# OPEN FOR BUSINESS

## MySQL community wins with better innovation, support, and integration. BY DAVID A. KELLY

SOMETIMES, RELATIVELY SMALL THINGS CAN MAKE A BIG IMPACT. TAKE THE CASE of the MySQL database. First released in 1995 and purchased by Sun in 2008, MySQL has quickly graduated from the realm of hobbyists to the world of business, becoming the leading open source database for many Web applications and an integral part of the LAMP (Linux, Apache, MySQL, PHP) Web application stack. Almost a year after Oracle's acquisition of Sun, MySQL plays an even bigger role in enterprises of all sizes worldwide.

"I think that MySQL, and all the experimenting that people are doing with it, helps to advance database technology in general," says Carl Olofson, research vice president of database management and data integration software research at International Data Corporation (IDC). "It's a type of 'rising tide that lifts all boats' phenomenon in which even people in the commercial database world can benefit from products like MySQL that get adopted, adjusted, and extended to work effectively in different problem spaces."

Olofson goes on to explain that MySQL has become a popular solution across a variety of applications and services with varying business requirements. "A lot of people using MySQL to create Web applications and online services choose to use MySQL because it enables them to scale up their environment in a fairly low-cost way," says Olofson. "We're also seeing a lot of companies using

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>
> —*Veronika Burnett, Manager of Database Engineering, Gorilla Nation Media*

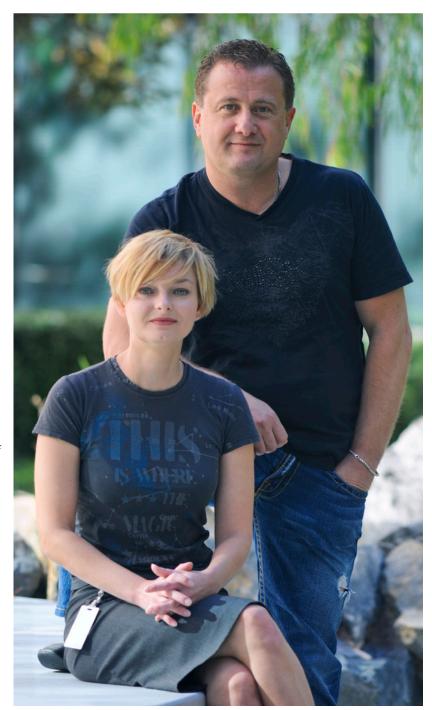**MYSQL FOR BUSINESS INTELLIGENCE**

MySQL is particularly powerful when it comes to Web applications, but companies are putting the open source database to plenty of other uses as well. Take, for example, the Los Angeles, California–based global online ad sales firm Gorilla Nation Media.

"Gorilla Nation relies on MySQL to power its advertising network business intelligence platform," says Alex Godelman, chief technology officer for Gorilla Nation. "As a fast-growing company, we need strong technology so we can operate quickly and efficiently. MySQL is truly in a league of its own."

Gorilla Nation, part of Evolve Media, provides integrated media and promotional programs to Fortune 500 brand advertisers, including clients such as Fox Television, Best Buy, and more. Its customers demand advanced business intelligence (BI) and targeting methods to reach the perfect online audience for their advertising or brand campaigns. Reaching more than 66 million unique visitors per month—as Gorilla Nation does—requires Websites and an IT infrastructure that can scale effectively and efficiently.

That's why Gorilla Nation chose MySQL as the foundation of its BI platform. The organization has more than 500 servers running MySQL, 20 of which are replicated. Its sites get approximately a quarter-billion page views per month, and MySQL manages more than 1 TB of data for Gorilla Nation while providing near-real-time traffic and advertising campaign performance information to Gorilla Nation's publishers and advertisers. In addition, Gorilla Nation uses MySQL to capture all the clickstream data and transactions required for back-office accounting and billing functions.

"One of the great beauties of MySQL is that it's backed by an amazing company like Oracle, which has deep pockets and basically wrote the book on databases," says Veronika Burnett, manager of database engineering at Gorilla Nation. "Also, unlike other open source databases, MySQL is highly scalable. That allows us to do things in our business that are

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absolutely critical, such as having the same database running on multiple physical servers in multiple geographic regions and having near-real-time replication."

Burnett says Gorilla Nation also benefits from MySQL's management features. "MySQL's enterprise manager tool allows us to track performance on hundreds of MySQL servers from a single console, which allows one database engineer to be extremely efficient and effective," she says.

Like other fast-growing companies, Gorilla Nation has to balance the trade-offs between creating an enterprise-class infrastructure to support customer needs reliably and efficiently with the need to scale up quickly, dynamically, and in a cost-effective manner. At the same time, Gorilla Nation needs to keep its eye on the bottom line and avoid large up-front licensing investments. That's why MySQL has turned out to be such a good choice for Gorilla Nation, according to Godelman.

"All our technical and business requirements were satisfied and exceeded by MySQL," says Godelman.

**A BRIGHT FUTURE**

While MySQL continues to power a great many Websites and applications, it's likely that more and more organizations will deploy MySQL for a wide range of departmental, transactional, and BI–oriented needs as well.

"MySQL is a popular product, and I think its importance is increasing because we're starting to see all the different ways it's being used," says IDC's Olofson. "It's also an avenue through which database technologists can experiment, try out things, and distribute them easily because MySQL is so readily available and widespread." ◄

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