



REA Data Platform



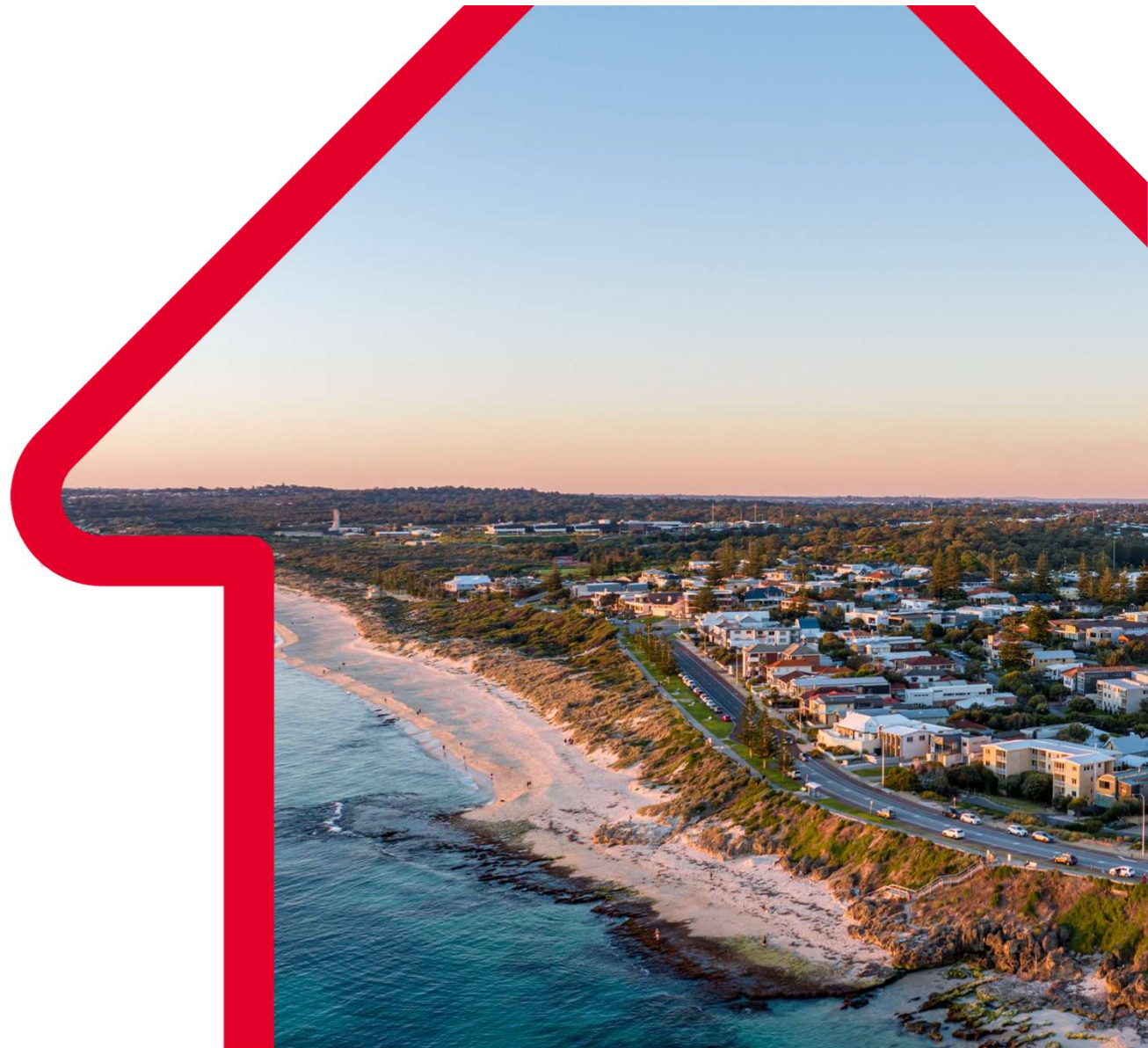
Surj Rangi
Architect



Piyush Dhir
Senior Tech Lead

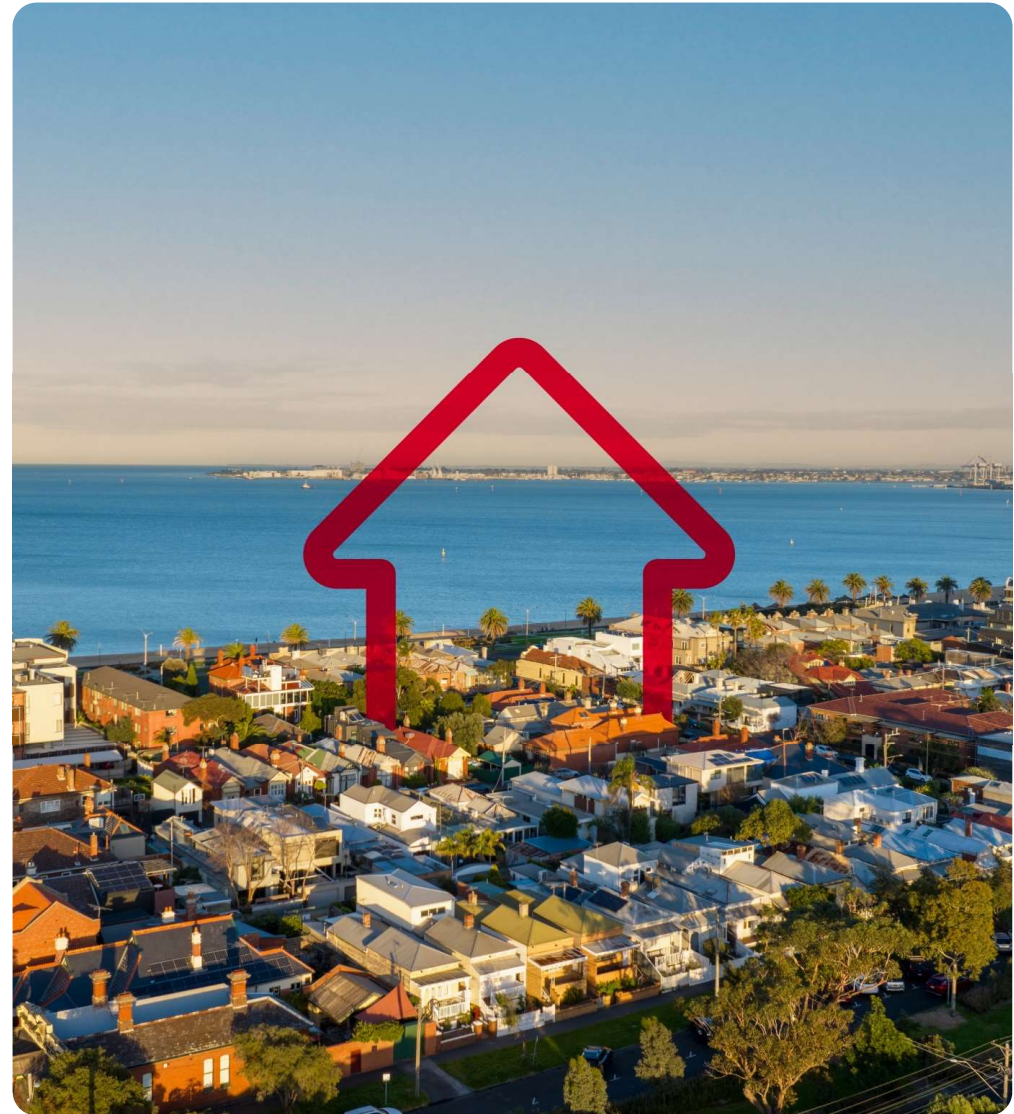


Matt Ellis
Tech Lead



Agenda

1. REA Group history
2. Who are Tech & Data
3. Data Platform – our approach
4. Data Management – our approach
5. Q/A



Who is REA Group?

We're a leading global digital business working to change the way the world experiences property

3000+ people over 3 continents



AUSTRALIA

Consumer Experiences

 realestate.com.au

 realcommercial.com.au

Property 

Flatmates

Customer Value

 Ignite

REALTAIR

Campaign
Agent

Financial Services

 Mortgage Choice

 simpology

Property Data & Valuation Solutions

 PropTrack



Who are
Tech & Data

Tech & Data – making it easy to understand, protect and leverage REA data

Mature data platform, scaled adoption org-wide, driving high quality real-time data ready for the next wave of growth



Centralised Platform

Batch and Real-time data processing across multi-cloud platforms (AWS/GCP)



Team Topology

Business Partners, Federation, Forums and Governance to drive adoption



Strategic Demand

Partner with LOB, with clear strategies and initiative alignment



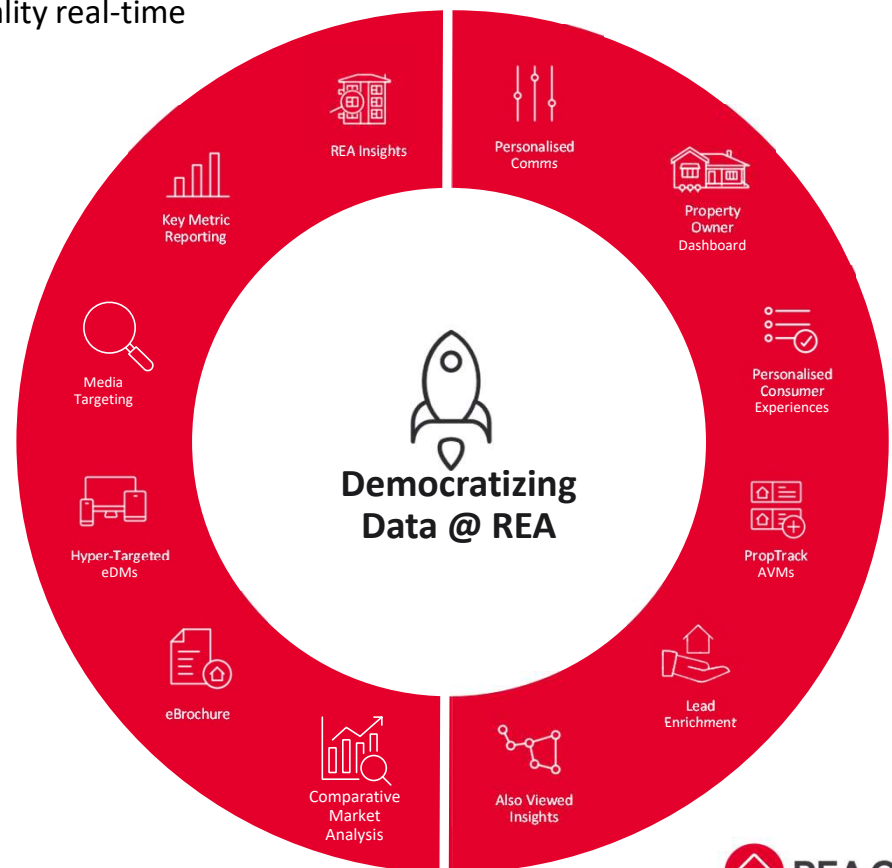
Tech Trends

Explore, “practice what we preach”, evaluate and embracing modern tech and AI for the right purpose



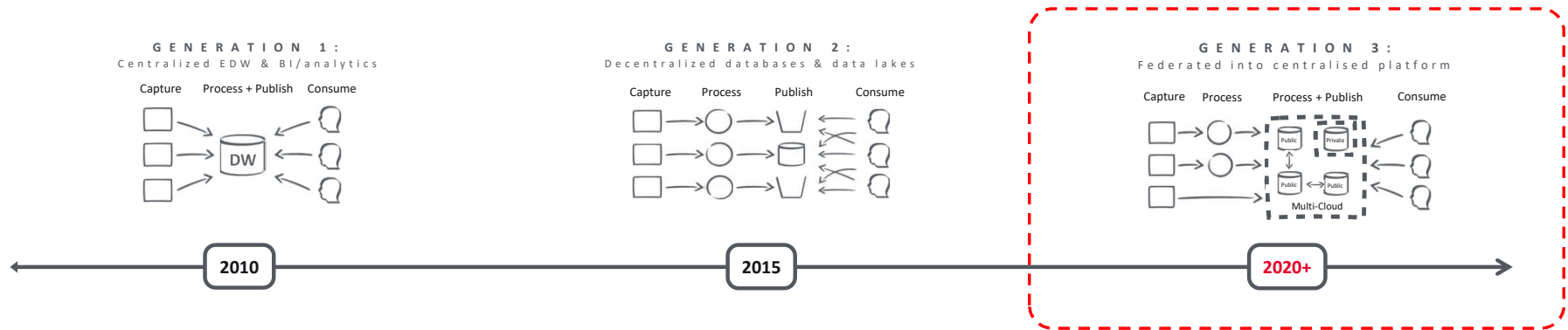
Data Health

Survey and listen to our platform users



Tech & Data – the journey so far

Data Platform Evolution over the last decade+



Key Successes



Hub & Spoke Model



Champions



Governance & Frameworks



Decommissioning Legacy Systems



Patterns & Standards



Business Agility

Key Challenges



Resourcing



Tech Debt



Supporting legacy platforms



Transitioning Data Ownership

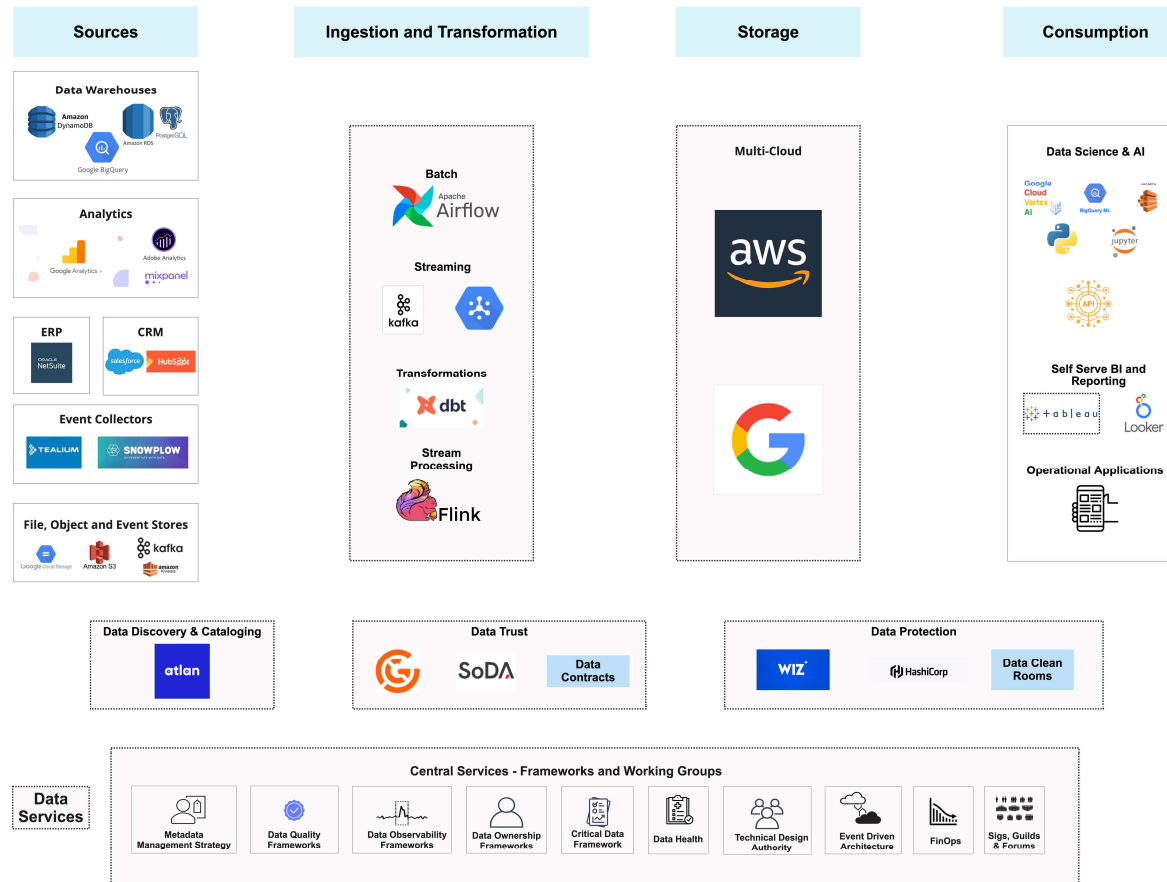


Maintaining Patterns & Standards



Keeping up with demand

REA – Conceptual Data Platform Architecture

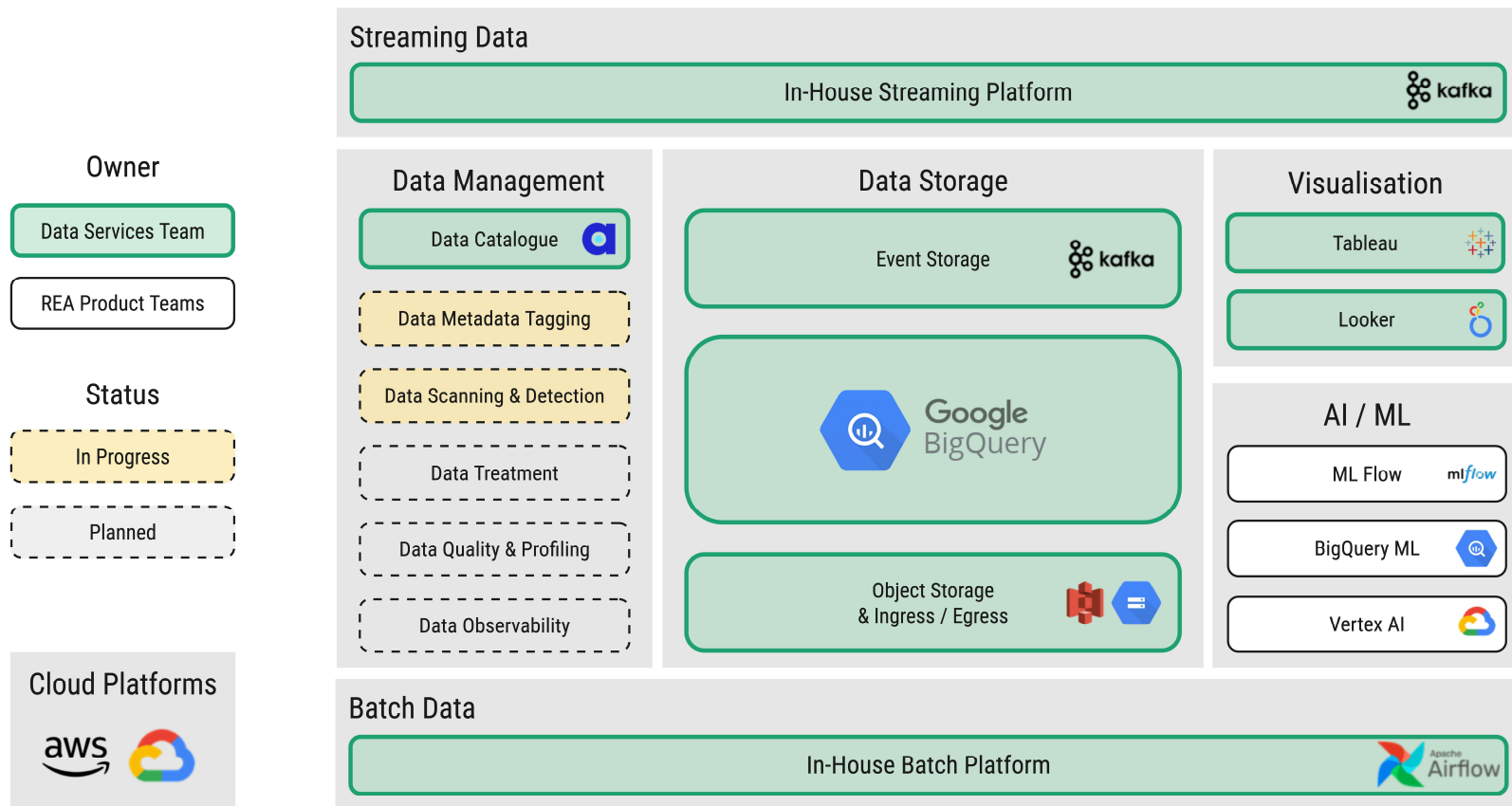




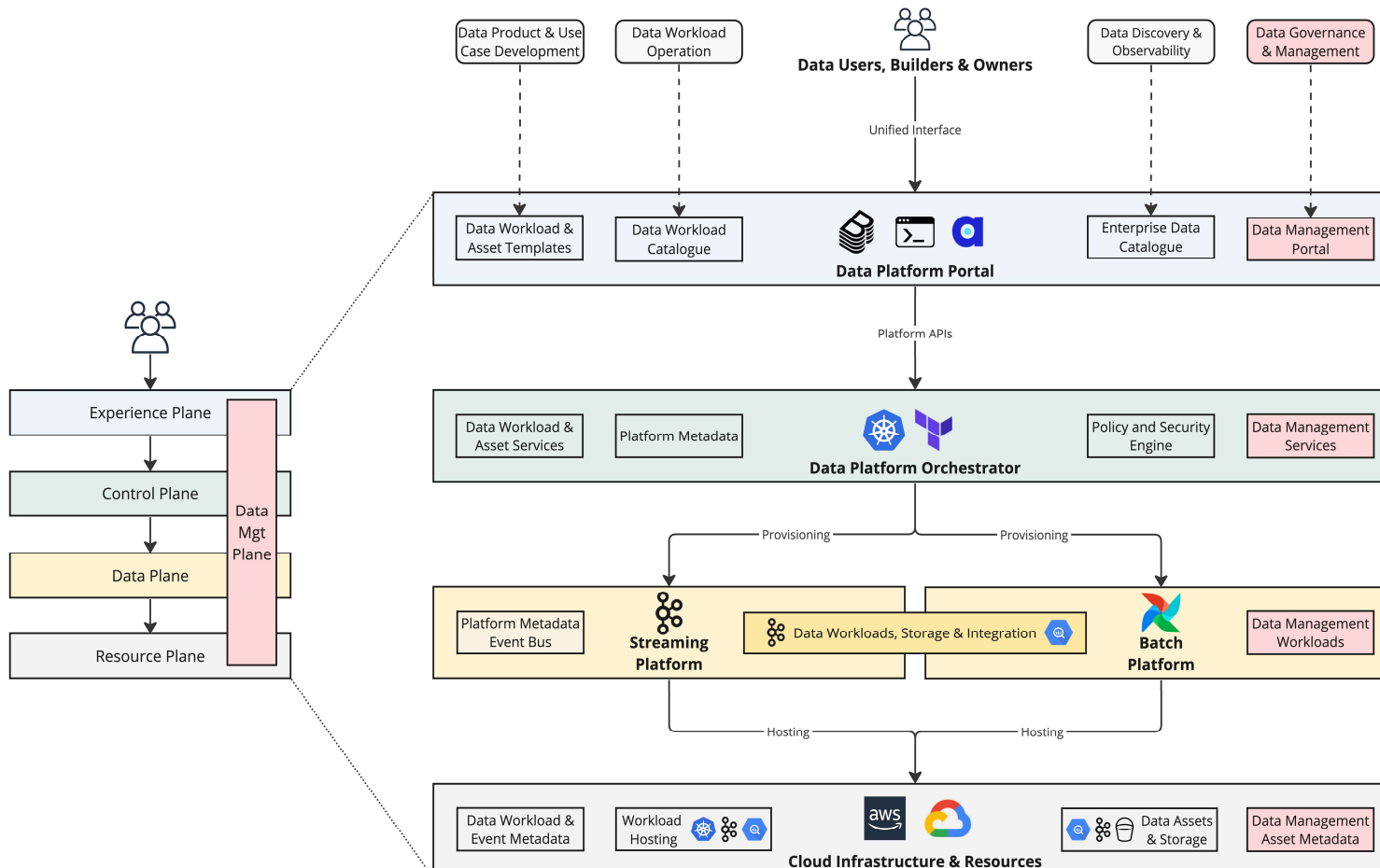
Data Platform – our approach


Data Platform – Current Estate

In-House Platform Products for Batch, Streaming & Data Management



Data Platform - Unified Architecture




 **Unified Platform Experience**

 **Unified Platform Architecture**

 **Integrated Data Management**

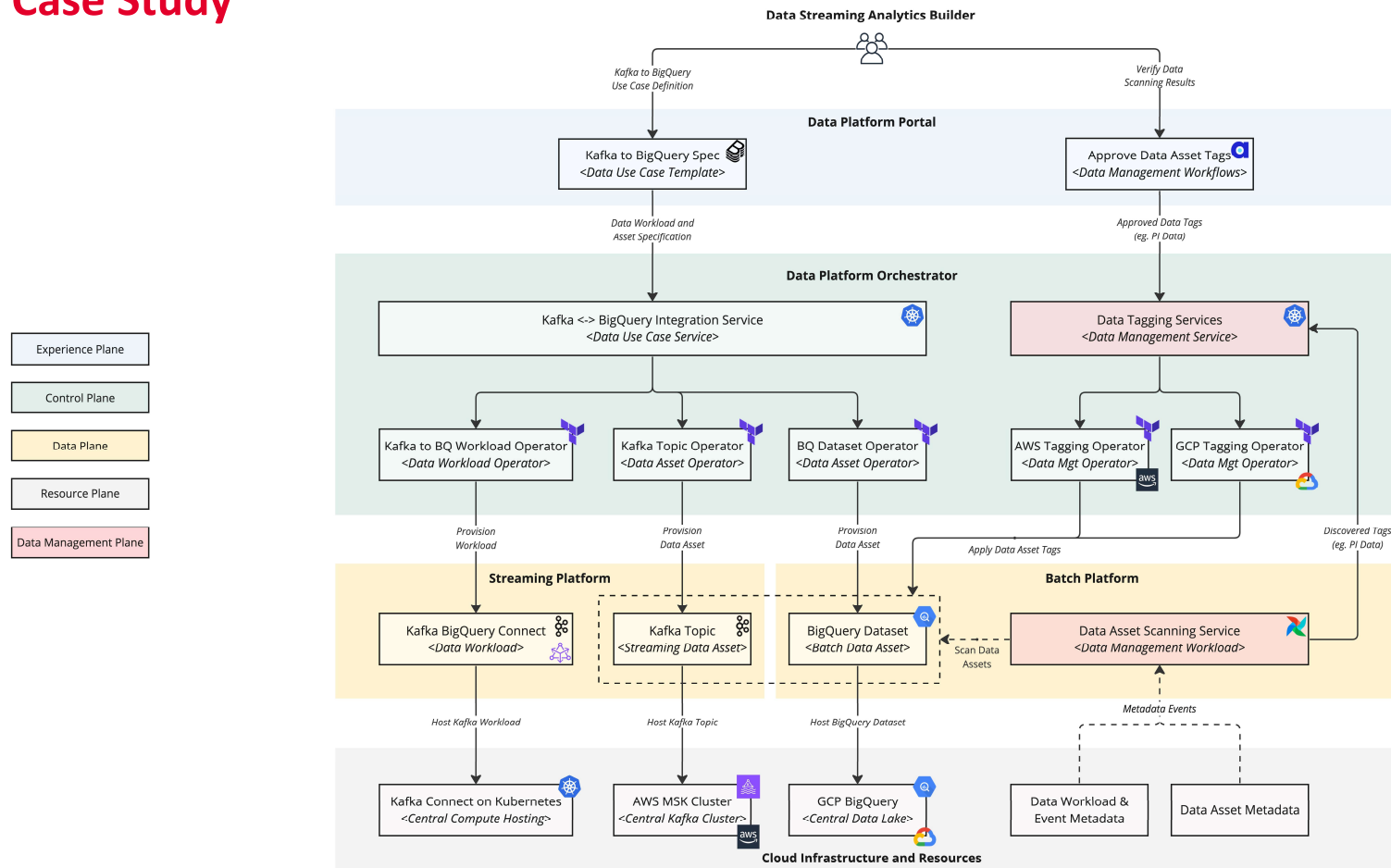
 **Platform Scaling and Federation**

 **Multi-Cloud Enablement**

 **REAGroup**

Data Platform - Services Blueprint

Case Study



Streaming Analytics Use Case

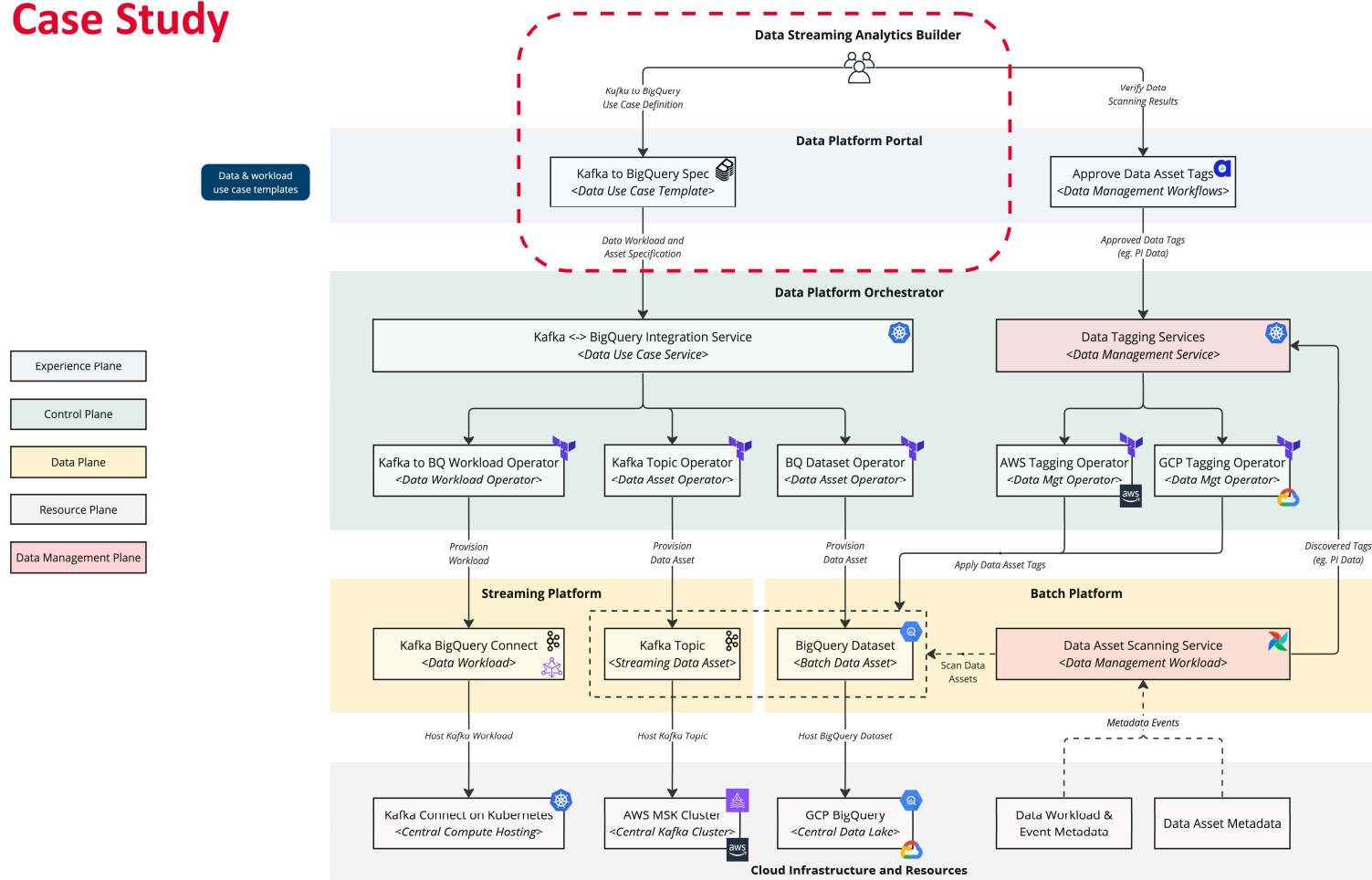
Streaming event data stored in Kafka topic

Streaming analytics in GCP BigQuery

Data may contain personal information

Data Platform - Services Blueprint

Case Study



Unified Platform Experience

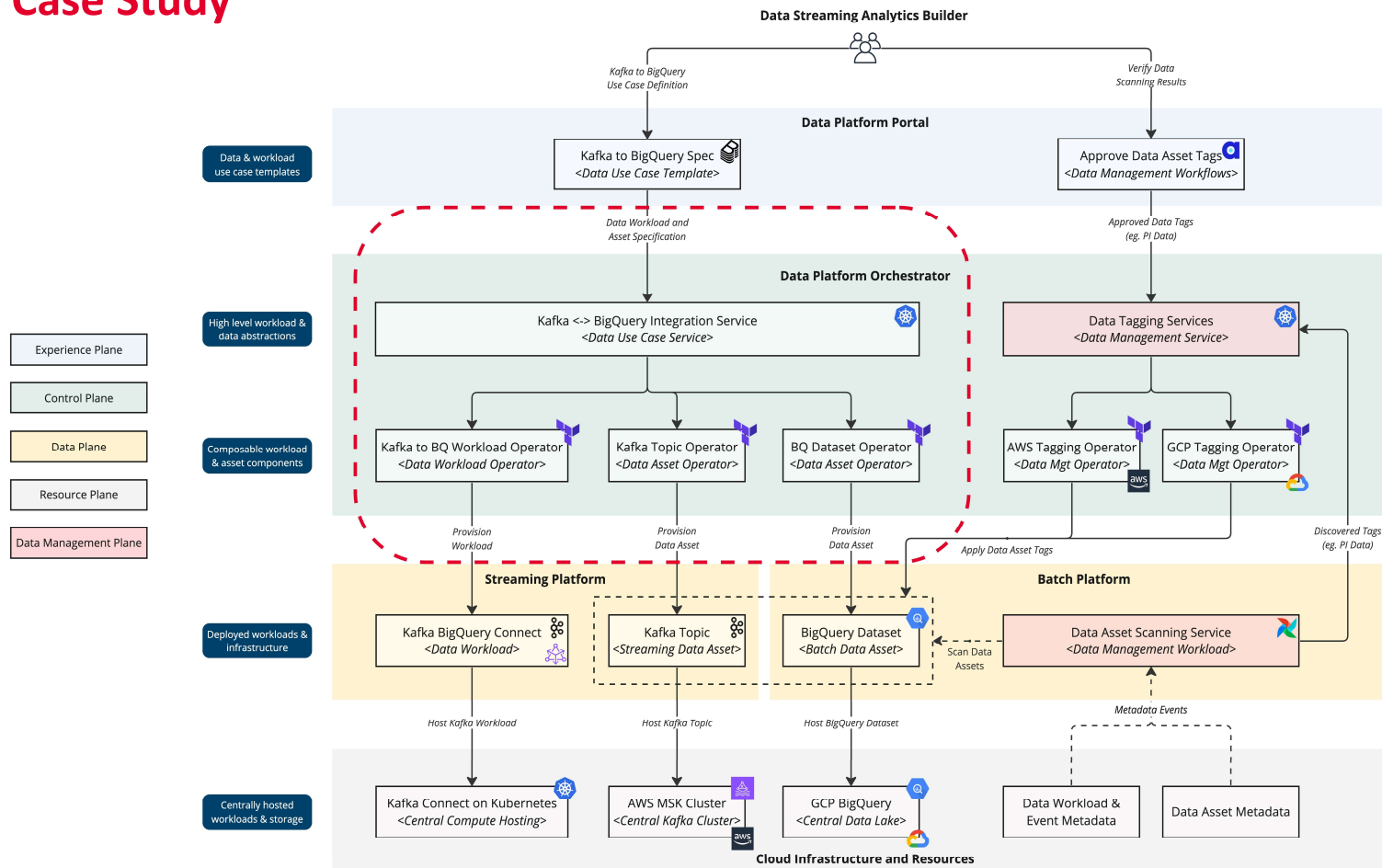
Self-service resource definition and ownership

Golden paths for data use cases

Democratised access via platform portals

Data Platform - Services Blueprint

Case Study



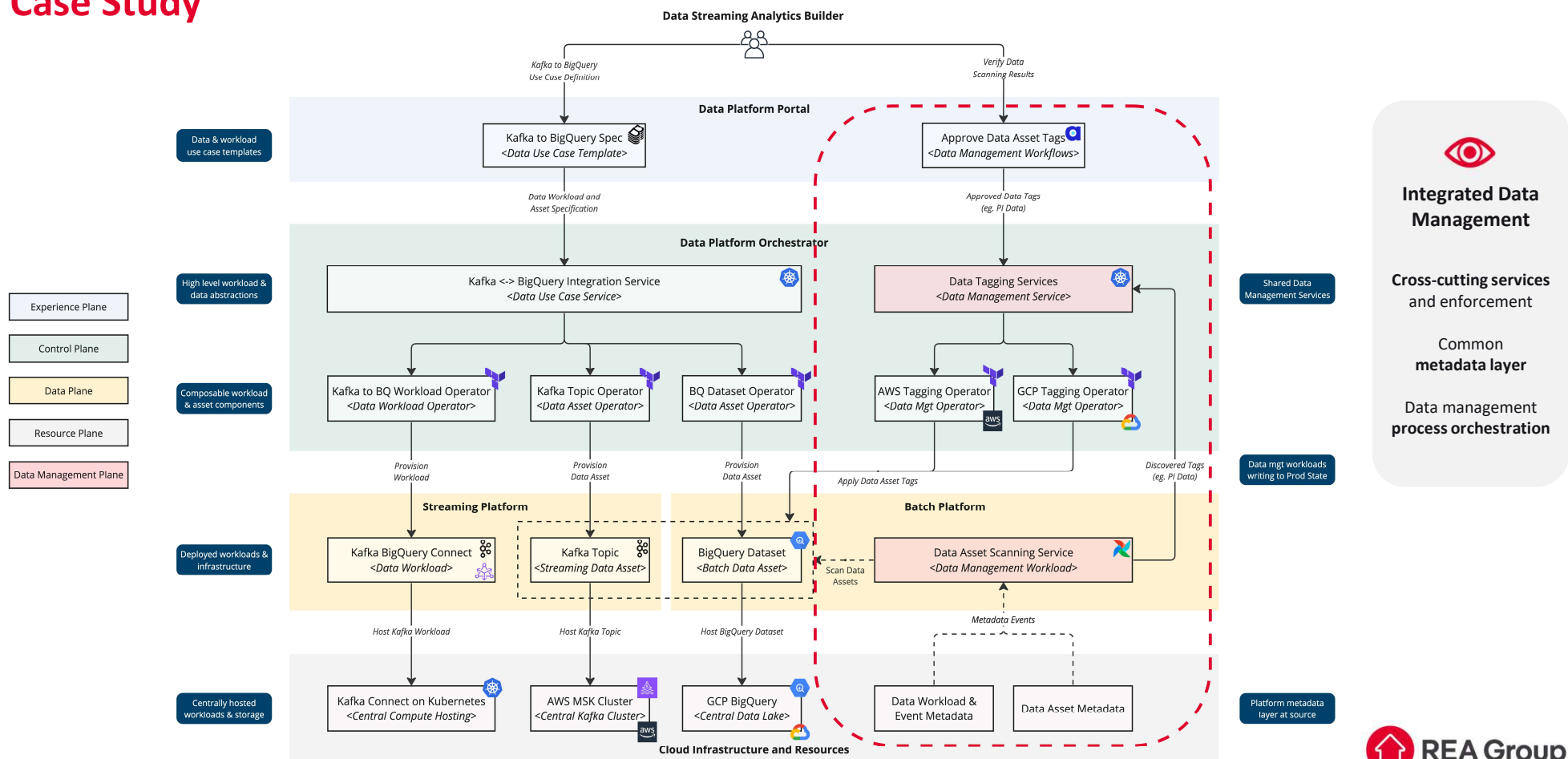
Unified Platform Architecture

Orchestration via REA's Platform as a Service

Encapsulation of data use cases and resources

Composable services, assembled into experiences

Case Study





Data Management & Governance – our approach

Driving Excellence in Data Management & Governance

"At REA, we are constantly investing and prioritizing data management and governance as part of our privacy-first approach within the organization."



Data Quality Standards

- Establish robust *data quality frameworks*
- Enable enterprise tooling



Data Management Processes and Frameworks

- Metadata *tagging strategy* for the enterprise
- Developing *PII framework and Data Treatment process* to ensure privacy compliance

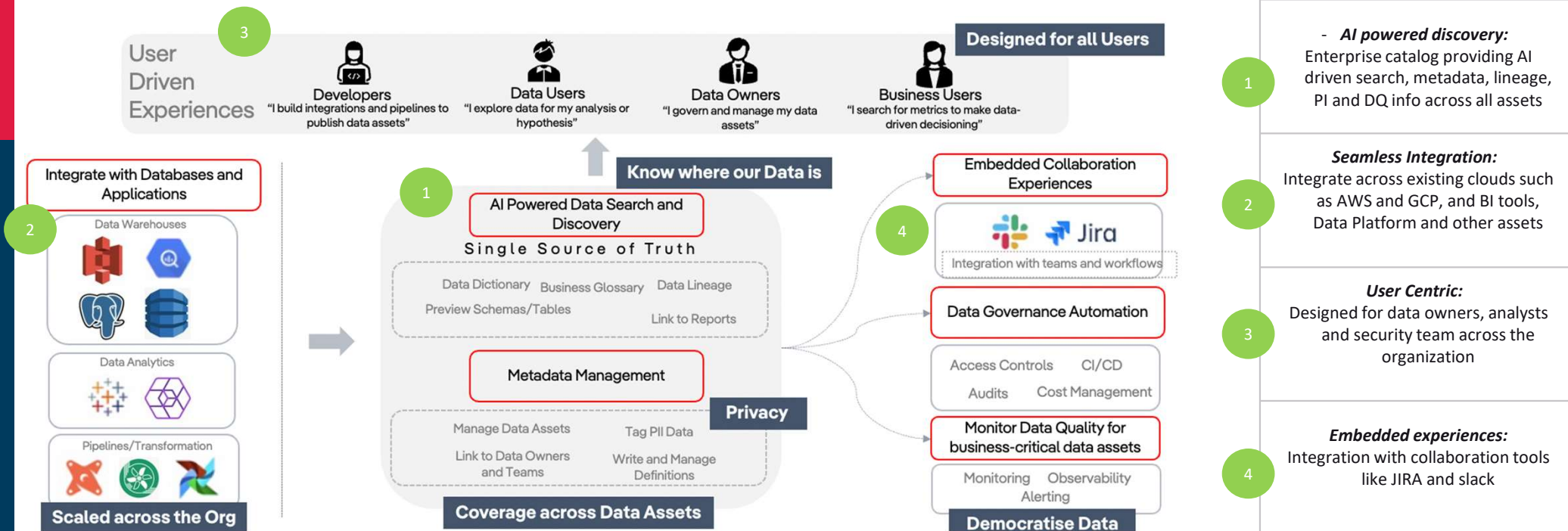


Data Ownership and Accountability

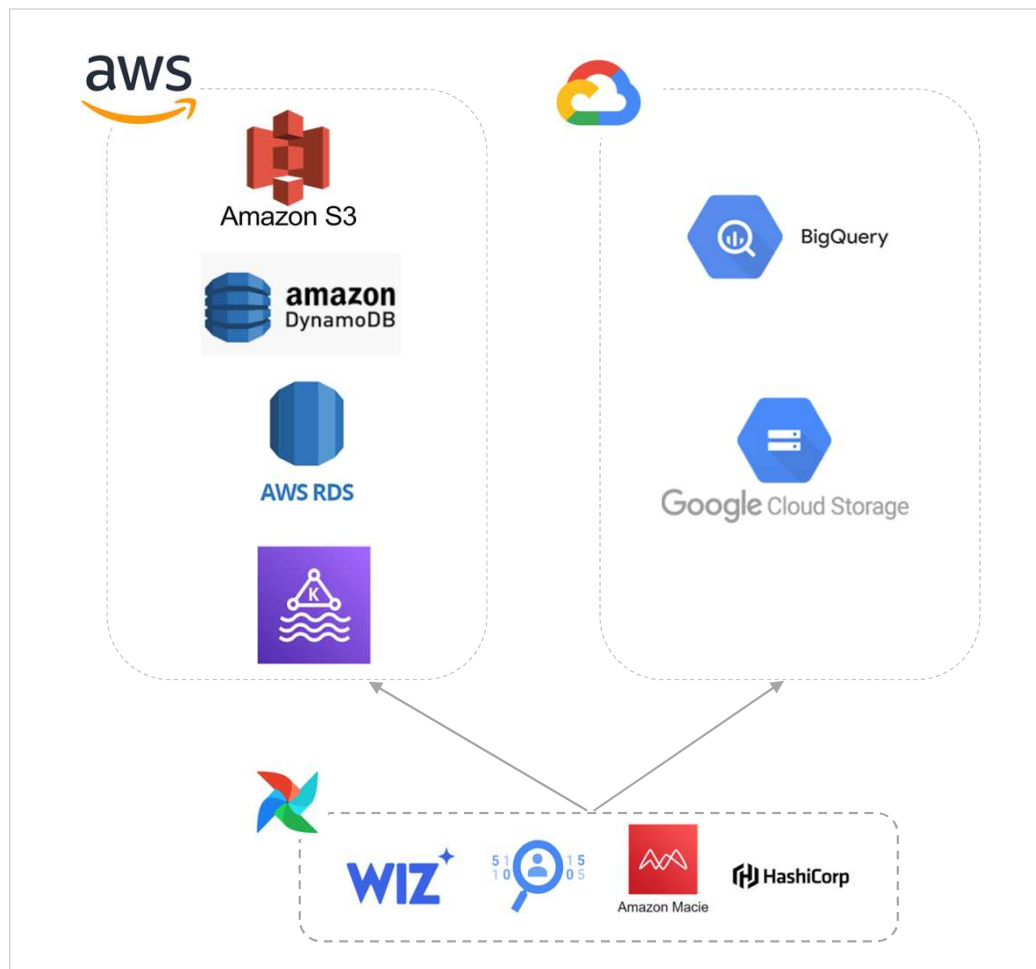
- Creating *accountability framework* for data owners
- Implementing *FinOps strategies* for effective data management

Enterprise Data Catalogue

atlan



Data Scanning and Treatment



Overview

Strategic investments to build and mature **data security and privacy platform capabilities** across the enterprise

Focused on discovering **Personal sensitive information** and **treating it appropriately** based on the frameworks/processes and methodologies set up by security and governance

Striking the right balance of compliance with **data privacy and security while minimizing operational costs**

Data Treatment & Scanning capability will be integrated on the **existing data platform**, this capability will be available to **all users across the enterprise**.

Lasting thoughts



"Our focus on technology and innovation has been constant and the driving force behind our success"

Q&A

