

# CASE STUDY

**Real Estate Tech Giant Drives  
New Revenue Streams with  
Google Cloud's Apigee**

**softserve**

## Client Background

Our client is the world's largest real estate technology franchise by agent count. Since 1983, it has cultivated an agent-centric, technology-driven and education-based culture that rewards agents as stakeholders. In 2015, the company began its evolution into a technology company, now building the real estate platform that agents' buyers and sellers prefer.

## Business Challenge

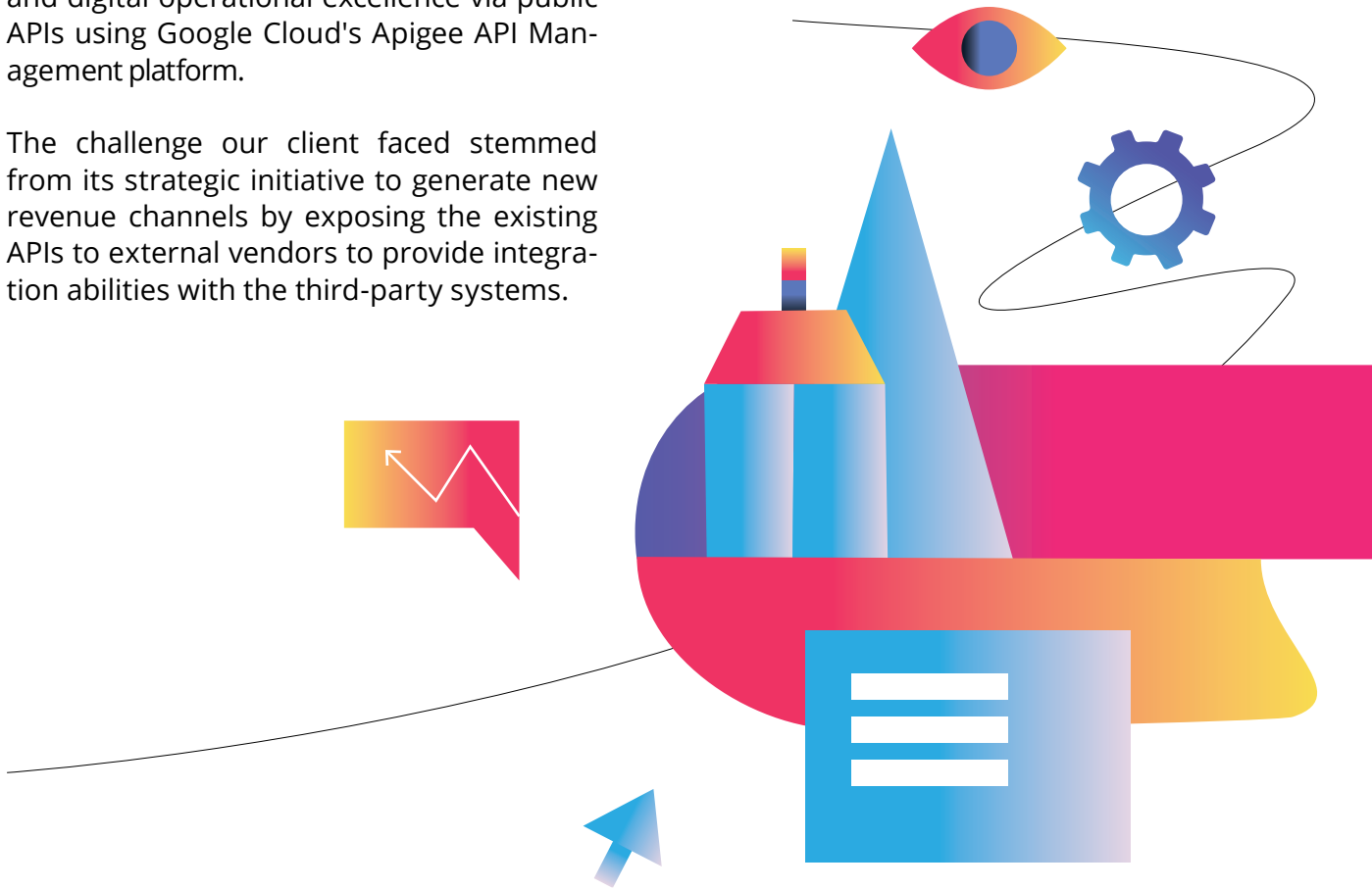
Our client selected SoftServe to lead its digital transformation journey by providing digital customer experiences and digital operational excellence via public APIs using Google Cloud's Apigee API Management platform.

The challenge our client faced stemmed from its strategic initiative to generate new revenue channels by exposing the existing APIs to external vendors to provide integration abilities with the third-party systems.

## Project Description

SoftServe implemented solution using Google Cloud's Apigee as part of our client's platform. Our client exposed existed APIs to external vendors to provide integration abilities with third-party systems to drive new revenue streams.

SoftServe also delivered different integrations based on the Apigee Platform. For example, using a developer portal for documentation. SoftServe and our client as an API provider monetized the APIs via AppDirect.





## Value Delivered

**D**igital Transformation – our client grows by providing digital customer experiences and digital operational excellence via public APIs.

API Connectivity – Apigee integration delivered new revenue channels by connecting third-party applications.

API as Product – SoftServe and our client, as an API provider, organized and monetized APIs via AppDirect as marketplace to generate revenue for the use of APIs.

Smart Analytics – SoftServe integrated different analytics frameworks to measure KPIs to inform business decisions by gaining visibility into API traffic, developer activity, and other operations.

## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our [website](#), [blog](#), [Facebook](#), [Twitter](#), and [LinkedIn](#) pages.

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