neckermann.de achieves cost-effective database scalability with *MySQL Cluster*

neckermann.de GmbH is the 3rd largest mail order company in Germany. neckermann.de launched their e-commerce shopping site in 1995 and was one of the first companies in Germany selling products and services online. neckermann.de sells a wide range of goods consisting of over 140,000 items including electronics, furniture, household items, clothing, and sporting goods. In addition, neckermann.de. also offers additional services such as interactive product advisors, interior design advisors, online videos and 3D product viewers.

neckermann.de originally deployed their web site on high cost symmetrical multi-processing (SMP) hardware and proprietary database software. However, as a result of the exponential growth in online shoppers, neckermann.de was running out of capacity using their existing solution. With the Christmas 2005 shopping season approaching, neckermann.de was forced to find a more cost-effective way to add performance, scalability and reliability to their site to accommodate their traffic growth.

After evaluating multiple alternatives, neckermann.de migrated their session management architecture off high-cost hardware and proprietary database software to a scaled-out MySQL Cluster architecture running on commodity hardware.

"MySQL Cluster enables us to incrementally scale our database infrastructure to meet our growth needs, which we could not have done with our legacy system. Furthermore, this scale-out architecture gives us the flexibility to allocate development and administrative resources where they are needed most."

Jesus Villar-Rodriguez
Project Manager
neckermann.de GmbH

Lower TCO and Increased Flexibility with Scale-Out

neckermann.de is one of the most trafficked e-commerce sites in Germany and receives more than 500,000 visitors every day. Web site performance, scalablity, and reliability are critical to neckermann.de's success. At the core of the e-commerce site is the web session management application. Session management is required by all online shopping applications in order to securely manage user profile information and e-commerce shopping cart applications.

neckermann.de was using Symmetric Multiprocessing (SMP) Unix Servers to store user profiles and manage session data. In order to add additional capacity to meet the upcoming Christmas shopping demand, neckermann.de had to add capacity to their web site. Upgrading their existing system would have required purchasing more SMP hardware and proprietary software licenses. Plus, such a proprietary configuration is rigid and requires high-cost DBA skills to administer.

MySQL Cluster combines the world's most popular open source datbase with a fault-tolerant cluster architecture, enabling 99.999% availability.

neckermann.de needed to find a way to make better use of financial resources by lowering capital expenditures, operating costs, and improving flexibility. The German online retailer was able to achieve this goal by replacing their scale-up proprietary environment with MySQL Cluster running on commodity dual-CPU Intel blade server hardware.

Performance, Availability & Scalability

The MySQL Cluster implementation delivers the performance, availability, and scalability required for customers have a positive online shopping experience. Plus, using MySQL Cluster neckermann.de is able to implement retail merchandising to upsell and cross additional products and services based on customer shopping behaviour.

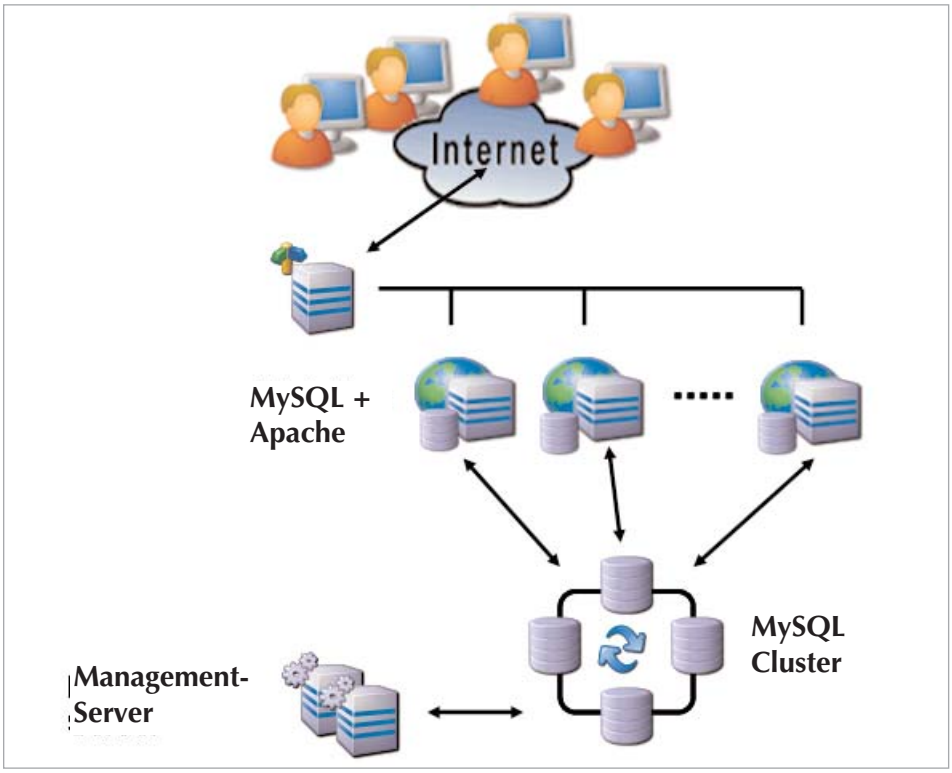
MySQL Cluster is the highly available repository for dynamic session data. By tracking user activity, neckermann.de is able to provide fast and easy navigation as well as ensure users can smoothly complete a e-commerce transaction. In addition to the significantly reducing Total Cost of Ownership (TCO), neckermann.de

chose MySQL Cluster for its proven performance, scalability and high-availability.

Performance

Response times are critical for online e-commerce applications. As one of the largest e-commerce companies in Germany, neckermann.de understands that lengthy wait times negatively impact the user experience, and directly impact revenues. While the session data is only stored on the cluster for short amounts of time, neckermann.de relies on the performance of MySQL Cluster for instantaneous read and write data operations.

Performance, Scalability, High Availability



MySQL Cluster delivers performance, scalability and high availability for neckermann.de.

> *"With the help of MySQL Professional Services we were able to set up a high-performance database infrastructure in a matter of weeks that met our demanding requirements. We are now deploying this solution to our other subsidiaries."*
>
> **Michael Sorg**
> Head of Media
> neckermann.de GmbH

Scalability

One of neckermann.de's requirements was the flexibility to cost-effectively grow their infrastructure.

The MySQL Cluster parallel server architecture enables scalability in a near linear fashion enabling neckermann.de to make incremental investments to increase capacity as their needs grow.

High Availability

neckmann.de needs to ensure that customers can always browse, search and place orders especially under peak loads. MySQL Cluster uses synchronous replication to replicate session data across multiple database nodes. If a database node fails, the application can fail-over to another node, so customers can complete their transactions successfully.

MySQL Professional Services

With the help of MySQL Professional Services, neckermann.de was able to quickly deploy MySQL Cluster in a matter of weeks. Plus, MySQL Professional Services helped neckermann.de fine-tune and optimized the performance of MySQL to meet their demanding requirements.

MySQL

Technical Environment

Hardware:	Dell PowerEdge 1855 Blade
OS:	Suse Linux Enterprise Server
Processors:	Intel EM64-T
RAM:	8 GB
Web server:	Apache
Database:	MySQL Cluster 4.1
Language:	PHP
Database Size:	6 GB
Number of Users:	500,000 per day

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About MySQL

MySQL AB develops and supports a family of high performance, affordable database products – including MySQL Network, a comprehensive set of certified software and premium support services. The company's flagship product is the MySQL Server, the world's most popular open source database, with more than 10 million active installations. Many of the world's largest organizations, including Yahoo!, Alcatel, The Associated Press, Suzuki and NASA are realizing significant cost savings by using MySQL to power high-volume Web sites, business-critical enterprise applications and packaged software.

With headquarters in Sweden and the United States — and operations around the world — MySQL AB supports both open source values and corporate customers' needs in a profitable, sustainable business. For more information about MySQL, please visit **www.mysql.com.**

The World's Most Popular Open Source Database

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