

## Immobiliare.it selects Arista Networks to further boost performance for Italy's leading real estate services provider

### Highlights

#### Challenge

In response to the continued expansion of Immobiliare.it as Italy's premier online real estate services provider, Immobiliare.it deployed a cutting-edge 100G networking solution from Arista. The innovative spine and leaf design offers enhanced performance and reliability together with the openness and flexibility required to build advanced automation capabilities.

#### Solution

- Arista 7000 Series spine and leaf switches for high performance, low latency, and scale
- Arista EOS® software and API for seamless integration with network automation
- Flexible chassis options offering 12 to 48 ports in a 1/10/25/50/100G configurations

#### Results

- Carrier grade reliability and performance at scale
- Improved network visibility and automation to further enhance performance
- Open architecture and standards-based philosophy in line with company ethos

As the leader in online real estate services across Italy, Immobiliare.it has championed technology innovation and was committed to design and build its core platforms from the ground up to achieve the highest performance. To align with these goals, Immobiliare.it selected Arista to successfully implement a modern spine and leaf network architecture for its new data center, enhancing performance, visibility and delivering seamless integration with advanced automation tools.





### Company Background

Since its launch, Immobiliare.it has risen rapidly to become Italy's premier real estate portal. It is a household name across the nation, serving as the go-to platform for homebuyers, renters, and over 26,000 estate agencies that rely on its growing portfolio of real-estate services.

### Challenge

Immobiliare.it is now the leading property portal in Italy, with more than 55 million visits to its website and apps per month. Visitors interact with over 1.2 million property listings, positioning Immobiliare.it among the top twenty largest business websites in Italy.

Despite being predominantly perceived as a real estate company by consumers, when it originally launched in 2005 as eureKasa.it, the founders had the mentality of a technology startup. Yet instead of gravitating towards public cloud like many startups, "We instead made the decision to build all of the core platforms and infrastructure ourselves," explains Aldo Armiento, CTO for Immobiliare.it. "Many of the systems were completely unique and we were keen to ensure that performance and reliability were absolutely part of what made our platform stand out from the crowd, so we made technology investment a major priority."

The Immobiliare.it portal mixes applications, database, imagery, listings and a highly integrated mapping capability that boasts exceptional responsiveness. Armiento further emphasizes the importance of network connectivity, "At peak times, we manage millions of queries, so our network connectivity is a crucial factor in delivering the performance our customers have come to expect."

Immobiliare.it has grown every year and by 2017, senior management decided that a data center and network upgrade was needed to accommodate the company's continuous growth, expansion of brands, and services.

Raffaele Aloisio, Principal of Systems Development for Immobiliare.it adds, "As a business, we support open-source technologies, and we were keen to work with a networking supplier that also embraces an open and extensible philosophy. Another of our goals was to increase the level of automation to help us streamline our infrastructure management and allow us to make changes quickly and efficiently through platforms such as RedHat Ansible."

## Solution

Following a comprehensive evaluation of several potential networking solutions, the team decided on Arista as the best option to meet their requirements for performance, reliability, and openness. Aloisio explains, “There were many factors that led us to select Arista. We liked that it’s the same operating system across every switch within an open API which makes it easy to use and integrate within our automation platforms. It also has a transparent technology roadmap and a commitment to following industry standards which is important to us.”

Immobiliare.it implemented a spine and leaf design within its new data center in Rome deploying Arista 7000 series switches within a 100GB core that connects over 300 servers across 20 racks. The data center network interfaces with its in-house built Content Distribution Network (CDN) that helps it to deliver its high-performance user experience along with connectivity to its secondary high availability site for extra service resiliency.

Immobiliare.it has also implemented Arista CloudVision®, a multi-domain management platform that uses cloud networking principles to deliver a simplified NetOps experience. CloudVision also provides extensive visibility across the network to help it better optimise performance. This was further enhanced through tight integration with Ansible that allows for simplified, highly automated, and dynamic implementation of network configuration updates and changes.

To strengthen security, the network uses an Ethernet Virtual Private Network design along with Arista C200 series wireless access points across its main campus. “We chose to use Arista’s Wi-Fi solution across the campus as it offered better performance along with a higher degree of visibility, and integrated seamlessly into the main network architecture,” Aloisio added.



## Conclusion

Francesco Ciarfella, Network Specialist for Immobiliare.it, describes the migration as straightforward, “It was a simple migration for us. The level of performance and reliability of the network meets our demands, and the Arista platform provides us with enough headroom to scale up our portals without any network-related restrictions.”

“To be honest, we don’t have many exciting stories about the Arista upgrade,” Ciarfella jokes, “It just worked, without any issues and has delivered improvements across every networking metric you can imagine. I think we spoke to Arista TAC once about some settings and they were helpful and that was that!”

The upgraded infrastructure underpinned by Arista Networks is handling around 2.5 million hits per day with 275,000 hits per hour during peak periods. With the successful upgrade project completed, Immobiliare.it is now looking at international expansion, continuing its approach of leveraging innovative in-house technology to gain a competitive edge and deliver the best possible experience for its customers.



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