Agora SA
Warszawa, Poland
www.agora.pl

Industry:

Media & Entertainment

Annual Revenue:

US$431.6 million

Employees:

3,300

Oracle Products & Services:

Oracle Coherence

"Oracle Coherence is a unique solution because it enables data to be stored in memory while maintaining the transactional regime. Also, data may be distributed among multiple nodes. I don't know of any other tool with similar functionality on the market. Oracle Coherence has enabled us to run a scalable, efficient ad-publishing system, which drives new revenue growth." – Krzysztof Madejski, Chief Information Officer, Gazeta.pl, Agora SA

Improved Scalability Boosts Agora's Ability to Deliver Web-Based Advertising

Agora SA is one of the largest and most well known media companies in Poland and in Central and Eastern Europe, with a portfolio that includes newspapers, magazines and outdoor advertising, as well as internet and radio outlets. Its Web sites (including its largest, Gazeta.pl) are among the most popular in their genres. As of the end of 2008, Agora had 89 internet brands with a 44.6% market share and 7 million users.

Challenges

- Improve the performance of the ad server supporting Gazeta.pl
- Address a sudden increase in the volume of ads in the system, stemming from Agora's launch of an ad network providing services to other portals and Web sites
- Reduce, by several times at least, the response time for reading and writing information to and from the ad server database
- Support 2.5 million users per day with acceptable performance times when coping with as many as 6,000 database read operations and 1,000 database write operations per second
- Enable real-time analysis of banner ad information, including which banners were displayed, their frequency, and sequence

Solution

- Deployed Oracle Coherence on 18 instances of Java Virtual Machines and three physical entry-level machines to achieve a scalable ad-publishing system, which had previously been impossible without a dramatic increase in data processing time
- Enabled caching of relevant banner ad data in memory
- Reduced data access time by about 10 times because content changes no longer engage the transactional process
- Achieved better overall performance using the same hardware environment
- Cut database write operations from 1,000 to 125 per second
- Gained almost linear scalability, enabling the company to add any number of Web pages for processing
- Realized better fault-tolerance of the database
- Opened up new business opportunities for Agora by enabling the creation of ad display sequences that the system fetches directly from users' profiles—adding value for customers

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