



“Spanning Backup allows me to easily protect Google Apps, prevent loss, and restore documents simply and quickly.”

- Eric Hollenbeck
Sr. Manager: IT & Business Services

Redfin Revolutionizes Real Estate with the Help of Spanning Backup

Eric Hollenbeck is not afraid of a challenge, and neither is the company he works for: Redfin, an online real estate brokerage that has vowed to revolutionize the real estate industry. As Senior Manager of IT and Business Services at Redfin, Hollenbeck is charged with ensuring this company- whose business hinges on online accessibility and communication- runs smoothly, from their website and customer service to internal communications. Since 2006, Redfin has combined technology and service so effectively in their effort to improve the real estate game that they’ve closed over \$10 billion in home sales and saved customers \$100 million with a 97% customer satisfaction rate.

As the company grew, Hollenbeck recognized that advancing Redfin’s digital prowess and communication strength would require implementing a software solution that facilitates rapid and protected collaborative communication in the cloud.

Why Switch to Google Apps?

Google Apps fulfilled Hollenbeck’s requirements for the company. “As a technology-based real estate brokerage, Redfin needs to be able to scale quickly and keep its infrastructure lean. We decided to move to Google Apps for ease of management, cost, and the ability to more easily support a distributed workforce,” reports Hollenbeck. Using Gmail and Google Drive as core pieces of their communication infrastructure, Redfin has come to depend on the scalability and reliability of Google Apps. The only piece missing in ensuring the continued success of the firm was a way to back up and recover their Google Apps data in case of emergency.

Why Backup?

"Redfin operates on a team-based methodology, so we need to have easily accessible documents to support our users and customers, while protecting against loss in time-sensitive situations," says Eric Hollenbeck. And while Google Apps proved an invaluable tool to Redfin, the software is not 100% foolproof. Google cannot protect users from losing data due to human error, hacking, sync malfunctions, or mishaps while collaborating. That's why Eric Hollenbeck decided to employ a backup and recovery solution. Now he no longer worries that a competing agent will beat Redfin to a deal due to missing information.

Why Spanning Backup?

Hollenbeck points to Spanning's competitive benefits as his reasons for selecting the software to support Redfin. He notes that "cost, timeliness, and ease of use make

Spanning an attractive option for businesses who leverage Google Apps." Explaining further, he comments that "Spanning provides a unique solution that allows us to immediately restore a past version of a file or lost document from any user in our organization."

"I recommend Spanning because it provides a cost-effective, fully-featured backup and restore solution for Google Apps."

Using Spanning Backup

Spanning Backup includes many great capabilities, but Eric Hollenbeck's favorite feature of the backup and recovery solution is the incremental backup that allows for point-in-time recovery of files. Spanning regularly saves new copies of Redfin's data so that he can choose which historical version of the data he wants to restore in the event it goes missing from Google Apps. When Spanning Backup allows customers like Redfin to do business better, Spanning considers their data protection mission fulfilled.

Spanning firmly believes in offering an intuitive user experience that provides the most fine-tuned restoration of data on the market. Moreover, Spanning believes that businesses deserve and require peace of mind regarding data protection, and Spanning is happy to be consistently delivering that to companies like Redfin.

COMPANY PROFILE

REDFIN[™]
Your New Way Home

Organization Size: 100

Industry: Real Estate

Redfin is a company of real estate agents and software engineers on a mission to revolutionize the way we buy and sell homes. Agents are paid based on consumer satisfaction, not commission.

ABOUT

SPANNING BACKUP

Spanning Backup is the most complete backup and recovery solution for Google Apps and protects your Gmail, Docs & Drive, Sites, Calendar, and Contacts against user errors or an IT-related issue.

Spanning Backup is the highest-rated backup provider on the [Google Apps Marketplace](#). Don't take our word for it - see for yourself! Try a 14-day free trial by visiting [Spanning.com/try-it-now](#).