



be2 scales fast growing matchmaking web site with MySQL Enterprise



Matchmaking Services Application

Hardware: Dell PowerEdge

OS: Debian Linux

Database: MySQL Enterprise Server

"The MySQL Query Analyzer together with the MySQL Enterprise Monitor allows much more effective analysis and tuning of database queries compared to traditional tools. We also benefited considerably from the expertise of the MySQL consultants."

Dr. Dave Sharrock

Director IT, be2 S.à.r.l.



Information about be2

be2 started in 2004 with its German web site be2.de and is today one of the world's leading matchmaking services designed to unite soul mates for fulfilling long-term relationships. More than 17 million members in 36 countries on 6 continents trust in be2's state of the art matching methodology, developed by a team of expert psychologists, sociologists, and statisticians.

be2 has been growing at a tremendous rate of far over 100% every year - be it in visitors, members or revenues. Within just four years, be2 has become the matchmaking service with the most visitors in Europe and worldwide as well as the one growing most strongly according to ComScore and Nielsen Netratings, the two main industry monitors. Currently, more than 20,000 new members join be2 every day.

The business challenge

When be2 started the business a cost-effective and performant database for a small/middle sized web application and information amount was needed. However, as the application and user number grew it became obvious that also a highly scalable database solution is necessary.

The MySQL solution

Initially MySQL has been chosen as the best solution for quick and effective web application development for a small/middle size application. As the application scaled it became obvious that MySQL supported a scalable product already: The application built for less than 1 million users is basically the same application be2 uses today with 17+ million users.

Today be2 uses MySQL Enterprise Server to store data like user information, customer administration, behavioural information, website configuration and content, business management (pricing etc.), payment records as well as email campaign and tracking data. A MySQL based data warehouse is used for additional reporting and analytical data like business metrics and online performance. With the MySQL Enterprise Gold subscription be2 receives all the tools needed for effective query analysis and database monitoring.

Even with a strong and experienced DBA team, be2 benefited considerably from MySQL consulting which provided a unique insight into the subtleties of MySQL resulting in further improvements to database stability, scalability and redundancy saving cost - which made it unnecessary to scale up to other enterprise database solutions, and increased product life and scalability and increased the application capacity 2-3x.

Next step to scale the application is to further improve the system by optimising the database in order to create a strong foundation for scaling and implementing high availability solutions.

MySQL Enterprise

Full Support & Less Risk for Your Production Database Applications

A MySQL Enterprise subscription includes the most comprehensive set of MySQL database software, services and support so your business achieves the highest levels of reliability, security and uptime.



Proactive database monitoring and advisory tools are available exclusively to MySQL Enterprise subscribers.

MySQL Enterprise includes:

- **MySQL Enterprise Server** – the most reliable, secure and up-to-date version of the world's most popular open source database
- **MySQL Enterprise Monitor** – GUI-based tools that continuously monitor your database and proactively advise you on how to implement MySQL best practices, including performance tips and security alerts
- **MySQL 24x7 production support** – with guaranteed response times to assist you in the development, deployment and management of your MySQL applications.

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, telecommunication networks, 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.

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