

A CASE STUDY FOR:

CINC

CINC IS THE #1 REAL ESTATE TECH SOLUTION POWERING ELITE TEAMS FOR REAL ESTATE BROKERS AND AGENTS
Rackspace provides the team behind the infrastructure

BUSINESS

CINC is a premium solution and community for elite real estate teams that provides all of the technology and marketing tools they need without locking them into contracts and ever-increasing prices.

CHALLENGES

CINC needed to focus its technical resources on application development, not managing and optimizing infrastructure.

SOLUTION

Hybrid Hosting, Cloud Block Storage, Cloud Load Balancers, RackConnect®

OUTCOME

CINC can focus on building software for brokers and agents, while Rackspace takes care of the infrastructure.





CINC was founded in 2011 by Duane Legate, on the encouragement of some of the nation's top real estate brokers and mega-team leaders. The company provides brokers and sellers with the tools to increase the quality and quantity of buyer leads and effectively manage those leads through their innovative agent software and data capture platform.

From the beginning, CINC has focused on building the perfect real estate platform and relied on Rackspace as their trusted hosting partner.

"We build software for real estate brokers and agents," explains Matthew Swanson, Chief Software Architect at CINC. "We are able to focus on what we do best and let Rackspace take care of the infrastructure, because the team at Rackspace has a deeper understanding of the Windows Server OS than any other hosting company I've seen."

SECURING A MICROSOFT® .NET OPERATIONS TEAM

The team of developers at CINC has a deep understanding of the Microsoft ASP .NET framework and needed a hosting provider with an operations team of skilled Windows technicians to support the platform.

"[Brian O'Neal, CINC's CTO] and I have been developing code using the .NET framework since late 2002," says Swanson. "We don't have to be concerned with OS patches, upgrades and other operational activities that larger companies might have. Those companies may have an entire team dedicated to supporting it. Rackspace is our operations team, providing us with some of the best-in-class Windows support. They're awesome."

The workloads that CINC runs on their Windows platform at Rackspace processes millions of data points daily related to the real estate market across the United States and Canada.

"You can trust that when it comes to Windows, Rackspace knows their stuff," says Swanson.

THE ARCHITECTURAL EVOLUTION

Over time, the CINC architecture at Rackspace has evolved. In the beginning, a pure cloud-based environment was deployed by the startup to get their site up and running quickly. With the tremendous growth that CINC experienced post launch, the company outgrew much of its cloud capabilities, particularly on the database side.

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“And from that point, we realized we needed to evolve into a hybrid model,” says Brian O’Neal, CINC CTO. “We first moved our SQL Server database out of the cloud and into dedicated hardware just to get the larger specs, the larger CPU and RAM usage. So today, that has evolved into a nice hybrid model that is partly cloud for cache-based searching and some block storage. And then the dedicated side is used for the web heads and processing of mapping the software for the (MLS) feeds.”

With the current hybrid environment at CINC, the company is able to connect its dedicated gear to the cloud environment via RackConnect. “That has been an invaluable asset for our team,” continues O’Neal. “We’re able to spin up resources as we need them in periods of peak traffic, spin them down as we don’t, and the dedicated gear gives us the hardware to really handle that load.”

Swanson adds that early on, CINC identified that performance was key. “In the cloud environment, we had shared disk subsystems. By using dedicated disk subsystems, dedicated RAM, dedicated CPUs, we were able to process millions of AJAX and jQuery calls per month. Without dedicated hardware, we wouldn’t have been able to do that.”

CINC is now able to handle more than 500 million web requests and process more than 20 TB of data each month, while serving up web requests within 150–250 milliseconds. Additionally, the Rackspace Hybrid Cloud gives CINC the redundancy it needs to process 40–50 million photos and data for millions of properties from multiple listing service (MLS) feeds across the U.S. and Canada each day and store the data on the cloud and dedicated servers.

LOOKING TO FANATICAL SUPPORT

O’Neal explained that early on, they realized that their focus needed to be on building innovative features for their clients—not on managing day-to-day IT operations.

“Rackspace seamlessly filled this need for our business by operating as an extension of our in-house IT team,” said O’Neal. “The CINC platform demands high performance and reliability across a huge user base and dataset, but no challenge is too big with Rackspace managing the IT backend.”

And when they need one-on-one assistance, they know a Rackspace engineer is just a call away—ready to provide Fanatical Support in less than two rings. From 10-hour conference calls, to proactive consultations on weekends and troubleshooting at 4 a.m. on the Fourth of July, CINC has experienced the high-touch customer service that Fanatical Support provides.

Jason Hoback, president of CINC concluded, “Rackspace makes us feel as though we’re their only client.”

ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialized expertise on top of leading technologies developed by OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

Learn more at www.rackspace.com or call us at **1-800-961-2888**.

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