence platforms, RP Data chose Logi 9 from LogiXML. In particular, RP Data has focused on Logi Info, LogiXML’s managed reporting solution, where reports are created by developers and then personalized by the users employing them.”

The majority of their focus centered on Logi Info’s dashboards, analytics and report elements. These three elements were incorporated in RP Data’s existing user management and security infrastructure. This did two main things:

- Provide high levels of interactivity and visualization to the data and information presented
- Enable each individual user to personalize his reports, for instance, change stylesheets, portal content, etc.

Also, a number of business analysts at RP Data are using Logi Ad Hoc, LogiXML’s ad hoc reporting and analysis solution. As users get more familiar with the look and feel of LogiXML’s applications, RP Data will increasingly use Logi Ad Hoc and push it out to a wider and wider number of users.

“The completeness, quality and user-friendliness of the Logi platform gave us the tools to look forward to serving more data and more customers with confidence. LogiXML allowed us to evaluate and stress-test their solution in-house, with the local team from Nano Blue providing support and assistance with our questions.”

The Results

“Now, a single reporting solution built on top of Logi 9 is being introduced to replace no fewer than 57 different reports that we had to create in the past. Working with tools like dashboards and ad-hoc reporting, users can personalize both the type of information they view and their report-delivery environment; they can change logos and style to conform to their needs without needing additional resources.”

“Another benefit is that users can now write data back into their database right from the report, meaning that they can conduct business more efficiently from a single location. For example, if a real estate agent knows the data they are viewing about a property is inaccurate, they can update it directly from the report, thereby constantly improving the quality of the information available.

“We also found Logi’s development process very efficient. From a developer’s perspective, LogiXML’s elemental design approach enables reusing of data objects, making report development quicker and more streamlined. As a result, we were quickly able to build our prototype, then move this into a production state to make available to our customers.”

“RP Data is a Data and Analytics company. We have chosen to trust LogiXML to make our job more efficient and serve our customers better. In other words, Logi 9 has enabled us to leap forward in the way we serve our customers and deliver more valuable data and information,” said Wade.