



## CASE HISTORY – REALOGY FRANCHISE GROUP WEB HOSTING

*Company saves over \$1million per year in web hosting*

### SITUATION

Realogy Franchise Group (RFG), a unit of Realogy, is the franchisor of five of the most recognized brands in the real estate industry: CENTURY 21®, Coldwell Banker®, Coldwell Banker Commercial®, ERA®, and Sotheby's International Realty®. Realogy Franchise Group (RFG) provides its franchisees with the value of widely recognized and respected brands, powerful national marketing, training, and general sales support systems, services and tools.

As part of the Brands' value proposition to their franchisees, the Brands operate national websites that collectively serve up over a billion page-views per year. Prior to the inception of this effort, the Brands acted independently to contract for hosting, leading to five hosting contracts with highly varied service, pricing, and terms.

### OBJECTIVE

RFG sought to bring hosting for the five Brands' public and franchisee intranet sites under a single contract providing uniform and superior services at lower costs.

### APPROACH

- Establish good relationships with the Business Technology Team, the Brands, and the legal department, and establish collaborative process for conducting the work.
- Develop the business case.
- Develop the consolidated hosting requirements commensurate with the Brands' needs.
- Establish platform standards for OS and DBMS.
- Develop and publish the Request for Proposals (RFP).
- Select and invite bidders, and guide them to their best proposals.
- Select finalists, organize site visits, and negotiate best and final proposal from top bidder.
- With RFG's legal department, negotiate contract.
- Maintain a high level of communications throughout.

### RESULTS

- Cost savings of over \$1million per year, after transition costs
- Addition of disaster recovery at reasonable cost
- Expected increase in service satisfaction upon transition to support services based on best practices of ITIL
- Expected cost reduction in support and development following from consolidation to two platforms – Windows and MS SQL Server 2005, or Red Hat Linux and Oracle 10g – a reduction from a wider array of operating systems and DBMSs in place
- Expected development savings and more rapid leaps in interactive marketing capability due to new potential for cross-brand technology sharing