

# Rapattoni Empowers Customers with Information & Speed

## Customer Profile

Rapattoni Corporation is a leading provider of software to real estate Multiple Listing Services. Over 300,000 real estate professionals across the country use Rapattoni MLS software to search, store, and share listing information.

## Business Situation

Rapattoni sought to replace its aging in-house mapping solution to gain a more responsive user interface and greater functionality. The new solution had to provide high performance while supporting a large number of users and integrating multiple large data sets.

## Solution

Using Visual Fusion by IDV Solutions, within six months the company deployed a solution that met all its performance and interface requirements, while providing new features to Rapattoni clients and saving money.

## OVERVIEW

"We had some high expectations for our new mapping solution...What we were looking for was for Visual Fusion to become the backbone of what was going to be a very complex Web-based application."

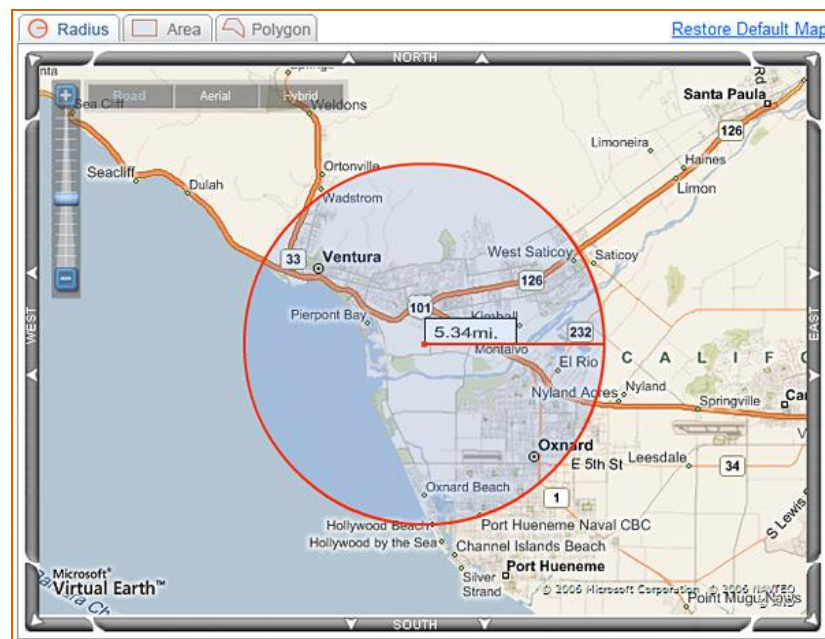


- Stan Marriott, GIS/Parcel Mapping manager for the Rapattoni Corporation

## Summary

Rapattoni Corporation, a leading provider of software to the real estate industry, sought to replace its in-house mapping application with a solution based on Microsoft Virtual Earth.

Using Visual Fusion by IDV Solutions, within six months the company was able to deploy a highly customized and flexible solution. The application integrates Rapattoni's spatial and business data, provides its end users with new functionality, and supports its large data sets and high-volume business with high performance.



Users can draw their own location-based searches to find homes that match criteria they have identified.



"We have found Visual Fusion software to be very efficient," Marriott said.

"We met or exceeded all our performance goals."

## Situation

Rapattoni Corporation is a leading software provider to the real estate industry. Over 300,000 real estate professionals across the country use the company's Internet-based software, Rapattoni MLS, to search, store, and share listing information.

To remain a leader in this highly competitive industry, Rapattoni has focused on consistently adding value to its software. For several years, the company used in-house servers to show listing locations on maps; they also developed an in-house application to display spatial data from an ESRI ArcIMS data source.

But as web-based maps have become more common and familiar, the expectations of the company's client base had grown. With the advent of Microsoft's Virtual Earth, Rapattoni saw an opportunity and set out to develop a solution that would integrate its spatial and business data on a Virtual Earth map. In 2007, the company began working with IDV Solutions to build the solution they needed using IDV's Visual Fusion platform.

## Solution

The **Map Listings Application** that Rapattoni developed with IDV provided users with significant new functionality, high performance, and a more responsive user interface.

"We had some high expectations for our new mapping solution," said Stan Marriott, GIS/Parcel Mapping manager for the Rapattoni Corporation.

"First and foremost was our desire to get away from the old static map images. We wanted to move to more interactive maps allowing for mouse-over and on-click events and providing more real-time data. What we were looking for was for Visual Fusion to become the backbone of what was going to be a very complex Web-based application."

In the Map Listings Application, Rapattoni's spatial and business data is layered over Virtual Earth. Map layers are updated individually, so users no longer wait for the entire map to be refreshed. The system accommodates both dial-up and broadband connections, and handles very large data sets—Rapattoni maintains close to 2,000 spatial data sets for clients, some containing up to twelve million features.

The application is highly configurable to accommodate Rapattoni's customers, as each multiple listing service has its own data layers and each provides its users with differently formatted tooltips and other data.

Most importantly, the new solution met the company's standards for usability and performance. With Visual Fusion at its heart, this new application was developed, tested, and deployed to production within six months.

## How it works

The Map Listings Application is deployed on two Web servers at each of three data centers hosting the Rapattoni MLS software. At each location, spatial data is maintained in ArcSDE/SQL Server databases; business and public records data is also maintained in SQL server databases.

The application's interface consists of three frames:

- the map
- the side panel that allows users to interact with the map
- a table of search results

| # | Listing # | Status | Address                     | City   |
|---|-----------|--------|-----------------------------|--------|
| 1 | 80012143  | Active | S I St Oxnard, CA 93033     | Oxnard |
| 2 | 80013535  | Active | S E St Oxnard, CA 93033     | Oxnard |
| 3 | 80013456  | Active | Helsam Ave Oxnard, CA 93035 | Oxnard |

Homes found via a query are displayed on an interactive map and corresponding datagrid.

The application is integrated with Rapattoni MLS, so when an agent searches for properties with certain criteria, matching listings can be displayed as icons on the map, and listed in the data table below the map. Each icon has a tooltip that is customized for the agent's MLS service. An agent can click on a property in the list and "fly to" that location on the map.

In addition to search results, parcel polygons are returned and displayed. These layers let agents access information for each land parcel in the view, including owner, address, tax data, and sales history. Other layers, such as current listings, MLS listed sales, county recorded sales, school district boundaries, are also available.



## Benefits

The Map Listings Application has enabled Rapattoni to reduce its costs by reducing reliance on third-party data providers and in-house GIS cartography. Other chief benefits are high performance and new features to enhance users' productivity, such as an interactive map, route planning, and mailing lists and labels generation.

In addition to providing a powerfully interactive interface, the application met Rapattoni's requirements for speed and responsiveness, handling upwards of 300,000 to 400,000 requests per day and up to 38,000 requests per hour at peak times.

**"We have found Visual Fusion software to be very efficient,"** Marriott said. **"We met or exceeded all our performance goals."**

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## About Us

IDV Solutions<sup>®</sup>, a Microsoft Gold Certified Managed Partner, is a software company specializing in enterprise mashups.

Their suite of products, Visual Fusion, forms an enterprise mashup platform for creating interactive, visual applications utilizing the power of SharePoint. This software empowers everyone in an organization to create interactive, geospatial mashups from unlimited sources of data. It provides a streamlined platform for building Enterprise 2.0 apps that drive agility, collaboration, and insight.

IDV Solutions is committed to helping Global 2000 and government organizations make their information more accessible, understandable, and contextual.