



Clickability Delivers Web Content Management SaaS Solution using MySQL



SaaS, Content Management

OS: CentOS

Application Server: Apache Tomcat

Database: MySQL

Language: Java

“The Clickability On Demand Web Content Management Platform relies on MySQL for all the core application data. Thanks to MySQL, we are able to offer our customers the most complete solution, and among the most stringent SLAs in the industry.”

Jeff Freund

CTO and Co-founder, Clickability



Clickability Overview

Clickability is the global leader in on demand Web Content Management, serving over 350 million page views per month for hundreds of customers, including Cisco, NetApp, Philly.com and CNN Interactive. Their Web Content Management platform is delivered as Software as Service (SaaS), enabling customers to deploy Web content and applications significantly faster and more cost-effectively than on-premise solutions. In addition to its content management and publishing capabilities, the Clickability platform also features an ad server, newsletter services, polls and surveys, social media tools and reporting capabilities that enable their customers to adjust course quickly, build stronger customer relationships and grow revenue faster. MySQL stores the core application data which is used across multiple applications that include serving 500+ million advertisements and distributing 10+ million emails every month.

The Business Challenge

To become the leading web content management provider, Clickability had to build a platform that could meet the Web content management demands of enterprise marketing organizations and high volume Web publishers. A large part of Clickability's value is their ability to cut customers' Web publishing costs by 50%-90% by eliminating the need to purchase, operate and manage on-premise hardware and software. To achieve this required developing a SaaS solution that was highly scalable and reliable so that they could satisfy strict Service Level Agreements (SLAs) with their customers.

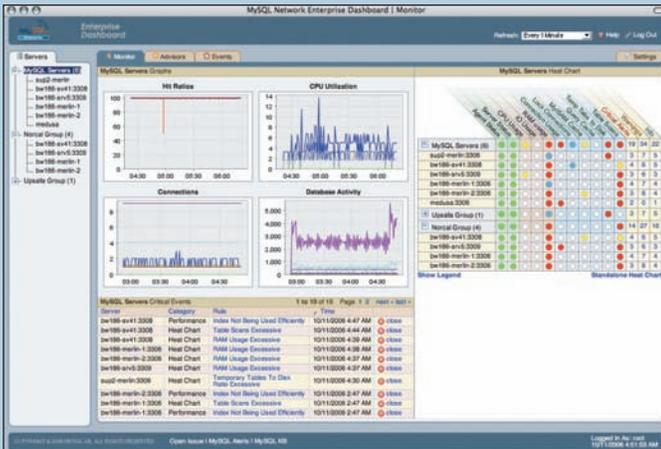
The MySQL Solution

Using MySQL and an open source technology stack, Clickability has been able to meet and routinely exceed its standard SLA of 99.9% availability. The platform is implemented using a multi-tenant architecture to cost-effectively deliver the platform to a wide range of customers with diverse publishing needs. MySQL replication is a key technology behind Clickability's scalability and reliability. MySQL replication enables Clickability to rapidly scale out their database infrastructure to handle new customers and dramatic spikes in traffic by intelligently splitting read and write operations. Plus, Master-Master replication with load-balancing and failover is used to replicate data across geographies to multiple data centers, eliminating single points of failure and minimizing any interruption in service to client web sites. Finally, MySQL's easy administration and self management features allow Clickability to manage over 20 MySQL databases without a full-time dedicated DBA.

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 & 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 24x7 Production Support** – with guaranteed response times to assist you in the development, deployment and management of your MySQL applications
- **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.

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.

