



Comic Relief  
London, England  
www.comicrelief.com

#### Industry:

Public Sector

#### Annual Revenue:

US\$124 million

#### Employees:

120

#### Oracle Products & Services:

Oracle Business Intelligence  
Enterprise Edition  
Oracle Active Data Guard  
Oracle Database  
Oracle Real Application Clusters

**“Running Oracle Business Intelligence Enterprise Edition on Oracle Active Data Guard helped us maximize donations through timely, insight-driven initiatives while guaranteeing protection against outages for what was probably the busiest e-commerce site on the planet.”** – Charlotte Melén, Web Technology Manager, Comic Relief

### Just-in-Time Intelligence Helps Comic Relief Boost Donations 25% While Reducing Failure Risk

Comic Relief is a United Kingdom-based charitable organization working to end poverty and social injustice by raising funds through the power of entertainment. During Comic Relief’s biennial Red Nose day and Sport Relief campaigns, members of the public get sponsored to raise funds, and donations are pledged via the internet and by telephone during live TV broadcasts.

#### Challenges

- Calculate real-time online donations for broadcast during Red Nose Day 2009, a seven-hour, live, televised fundraising event
- Identify the clips that generate the highest emotional response from the public and result in high levels of donations so that they can be re-run throughout the event to maximize their impact
- Eliminate performance degradation risk to the Oracle Database 11g with Real Application Cluster used to process thousands of transactions per minute

#### Solution

- Ran Oracle Business Intelligence Enterprise Edition on Oracle Active Data Guard as a synchronized standby off-site database for continuous data mirroring, backup, and disaster recovery
- Programmed Oracle Business Intelligence Enterprise Edition to recalculate donations dynamically, at will, a process that took less than 30 seconds and was not previously possible
- Gained the ability to filter out suspect and faulty donations in seconds, reducing the risk of communicating incorrect information to the public
- Created a broad range of summary reports detailing the times and amounts of donations made online and via 130 call centers
- Enabled executives to drill into data to track donation spikes, associate them with clips aired immediately before, and re-broadcast appeals that elicited the greatest viewer generosity
- Ensured continued availability and performance of transaction database while also managing highly resource-intensive interrogation and reporting
- Processed 540,000 transactions during seven-hours, peaking at 116 per second, raising a record-breaking total of almost US\$92 million (£58 million) in a single night, 25% more than in 2007