

BDX Case Study:

## **BDX Enjoys Considerable Growth Since Allowing SAML SSO Access Throughout Its Network Of Private Label Partner Websites**

BDX new home listing resource [www.newhomesourceprofessional.com](http://www.newhomesourceprofessional.com) needed to allow real estate agents and MLS' (Multiple Listing Services) to deliver a private label version of this website to visitors and members.

To create a seamless user experience SAML SSO access was required. By working with the lightweight ComponentSpace SAML 2.0 plug-in BDX found a fast, effective way to meet their customers' desires and also provide a future framework to attract additional partnerships.

### **Business Challenge:**

BDX provides listing services to new home builders. In addition to promoting new homes to consumers through leading new home website [www.newhomesource.com](http://www.newhomesource.com), BDX also created [www.newhomesourceprofessional.com](http://www.newhomesourceprofessional.com), an online resource where real estate agents could find up to date listing that matched the needs of their home buyer clients.

Many of BDX's real estate agent and MLS partners wanted to provide a private label version of [www.newhomesourceprofessional.com](http://www.newhomesourceprofessional.com) to create a consistent brand impression and so it would appear that visitors were searching for listings using their technology.

### **Solution:**

Using the ComponentSpace SAML component Director of Software Development for BDX Lee Pointer and his team were able to prototype a solution in less than two weeks. Responsive support and comprehensive examples and documentation made implementation very easy for BDX developers and they already have six partner organizations using SSO to access their listing service.

### **Results:**

The implementation of SAML SSO has made [www.newhomesourceprofessional.com](http://www.newhomesourceprofessional.com) a more attractive resource for potential partners which is driving BDX growth.

*“Our business continues to grow and the majority of our customers are comfortable with our SAML based SSO offering, it helps to speed up the time to market for integration with these partners.*

*We now have approximately 20000 users across our six different private label sites that have implemented SAML based SSO.”*

Lee Pointer  
Director of Software Development

### **About BDX:**

Employees: 200 and growing

Years in Business: 13 (NOTE: We include our BHI experience here)

#### Company Info:

A joint venture between Move, Inc. and Builder Homesite, Inc., BDX is a trusted resource for your digital marketing needs. In addition to the top new home listing sites -- NewHomeSource.com and MoveNewHomes.com, BDX offers website development, mobile marketing capabilities, interactive floor plans, photo realistic renderings, video production, email services, social media packages, and innovative sales center technologies. More information at [www.thebdx.com](http://www.thebdx.com).