Scholastic Relies on MySQL to Help Schools Raise Reading Achievement and Comply with the No Child Left Behind Act

Education

OS: Linux, Mac OS, Windows

Database: MySQL Embedded Server

Scholastic Corporation Overview

Scholastic is the world's largest publisher and distributor of children's books and a leader in educational technology. Scholastic generates over $2 billion in revenue and has nearly 10,000 employees worldwide. To help school districts raise reading achievement and comply with the No Child Left Behind Act (NCLB), Scholastic has launched a number of technology products including READ 180, Scholastic Reading Inventory (SRI), and ReadAbout. Using MySQL as a common database back-end, Scholastic's technology products support NCLB requirements by providing immediate, actionable data on students' reading levels and progress over time.

The Business Challenge

As the leading educational technology provider to some of the nation's largest school districts, Scholastic needed to build high performance, scalable technology products that could be used by thousands of concurrent students within each school or district. Inititally built to work at the classroom level, earlier versions of their technology products used a flat file database that was unreliable and wouldn't scale to meet the needs of thousands of students across large districts. Scholastic turned to MySQL as a proven relational database that was meeting the demands of the world's largest online web properties.

The MySQL Solution

The Scholastic Achievement Manager (SAM) is a powerful dashboard for managing reading achievement. Built to scale across large districts, it powers Scholastic's student technology applications including READ 180, Scholastic Reading Inventory (SRI), and ReadAbout. By embedding MySQL, SAMS enables teachers, administrators and technology coordinators to:
- **Constantly assess students' reading performance**, such as words per minute, by managing hundreds of concurrent users and thousands of data values per session
- **Demonstrate that students are making Adequate Yearly Progress (AYP)** to satisfy NCLB requirements by generating hundreds of reports using a relational database
- **Reduce Total Cost of Ownership (TCO)** by replacing dozens of old servers with a single high-performance, modern solution

Scholastic chose MySQL for the following reasons:
- **Cost-effective** eliminating the need to pay high-cost proprietary license fees, allowing them to redirect even more investment into research and development
- **Performance and scalability** enabling large school districts to assess up to 700 concurrent students per server
- **Low Administration** allowing Scholastic to ship products that work out of the box and don't require school districts to hire high-cost, dedicated DBAs
- **Cross platform support** for older and newer operating systems including Windows, Mac OS, and SuSE Linux
- **Proven, industry leading database** making it much easier to sell their solution using a well recognized, standards-based RDBMS

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.

The MySQL Embedded Database 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 customer 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 AB develops and supports the MySQL database server, the world's most popular open source database. Over ten million installations use MySQL to power industry leading high-volume Web sites like Google, Yahoo, Travelocity and Flickr. In addition, over 700 ISVs embed MySQL including Adobe, Cisco, Motorola, Symantec, Suzuki and Zimbra.

MySQL is an attractive alternative to higher-cost, more complex database technology. Its award-winning speed, scalability and reliability make it the right choice for corporate IT departments, Web developers and packaged software vendors. For more information about MySQL, please go to **www.mysql.com**.

The World s Most Popular Open Source Database

www.mysql.com