



SUCCESS STORY

SaaS



## HOMEADVISOR | OPPORTUNITY

NetApp helped HomeAdvisor better manage its data across a complex operating environment while boosting performance and improving cloud integration.

# Data Consistency and Performance Critical for HomeAdvisor

## NETAPP HELPS HOMEADVISOR IMPROVE DATA QUALITY, PERFORMANCE, AND CLOUD INTEGRATION

Like many successful companies, HomeAdvisor has to constantly manage its growth. In 2017, it merged with Angie's List and has grown tremendously, helping millions of homeowners tackle projects. This requires a robust, reliable infrastructure to handle HomeAdvisor's complex data and hybrid multicloud environment. In 2018, HomeAdvisor made a significant enterprise decision to use a NetApp® infrastructure, including AFF, FAS, NetApp SolidFire®, and NetApp HCI.

**250**

HomeAdvisor developers rely on NetApp HCI for better access, resources

**0**

downtime with NetApp AFF systems

**Fast**

continuous service for Oracle

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 **NetApp®**

“There’s a huge sense of comfort and trust that HomeAdvisor has in NetApp, and that’s been earned over time.”

Colin Mariner  
VP of Data Center Operations for HomeAdvisor

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When you think about the challenges that HomeAdvisor faces in trying to provide local services, it helps to know that as of January 2020, there were about 42,000 zip codes in the United States. These local areas need very local services.

Each of these zip codes has thousands of service professionals ready to remodel kitchens or replace windows. But they need the right match: homeowner to service provider.

That’s the primary business challenge for HomeAdvisor. The underlying technology challenge is in some ways even more daunting. How do you deliver ever-changing, hyper-local data to consumers with split-second accuracy and consistency? How do you match the right problem to the right solution with very limited input data?

Essentially, you need a flexible, powerful, data-driven infrastructure. And that’s why HomeAdvisor chose NetApp. HomeAdvisor wanted to enhance its large Oracle database and CRM solution by bolstering its overall data management approach. Specifically, HomeAdvisor wanted to increase its capacity to grow and improve performance, while at the same time streamlining reporting and reducing TCO.

## HOW IT WORKS: DATA IS FRONT AND CENTER

Colin Mariner, vice president of data center operations for HomeAdvisor, said that the company’s major asset is its data and business model.

“HomeAdvisor is unique in the fact that we have customers on both sides of the transaction,” Mariner said. “We have customers on the service provider side of the transaction as well as the homeowner, so we really serve a need for both sides of that transaction.”

For it to work successfully, HomeAdvisor must have a reliable system that can easily scale and adjust to the dynamics of the marketplace. Mariner said the process starts with data.

“Data plays a big role in how we provide services to our customers, as well as support our contractors through the process,” Mariner said. “We use data for everything—from information about customers’ homes to every detail about the job. We keep track of reviews for our service providers and how well those jobs are doing. And we constantly will speak with customers to make sure that we’re providing the best service.”

Data collection and tracking is just one piece of the puzzle, and a fairly straightforward technical challenge. A bigger problem is how to add value to that data, Mariner said. For example, when consumers click a button online they expect a timely action, such as a status on a project or to make a request.

“We’re trying to bridge that gap as much as possible with that data,” Mariner said. “There are several different workloads that we have to transfer between cloud services, business intelligence services, internal CRM systems, and local call centers. The way that we bridge that gap is by consistent data across those workloads.”

In the background, HomeAdvisor has dozens of teams with specialized functions that need fast, accurate access to the data.

“We have many different consumers of data within the organization,” Mariner said. “They depend on that data being correct. We use data for business intelligence and our internal CRM system. We have over 250 developers working constantly with data for new services and new products that are designed to speed and ease the consumer experience within our platform.”

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And for a company that truly embodies the “think globally, act locally” slogan, data has to be relevant.

“The biggest challenge working with our stakeholders is they want data now, they want it to be consistent, and they want it yesterday,” Mariner said. “With a data fabric that we’ve put in place with the help of NetApp, it’s really helped us to deliver that data, and keep all of our data consistent across multiple locations.”

## **THE BENEFITS: BETTER PERFORMANCE, MORE INNOVATION**

Mariner said HomeAdvisor went through a complete storage upgrade. As part of the evaluation process, the company wanted to satisfy several needs such as increased performance, data protection, and leading cloud integration.

“We brought NetApp in to solidify our architecture. Now, from a data perspective and a physical storage perspective, we have nothing to worry about—short term and long term,” he said. “The stability within NetApp is allowing us to focus the business on how we expand into the cloud. It is the reason why we went with NetApp. And it was a very large deciding factor when replacing all of our storage over the past year.”

As a bonus, Mariner said that moving to NetApp products has improved productivity because of its simplicity. “We moved our entire backup strategy over to NetApp because of ease of use,” he said. There is a proven increase in efficiency and a built-in confidence that the solution will just work—no more downtime, no more worries about data loss.

“At HomeAdvisor, we utilize NetApp AFF systems for our Oracle database workloads,” Mariner said. “We use that to keep it consistent across multiple data centers, to scale horizontally across different regions, and we use SnapMirror in order to keep a consistent backup.”

Mariner said the all-flash system has been a key differentiator.

“The AFF system is top of the line, best of breed for us,” he said. “AFF from our perspective is the only way to go for our production database. The AFF systems are exactly as advertised. We’ve been able to upgrade very smoothly with zero downtime. And we’ve been able to increase performance significantly.”

And with the addition of NetApp HCI, HomeAdvisor now has a scalable, on-premises hybrid cloud infrastructure that can help transform its cloud ambitions and development efforts.

“Our developers release code daily and we need to make sure that we’re providing the most consistent environment for them to do so,” Mariner said. “We need to progress things in a much quicker way. NetApp HCI has allowed us to do that.”

There is also huge value in the configurability of the NetApp storage systems, Mariner said.

“NetApp has done a really good job of allowing us to build in automation and CI/CD pipeline above the storage layer, meaning once the storage layer is set up, everything is configurable through API.”

Whether it’s optimizing data across workloads, having the confidence of zero downtime, or building the best type of cloud environment, HomeAdvisor is now able to focus on its customers and not on unnecessary technical issues.

“There’s a huge sense of comfort and trust that HomeAdvisor has in NetApp, and that’s been earned over time,” Mariner said. “The NetApp platform is so solid and the people are so knowledgeable.

“At HomeAdvisor, we believe that a hybrid multicloud is really the path forward for our growth. Our data fabric running on a NetApp ecosystem allows us to do all of the things that we want to do as a business.”

## SOLUTION COMPONENTS

NetApp SolidFire H610S-1

SolidFire License Renewal

NetApp HCI Starter Kit

NetApp FAS2720 12x 10TB NL-SAS

NetApp AFF A300 Small

- AFF A300 Mini
- NetApp Cloud Volumes ONTAP®
- Storage Efficiency Guarantee

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