

Industry

Large international e-retailer

Solutions Addressed

- Massive data ingest
- Massive scalability
- Low latency processing
- Platform for upcoming enhanced dynamic data applications and transaction personalization
- Complexity reduction

Results

- 10 times price/performance gain
- Reduces complexity in architecture
- Scale-up for next-generation multi-core servers
- Strategic new application platform for transaction personalization and dynamic consumer experiences

Using XPRESSmp™ in an e-Retail Cache Environment

Business Requirements

- Reduction of database management cost and complexity
- Readiness for increased scale and performance requirements
- Platform to increase transactional flow and to support incremental services
- Faster interactive content delivery for an enhanced customer experience
- Real-time online data transaction processing and personalization
- Large-scale audience delivery

The Story

A well-known international e-retailer with a large customer base needs an efficient, scalable platform to effectively handle an increasing flow of transactions and to manage incremental services. The existing architecture features a two-layer cache accessed by online customer applications: a MySQL in-memory layer for queries, and an Oracle RAC layer to provide cache persistence and to support overflow from the MySQL layer when it cannot scale to support application demands.

The company needs a solution that will provide the flexibility and scale its applications require—and one that will simultaneously reduce the complexity and cost of managing a complicated architecture. They require a 10 times performance increase with a 50 percent TCO decrease. XPRESSmp eliminates the need for the two-tiered cache architecture: collapsing the in-memory MySQL layer, followed by the Oracle layer, and instead running a single, highly scalable in-memory XPRESSmp system to handle the inbound volume at the time-critical speeds required by applications. Additionally, XPRESSmp enables applications to go from page to disc at a much lower latency than the two-tiered architecture allows.

The strategic upgrade to XPRESSmp lays the foundation for low-latency, real-time transaction and query capabilities to enhance the dynamic consumer experience. It also provides the ability to conduct streaming analytics on online shopping behavior during a web browsing and buying session. This will enable the company to process orders more quickly and respond to right-now buying preferences and consumer behaviors for highly targeted transaction personalization.

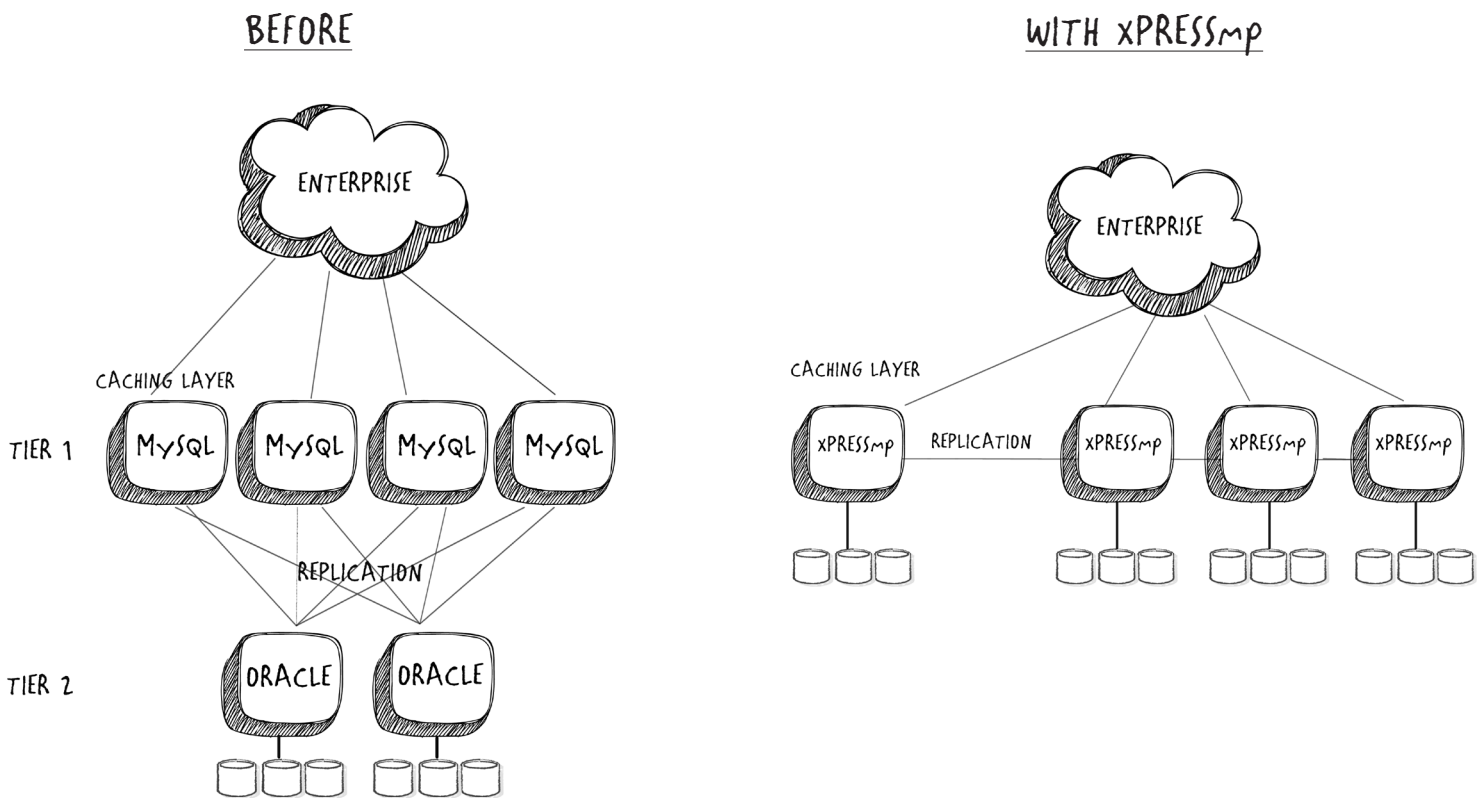
XPRESSmp Use

- Fast, infinitely scalable SQL cache acceleration
- MySQL replacement

- + Accelerate.
- + Time-Critical.
- + Dynamic Data.

Xpressmp™ Capabilities

- Linear scale-up, as more cores are added to the system
- High-availability solution via replication
- Initial deployment with no changes to the application (MySQL replacement)
- Subsequent deployment to replace Oracle transactional database



Results

- 10 times price/performance gain
- Reduces complexity through the elimination of the Oracle tier and synchronizing logic in applications
- SQL scale-up for next-generation multi-core servers
- Strategic new application platform for transaction personalization, and enhanced dynamic consumer experiences via Xpressmp's PUSH services

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Xpressmp™: In-Memory Processing for Time-Critical Big Data. Only from uCIRRUS.