



Adresseavisen, Leading News Site in Norway, relies on MySQL Enterprise



Media

OS: Linux

Language: Java

Database: MySQL

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Rex Goldsmith

DBA at Adresseavisen

Adresseavisen Overview

Adresseavisen was founded in 1767 and is the oldest newspaper in Norway. Adressa.no was launched in 1998 and now has an average of 100,000 unique visitors per day, and growing. Adresseavisen is the largest web property in Polaris Media ASA, a Norway-based media group with publishing, newspapers and digital services providing news via several other channels including radio and local-television (TV) stations, web TV and mobile phones.

The Business Challenge

Reliability and redundancy

Adressa.no represents a way for people to get real time local and international news, sport, business and cultural information in Mid-Norway. “For example when a large fire recently broke out in the city centre of Trondheim, we had a tremendous amount of traffic as people were both naturally curious as to which building was on fire, as well as wondering if they would be able to drive home through the city that day” said Rex Goldsmith, DBA at Adresseavisen.

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The MySQL Solution

It was an executive decision to subscribe to MySQL Enterprise. Adresseavisen wanted to reduce its TCO and to reach a better price-performance ratio while ensuring high reliability and availability for all its online applications. Through the Enterprise subscription, Adresseavisen gets access to MySQL technical support from Oracle as well as to the MySQL Enterprise Monitor, MySQL’s monitoring tool. “We immediately saw great value in the MySQL Enterprise Monitor” said Rex Goldsmith. “I now have access to all information I need and can run trend reports. Overall we have a much better ability to work proactively, and feel that we now have total control over the network performance as well as security and risk factors through the MySQL Enterprise Monitor.”

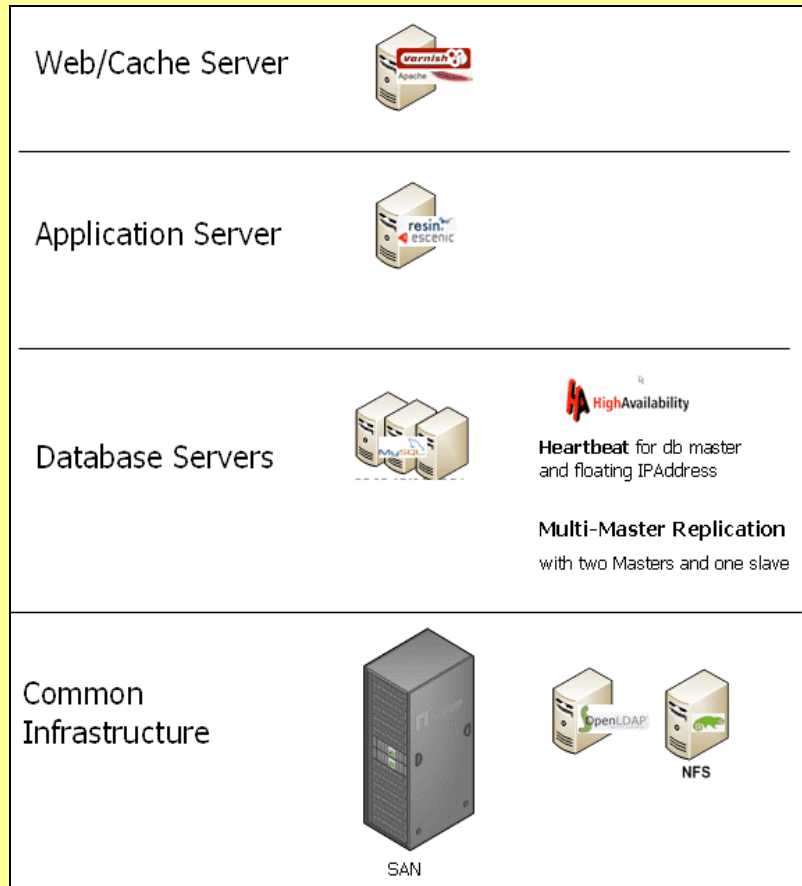
Adresseavisen

The MySQL Enterprise databases are currently supporting 21 online newspaper publications in total within the group. Nine additional online publications will be migrated over to MySQL in 2011. In addition, Polaris Media uses MySQL for all new in-house application development that requires a relational database. This includes the ongoing development of the famous tax search engine application; all major newspapers in Norway have their own tax search engine applications. The tax search engine is very popular, it offers information regarding all Norwegian taxpayer annual income and tax records, and is a service with an incredibly high traffic load on its release in October every year.

Polaris Media's uses Escenic as its Content Software Management (CMS) software and web publishing tool. The applications run MySQL Enterprise 5.0 on Linux servers with Multi-Master Replication and Linux Heartbeat for high availability and redundancy. "We are also looking at implementing a storage snapshot solution for increased redundancy. With storage level snapshots, we will be able to restore all data in a very short time in the event of any data corruption." continued Rex Goldsmith.

An important consideration for Polaris Media was also that the developers were very comfortable developing on MySQL. They have access to numerous tools available for the world's most popular database and could increase their knowledge by participating to the MySQL forums.

IT-infrastructure



The average number of queries is 120 database queries per second for one online publication, this is a sample taken of adressa.no @ 13:00-13:15, September 10th, 2010.

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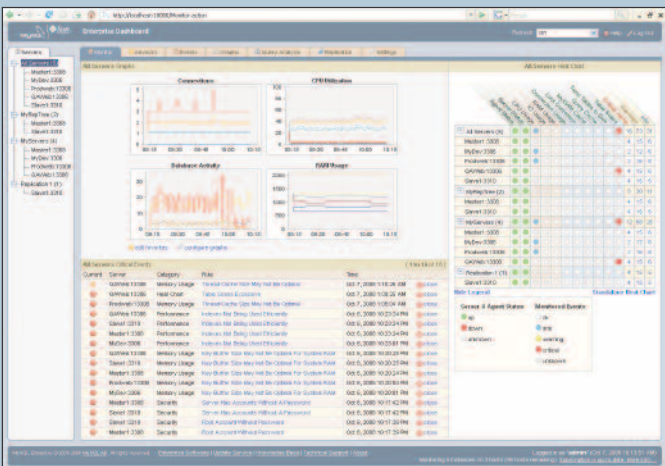
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About MySQL

MySQL is the world's most popular open source database software. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, business-critical systems and packaged software – including industry leaders such as Yahoo!, Google, Alcatel-Lucent, YouTube and Zappos.com.

For more information about MySQL, please go to www.mysql.com/enterprise

To contact MySQL online or via telephone, please go to www.mysql.com/contact



The World's Most Popular Open Source Database