



Modernizing Lead Systems on AWS EKS for Scalable, Reliable Growth for **Realtor.com**

Driving 20% cost optimization and operational consistency through cloud-native standardization and automated CI/CD modernization.





Realtor.com, a leading U.S.-based real estate platform, set out to modernize its legacy lead and referral systems to meet the demands of a rapidly evolving digital property market. As one of the country's top property listing portals, Realtor connects millions of home buyers, sellers, and agents every month, with deep engagement across listings, agent profiles, and mortgage tools. Given its scale, the company identified the need to modernize legacy systems to enable rapid innovation, scale reliably, and deliver consistent customer experiences.

Navigating Complexity in a Competitive Market

With an increasingly volatile real-estate market, shaped by shifting interest rates, localized inventory trends, and growing consumer expectations for trust and transparency, digital platforms face intense competition from established peers, pushing them to differentiate through data reliability, faster listing visibility, and improved agent performance insights. To maintain its leadership, Realtor needed to transform its legacy architecture, removing silos, reducing operational friction with Next-gen MSP Solutions, and creating a foundation for faster, safer, and more efficient product delivery.

From Legacy Bottlenecks to Scalable Delivery

To unlock agility, Realtor needed a paved path to modernization – standardized, secure, and cloud-native.

With deep AWS modernization expertise and an embedded partnership, having already led several modernization initiatives across the enterprise, Brillio was selected as the partner of choice and brought a proven delivery model, cross-functional domain expertise, and a collaborative governance approach.

End-to-End Modernization with AWS EKS

Brillio executed a structured modernization of Realtor's Leads Platform, focusing on scalability, automation, and cloud-native adoption. The initiative included migrating repositories from GitHub Enterprise to GitHub Cloud and transitioning multiple workloads from team-managed AWS ECS clusters to centrally governed AWS EKS environments—enabling greater operational consistency, enhanced observability, and unified governance across the development lifecycle.

To accelerate automation and improve deployment reliability, Brillio re-engineered CI/CD pipelines using GitHub, CircleCI, and ArgoCD as a new standard for build and deployment orchestration. Jenkins was replaced with CircleCI, introducing reusable pipeline templates and environment-based

configuration that reduced maintenance and increased release velocity.

Brillio automated infrastructure provisioning with CloudFormation templates for consistent, compliant environments and consolidated container images in AWS ECR to enhance security and lifecycle management. Meticulous migration planning minimized downtime and validated dependencies. Application security issues were resolved through automated scanning and CI/CD-integrated compliance gates, while systematic legacy retirement reduced technical debt and operational overhead, resulting in a secure, maintainable cloud foundation.

Standardizing operations, automating CI/CD pipelines, and strengthening security to create a scalable and future-ready foundation.

Agile Governance and Delivery

Brillio executed the modernization through a disciplined two-week agile cadence powered by its Codex platform, enabling real-time visibility into delivery velocity, quality, and customer experience. Clear SLAs for discovery and UAT, proactive environment-readiness tracking, and milestone-based reporting ensured predictable, transparent execution. Through PI-based planning workshops, Brillio and Realtor aligned on modernization priorities, dependencies, and success metrics, supported by a unified modernization scorecard and close collaboration between delivery leaders and engineering teams.

Reducing AWS costs by 20%

The program delivered tangible, strategic outcomes by establishing a resilient, standardized foundation for long-term scalability. Cloud-native approaches eliminated fragmentation and manual toil, enabling faster, safer deployments and enhanced operability across the Leads system. Infrastructure consolidation, legacy retirement, and cloud optimization through automated, standardized platforms—including decommissioning underutilized workloads—streamlined billing and lead management, improved lead quality, conversion rates, and agent satisfaction. The solution enhanced reliability and speed, raising Net Promoter Scores and user satisfaction. At the same time, AI-powered personalization and targeted delivery expanded audiences and deepened engagement.

The overall initiative reduced technical debt, and ensured maintainability and compliance through security best practices.

- Reduced AWS costs by **20%** over the last 18 months
- Recovered approximately **\$10M** in previously lost revenue
- Accelerated average lead time by **40%**
- Increased deployment frequency by **30%**
- Reduced build times by over **42%** in QA and production
- Improved code coverage by **60%**

Reduced tech debt.
Enhanced reliability.
Long-term scalability.



ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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