Landmark
Information Group

CASE STUDY

Landmark Information Group finds a new home for its data in the cloud

Improved scalability and performance
help increase customer satisfaction

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Business situation
A quest for application modernization

Landmark Information Group (Landmark) provides property professionals with access to the UK's largest source of property and land data. From digital mapping to environmental risk reports, its customers rely on the company's market-leading data to make intelligent property transactions. Because timing can be critical, data needs to be made available quickly and in a clear and intuitive format.

As part of Landmark's digital transformation journey, it focused on migrating its on-premises, data-driven applications into the cloud to enhance its ability to scale and provide greater flexibility to meet ever-evolving customer needs. It wanted to ensure its customers can get detailed mapping across multiple scale levels with unrivaled response times.

Solution
Driving value in the cloud

As the first property data business in the UK to sign the Pledge to Net Zero, it was important for Landmark to find a solution that would help it achieve the speed and scalability needed to remain a leading industry player, but with less infrastructure and greater efficiency. It partnered with Avanade to help determine whether the cloud was a viable, cost-effective solution for the company's unique product portfolio.

With a proof of architecture on Microsoft Azure as the starting point, we built a partly open-source, fully cloud-native application to replace its on-premises data system. We also teamed up with Intel, a leading technology innovator, to give Landmark cutting-edge digital capabilities. Intel's processors support Azure by providing more flexibility in sizing, performance and cost across any workload so the company can get solutions to market faster.

"As the way companies interact with mapping and features evolves, we knew we had to accelerate our digital transformation to maintain our position in the UK land and

property industry," said Chris Catchpole, group head of data and insight, Landmark Information Group. "Utilizing the latest technologies from Microsoft and Intel ensures we deliver to these evolving needs whilst delivering on our Net Zero pledge."

Avanade, Microsoft and Intel are accelerating cloud adoption by bringing feature-rich, easy-to-deploy cloud solutions to market. This collaboration builds upon a long history of innovation to create a strong foundation for delivering best-in-class cloud services for customers and businesses across the enterprise. Together, Avanade, Microsoft and Intel strive to empower every organisation to thrive in this mobile-first, cloud-first world.

> "By working across Avanade, Microsoft and Intel, we were able to ensure that the movement to the cloud would deliver across all our prerequisites, giving us a clear path forward."
>
> **Chris Catchpole**
> Group Head of Data and Insight, Landmark Information Group

Results
Achieving more with less

With cloud elasticity, Landmark is better positioned to increase customer satisfaction, grow its business and fulfil its commitment to becoming carbon neutral. It can accommodate high traffic periods by quickly spinning up resources on-demand and releasing them when no longer needed. Data can now be retrieved within 300 to 500 milliseconds. This faster response time leads to better performance, higher productivity and the accommodation of more customer requests. Cloud services also use much less energy than the typical on-premises data center, helping the company reduce its carbon emissions.

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Additional benefits include:

- 60% cost savings by reducing the need for continuous upgrades and licensing
- Increased scalability to meet market demand without overspending
- Ability to personalize features like mapping styles, which offer a more differentiated customer experience

"Through this programme we've demonstrated that an application transformation led by the principles of cloud-native design can deliver to the promise of hyper performance, infinite scale, microscopic cost and everlasting reliability," said Tarun Arora, head of modern application transformation at Avanade. "By leveraging our deep understanding of Microsoft Azure, experience of open-source technologies and the collective insights of our partners, we have enabled Landmark Information Group to leapfrog towards its pledge to Net Zero."

The fact that property transactions involve a lot of detail doesn't mean the process has to be complicated and time consuming. Whether you're looking to acquire land, build a development or undertake compliance, Landmark's newfound efficiencies in the cloud ensure every property and land professional has the confidence and capabilities to act and transact at pace.

About Landmark Information Group

Landmark Information, part of the Daily Mail General Trust, is the UK's leading provider of land and property search information, including digital mapping, environmental risk reports and sophisticated property management tools to all property professionals such as Architects, Surveyors, Lenders, Environmental Consultants and Estate Agents. Giving access to the largest repository of professional mapping and data in the UK – including, small- and large-scale digital mapping and data, GIS, historical maps, aerial photography and site intelligence reports, together with high-quality environmental risk and planning information. our focus on quality data enables us to provide unrivalled expertise and solutions that create peace of mind for our customers. We work closely with industry leaders including Ordnance Survey, the Environment Agency, the Coal Authority and the British Geological Survey which enables Landmark to offer the most accurate data and information which has established Landmark as one of the largest geographical information databases in Europe.

About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 56,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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