



Bebo, Inc.
San Francisco, CA
www.bebo.com

Industry:

Media & Entertainment

Employees:

50

Oracle Products & Services:

Oracle Database Enterprise Edition
Oracle Enterprise Manager

“Oracle technology provides us the capacity to handle our increasing demands with ease—allowing us the flexibility and scalability to grow quickly.”

– Michael Birch, Chief Executive Office, Bebo, Inc.

Bebo, Inc. Expands Capacity to Manage Rapid Growth

Bebo, Inc. is a social networking Web site that allows members to connect with others who share similar interests—such as music, college affiliations, or sports. The site boasts strong popularity in the United Kingdom, Ireland, and New Zealand, and is seeing increased prominence in the U.S., Australian, and Canadian markets. Moving beyond aggregating and posting searchable member profiles, photos, and comments, Bebo also integrates voice capabilities into member profiles and enables video uploads and live video streaming.

Challenges

- Provide a scalable, flexible infrastructure to meet future demands and growth projections
- Expand capacity and manageability to support growing capacity requirements
- Increase performance, while minimizing the risk of downtime

Solution

- Increased the capacity of Bebo’s data infrastructure with Oracle Database Enterprise Edition 10g, allowing greater flexibility and scalability to handle rapid growth
- Enabled Bebo to enhance customer service by improving system reliability and performance with Oracle Enterprise Manager
- Enabled Bebo to continuously improve its IT environment in a seamless, transparent manner
- Provided Bebo with improved performance and expanded analytic processing and data mining capabilities
- Implemented Oracle Enterprise Manager to reduce the company’s IT management burden and expand visibility into the performance and status of Bebo’s IT infrastructure