



CONCEIVIUM Relies on MySQL to Perform Real-Time Analytics for BlackBerry Enterprise Server



Network Management

OS: Microsoft Windows

Language: C++, Visual Basic

Database: MySQL Embedded Server

“With CONCEIVIUM’s MobileMonitor/Analyzer combined with its embedded MySQL database running directly on the BlackBerry Enterprise Server, we are able to provide real-time data to our customers that our competitors simply cannot.”

Jonas Gyllensvaan

CEO, CTO and Founder
CONCEIVIUM

CONCEIVIUM Overview

Well over 50,000 organizations have invested in Research In Motion (RIM) networks and BlackBerry devices to provide their employees/users with 24X7 access to their e-mail, voice-mail, applications, documents and data. According to a 2007 study¹, their money is well-spent:

- Individual productivity is increased by 12.5% per user
- Team efficiency is raised 38%, which is valued at \$33,000 per BlackBerry user each year; and
- “Immediacy” – the ability for users to process 2,500 sensitive e-mails and 1200+ phone calls per year while mobile is worth \$5,000 per user per year.

These are compelling gains, but they are possible only if the organization’s BlackBerry Enterprise Server (BES) uptime is 100%. Conceivium Business Solutions ensures that BES are not only up but performing optimally 24X7 for three of the world’s top five banks, The Coca Cola Company, IBM Global Services, Dubai World, The US Army, Vodacom South Africa and many other primarily Fortune 500 organizations. CONCEIVIUM’s MobileMonitor/Analyzer product provides an end-to-end remote monitoring and proactive troubleshooting solution for BES. The MobileMonitor Agents reside locally on each server monitoring the BES logs files and correlating them with events to control symptoms before problems occur, assuring business and service continuity. CONCEIVIUM’s products and solutions provide the following benefits:

- **Prevent service disruptions:** One of the largest North American banks experienced a serious BlackBerry outage that MobileMonitor/Analyzer detected and corrected before its impact could be detected by any one of its 40,000 employee users.
- **Reduce support costs:** Companies using MobileMonitor/Analyzer are able to reduce the number of BlackBerry-related support calls by at least 50% on average.
- **Provide forensic analytics in real-time:** Another very large bank had three full-time employees dedicated solely to analyzing Website log files to determine which sites its BlackBerry users were visiting. MobileMonitor/Analyzer now does this automatically and can produce reports on-demand.

CONCEIVIUM Relies on MySQL's Speed and Performance

The Business Challenge

Each BES MobileMonitor Agent and its embedded database must analyze over two gigabytes of data per day and perform thousands of transactions per second. According to RIM, the number of transactions on each BES grows 20% each year. However, the current volumes were already posing a problem for CONCEIVIUM's CEO/CTO, Jonas Gyllensvaan: "Essentially our agents must do historical trending in real-time and using SQLite, we were only able to do this on a subset of each server's transactions; we could analyze one application – Mail, and that was it." Without the ability to analyze all BES' transactions, CONCEIVIUM's ability to deliver on the promise of uninterrupted service was at risk along with its customers' productivity levels. This was becoming an even more serious challenge as RIM customers are using their BlackBerrys for more applications – ERP, CRM, E-Commerce and real-time trades, which require not only 100% uptime but service level guarantees.

The expansion in both BlackBerry application volume and business-criticality presented a tremendous business growth opportunity for CONCEIVIUM, but the limitation imposed by SQLite was putting even its current business at risk.



"Transaction speed was the most important factor for us in choosing MySQL. Our agents analyze 3000 transactions per second on average and at least three times that during business hours. We needed MySQL's extremely low overhead to achieve that performance. Many of the other databases don't even have this embedded option."

Jonas Gyllensvaan
CEO, CTO and Founder
CONCEIVIUM

The MySQL Solution

CONCEIVIUM's products needed a high-performance embedded database. Said Gyllensvaan, "We had been using SQLite and it had already proven unable to keep up with the MobileMonitor Agent processing demands." CONCEIVIUM considered using Microsoft SQL Server Embedded Edition but concluded that, "though free, it just didn't have the same reputation in the market as MySQL so we didn't want to be on that horse." They also looked into using Firebird but found that "it lacked ease-of-integration capabilities and its open source development community is small and not very active," which translated into time his development team would have to spend figuring out the database vs. developing new product capabilities.

Gyllensvaan and his team selected MySQL for the following primary reasons:

- **Performance and Transaction Speed:** MySQL gives MobileMonitor/Analyzer the speed and performance it needs, expanding its capacity by 70% to provide real-time analytics on all BES transactions. This performance boost has also provided access to a new business opportunity for CONCEIVIUM and its customers: Service Level Guarantees. "One of the world's largest IT support services organizations will be offering its customers a Service Level Guarantee for their BES deployments made possible by using our MobileMonitor/ Analyzer with MySQL."
- **Ease of Integration:** With CONCEIVIUM's commitment to provide leading-edge technology to the BlackBerry community, their busy development team didn't have time to spare, making ease of integration an especially important criterion. "We were able to do the integration in a fraction of the time it has taken us just to research how to integrate with other databases. It took us less than one day to fully integrate MySQL with our MobileMonitor/Analyzer product while it has taken us a few days just to do the research with other databases."
- **Support:** "The large and active MySQL community means that there is an availability of in-depth knowledge we can tap into at any time. Having access to both community and formal support was an important factor in our decision."
- **Market Reputation:** CONCEIVIUM didn't have the spare time and resources to do an in-depth trial and analysis of a lot of databases. "We relied on MySQL's excellent reputation – there is no runner up in the SQL embedded space. We've found that it's more than lived up to its reputation."

MySQL Embedded Server for OEMs, ISVs, and VARs

MySQL Embedded Server is a full-featured, zero administration database that enables ISVs and OEMs to bring their applications and solutions to market faster. MySQL's small footprint, zero administration and support for 20+ platforms gives ISVs and OEMs ultimate flexibility to ship a highly reliable SQL compliant, transactional database with just about any software application or hardware appliance.

MySQL Embedded Server enables OEM/ISV/VARs to:

- **Reduce COGS and improve profitability** by embedding a cost-effective database without artificial license restrictions on CPU, memory, and servers
- **Bring applications to market faster** by embedding a proven database rather than building and maintaining a proprietary database in-house
- **Deliver a differentiated solution** that can capture, store and report on data with speed and granularity by embedding a full-featured, relational database
- **Win competitive comparisons** using a SQL compliant, relational database with superior performance and reliability
- **Deliver a Zero Administration solution** so that their customers don't have to hire dedicated DBA resources
- **Make reporting and analysis easy** using a cost-effective open source reporting solutions like Jasper for MySQL: OEM Edition.

MySQL Embedded Server is Ideally Suited for:

Software Applications

- Network & Performance Management
- Monitoring Systems
- CRM & ERP
- Educational Software
- Email, Anti-spam software
- VoIP & Online Messaging
- Healthcare & Practice Management
- Biotech

Hardware Appliances

- Networking Equipment
- Routers & Traffic Controllers
- Security Appliances
- Retail Kiosks
- Point-of-Sale (POS) Systems
- Diagnostic Instruments
- Sensory Devices
- And more...

About MySQL

MySQL is the most popular open source database software in the world. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, critical business systems, and packaged software. At www.mysql.com, Sun provides corporate users with commercial subscriptions and services, and actively supports the large MySQL open source developer community.



The World's Most Popular Open Source Database

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