Evite *Relies on MySQL* to Deliver Millions of Invitations

Launched in 1998, Evite is the free online event planning service from InterActiveCorp, one of the world's leading interactive media companies. The Evite Web site serves 6 million users and delivers up to 9 million invitations each month. Evite's great success has resulted in phenomenal traffic growth of 80% year over year.

Evite had been using Oracle for four years to try to meet all of their data management requirements. However, they found that the Oracle software was very expensive and difficult for less-experienced staff to use. The company also needed a database that delivered the performance and scalability to meet their exponential growth in traffic. After only one year, MySQL has become a key part of the IT infrastructure of Evite, taking the place of expensive, proprietary solutions. MySQL sits behind nearly every page of the Evite website and drives business-critical data warehousing and tracking applications.

"MySQL directly contributed to the success of Evite by allowing us to cost-effectively grow user traffic by 80% a year while providing continuous 24 x 7 availability to our customer base."

Eric Rickerson
Director of Operations
Evite

A Key Part of the Business Critical Infrastructure

Personalizing the Online Experience using Session Management

Evite users can create personalized online invitations. Users can view local events that match specific interests, maintain a personalized address book, and share photos making it a highly customized and rich user experience. Evite enables this by using MySQL to track the state of each users Evite session. Any of Evite's web servers can participate in any user session without data or state loss, regardless of problems with any particular web server or group of servers.

After briefly experimenting with Oracle, Evite chose MySQL for its superior performance. MySQL flawlessly answers approximately 10 million queries during peak traffic hours, serves 5 million pages a day, and has allowed Evite to cost-effectively scale traffic growth at a rate of 80% per year.

Streamlining Customer Support with an eMail Data Warehouse

Emails are a central requirement to the success of Evite's business. Through Evite's service, users can create personalized online invitations for events such as birthdays, dinner parties, and music festivals. Furthermore, users can manage RSVPs for multiple events they are invited to. Evite delivers over 1 million emails and RSVPs daily. This high email traffic volume needs to be managed effectively.

Evite has integrated its mail system (Sendmail) with MySQL to track delivery of every email in the system. Prior to Evite's deployment of MySQL for email tracking, system administrators were spending several hours per day tracking down customer issues with mail delivery. Today, thanks to MySQL's scalability and performance, Evite Customer Support can access user email delivery status information in an instant without any help from the technical staff.

Delivering Clean Content using Full Text Search

One of Evite's newer products is the Local Events Directory where users can view local events by searching a specific postal zip code or through preselected categories. To populate the Local Events Directory, Evite receives incoming data in the form of XML documents from its sister properties within InterActiveCorp. Using MySQL's full-text search capabilities, Evite created an automated process that enables them to instantly match up and filter out duplicate records, thereby providing users with a more consistent experience across Local Events Listing products.

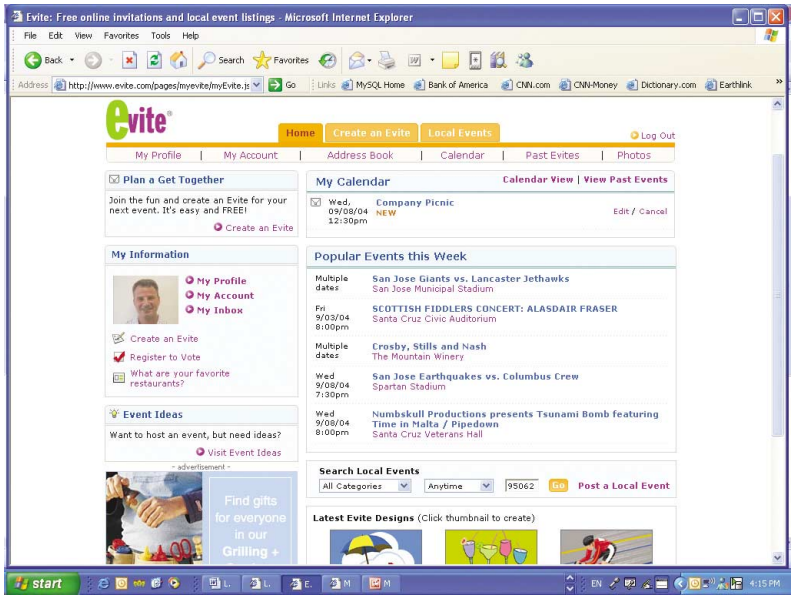
"The performance of MySQL Full Text Search is impressive! Before the use of MySQL the duplicate-item filtering process took 20 hours to complete for a particular XML feed. With MySQL it only takes 2 hours!"

Philip Morelock
Senior Systems Administrator
Evite

Enabling Evite to Scale Traffic Growth at 80% Annually

Evite first implemented MySQL to give visitors a personalized online experience by managing user sessions and state. This application is still the most important use of MySQL for Evite and allowed them to cost-effectively scale traffic growth at a rate of 80% per year. Though using MySQL was initially an experimental move away from Oracle, based on the successful deployment of the service, Evite created several additional applications to power its growing business.

Evite has been able to continually deliver the functionality its users wanted in very impressive time-frames thanks to the following MySQL benefits:



Evite serves 6 million users, delivering up to 9 million invitations each month

Ease of Use – Developers and administrators, with wide ranging sets of skills can quickly and easily use MySQL to solve problems without hiring specialized resources or spending months learning to install, configure, and use the software.

Reliability – MySQL has proven itself to be extremely stable and reliable powering Evite for the last year, keeping pace with 80% traffic growth per year.

Performance – Performance was a primary requirement and in certain comparisons against Oracle, MySQL performance was unmatched.

Zero Administration – The fact that Evite can set up a MySQL Server in less than 10 minutes has allowed them to significantly reduce the time it takes to administer the server and focus on the development of core services.

Cross Platform – MySQL's cross platform support has allowed developers and administrators with platform specific skills to be immediately productive using MySQL.

Full Text Search – Evite reduced the time to filter duplicates from 20 hours to 2 hours using Full Text Search.

"MySQL gives us the ease of use and performance for certain applications that Oracle can't match. The fact that I can get MySQL set up on any operating system in 10 minutes, has enabled us to deliver new applications much faster than by relying solely on Oracle."

Philip Morelock
Senior Systems Administrator
Evite

MySQL®

Technical Environment

Session Mangement

Hardware: Sun (2) (4-CPUs each)
OS: Solaris 8
CPU: UltraSparc
RAM: 2GB
Language: Java, Perl
Database: MySQL Server, Connector/J
Database Size: 150,000 rows

Mail Data Warehouse

Hardware: IBM Xseries (2 CPUs each)
OS: Gentoo Linux
CPU: Pentium III
RAM: 1.2GB
Language: Perl, PHP
Database: MySQL Server
Database Size:
- 15 GB
- 120 million rows
- 5 tables

Network Area Storage (NAS):
- Netapp 880 and 840
- *RAM:* 3GB
- *Storage:* 1.5 TB

Content Aggregation (Full Text Search)

Hardware: IBM xseries
OS: Gentoo Linux
CPU: Dual Intel Xeon
RAM: 1.2GB
Language: Java
Database: MySQL Server
Database Size: 1 GB, 2.8 million rows

About MySQL

MySQL AB develops and markets a family of high performance, affordable database servers and tools. The company's flagship product is MySQL, the world's most popular open source database, with more than 5 million active installations. Many of the world's largest organizations, including Yahoo!, Sabre Holdings, Cox Communications, The Associated Press and NASA, are realizing significant cost savings by using MySQL to power Web sites, business-critical enterprise applications and packaged software. MySQL AB is a second generation open source company, with dual licensing that supports open source values and methodology in a profitable, sustainable business.

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

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