UWM
UNITED WHOLESALE MORTGAGE

About Customer

United Wholesale Mortgage (UWM) is the #1 overall mortgage lender in the nation. Powered by a unique portfolio of proprietary technologies, it works to create a faster, easier, and cheaper experience for mortgage brokers and their borrowers.
www.uwm.com

Geo

North America

Industry

Financial Services

Solution Area

Accelerate Core Applications
Modernize Data Protection

Pure Storage® Products in Use

FlashArray//C™
FlashArray//X™
FlashStack™
Evergreen//One™
Pure1®

UWM Solidifies its Place as America's #1 Lender

UWM is known for providing elite client service for mortgage brokers that far outweighs any bank or retail lender. When its previous storage began getting bogged down by the simplest of tasks, UWM looked to a new all-flash solution that was faster and more powerful, as well as more secure and reliable.

Today, a majority of UWM's infrastructure environment runs on Pure Storage, including two high-availability workloads, its human resources and enterprise resource planning systems, both running on Microsoft SQL Server. Pure Storage also underpins the company's application development and real-time data processing on Kafka, while Evergreen//One delivers newfound speed and scalability with no degradation in performance.

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>
> **BRIAN SZADEK,**
> AVP CLOUD AND EVENT PLATFORMS, UNITED WHOLESALE MORTGAGE

Impact on UWM

Achieved the ranking of #1 overall lender in the nation in 2022

Ranked #1 overall wholesale lender in the nation for 8 consecutive years

Empowers mortgage brokers with powerful, state-of-the-art technology built on the foundation of fast, reliable data

Challenges

Previous disk storage would get bogged down by simple tasks, like moving files

Database latency stood in the way of growth and customer excellence

Needed an easier way to scale without sacrificing performance or profit

Results

Speeds time to market for new applications and features

Improves data security posture and accelerates disaster recovery

Scales capacity easily with subscription-based storage

Empowering Lenders with Unique Technologies

UWM's philosophy is simple. Build technologies that make it easy for mortgage brokers to compete at the highest level. For example, take EASE, UWM's Easiest Application System Ever, or Brand 360, a powerful marketing tool that helps engage prospects and real-estate agents. High availability storage is critical to these services, and to UWM's entire IT operation, but latency had become a drag on its performance. Just moving a file between servers would slow the whole system down.

UWM replaced its spinning disk storage with Pure Storage FlashArray, improving its deduplication rate to 4:1 and accelerating IT performance across its organization.

"I couldn't believe the metrics in our Microsoft SQL Server environment. Pure was light years ahead of our old storage," says Ed Mayer, Assistant Vice President of Infrastructure at UWM.

"The applications we build place enormous demands on our databases and our FlashArray//X90 handles them with ease," adds Brian Szadek, Assistant Vice President of Data, Cloud and Event Platforms at UWM.

UWM also uses Pure FlashArray//C for its video and document archival, as well as storage backups. Non-disruptive storage upgrades ensure the company's entire fleet of FlashArrays runs on the latest controllers at all times, with no interruption to its services.

Database Uptime Made Simple

UWM operates two data centers. One supports its production, staging, and development environments while the other acts as its VMware data recovery site. UWM takes FlashArray-based snapshots and Rubrik backups of both Microsoft SQL Server databases and completes asynchronous replication to its data recovery site every 15 minutes, ensuring rapid recovery in the event of an outage.

UWM manages its FlashArrays via the Pure1 platform, gaining transparency and control across its storage environment. In parallel, it runs a FlashStack architecture, the joint Pure Storage and Cisco UCS software-defined, hybrid-cloud infrastructure allows UWM to manage its compute, network, and storage layers in a hybrid cloud environment using a single interface. The co-engineered solution allows the business to deploy new applications without having to manage additional hardware.

Having purpose-built arrays for several data workloads, from backups to file storage, UWM wanted a more cost-effective way to power these processes without sacrificing performance. By consuming storage as a service via Evergreen//One, the company gains financial flexibility and only pays for the storage it needs. UWM can easily scale capacity up and down while maintaining quality of service to support its operations without investing in or managing storage hardware.

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"The beauty of Evergreen//One is that if I reach an uncomfortable threshold on an array, I can contact my Pure rep anytime and ask for additional capacity. It's great to have the option to adjust our commit levels in the contract through the Pure1 portal and very convenient to have operational agility without having to worry about the hardware," says Mayer.

Eight Years of Industry Leadership and Counting

UWM was named America's #1 wholesale mortgage lender in 2015, and has maintained that title ever since. In 2022, UWM took it a step further and became the #1 overall mortgage lender in America. The company continues to regularly roll-out innovative technologies for independent mortgage brokers across the country and recently developed a game-changing platform that enables 15-minute mortgage approvals to qualified borrowers.

The partnership between Pure Storage and UWM continues to be a huge success.

"This partnership has been nothing but positive for our business," says Szadek. "Our goal is to make the mortgage as seamless as possible for our broker partners and their borrowers, and partnerships with companies such as Pure Storage help us make that a reality."

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