



MercadoLibre.com  
Buenos Aires, Argentina  
www.mercadolibre.com

**Industry:**  
Retail

**Annual Revenue:**  
US\$52 million

**Employees:**  
800

**Oracle Products & Services:**

Oracle Database  
Oracle Real Application Clusters

**Oracle Partner:**



Snoop Consulting  
www.snoopconsulting.com

**“With Oracle Real Application Clusters, we killed three birds with one shot. We improved our performance, growth control and high availability, while at the same time saving on hardware costs. Choosing this path has saved US \$500,000.”** – Edgardo Sokolowicz, Systems Vice President, MercadoLibre.com

**MercadoLibre.com Supports Active, Growing Online Consumer Marketplace with Solid IT Infrastructure**

MercadoLibre.com, with operations in more than 12 countries, is the largest online market in Latin America. The company provides a forum in which thousands of people meet daily to buy and sell their goods. Since the company was launched, it has attracted more than 23 million users from the region who carry out more than 1.5 million transactions each month.

**Challenges**

- Count on a flexible and scalable technological infrastructure that scales to support MercadoLibre.com’s growth
- Create a single, highly available database that is easy to access for online consumers and reoccurring buyers
- Update applications cost effectively to reach the high levels of quality and usability that the business requires
- Reduce IT maintenance expenditures achieving savings in new acquisitions and updated applications

**Solution**

- Established a flexible and scalable technology platform with Oracle infrastructure software
- Implemented Oracle Database to create a single, reliable, and robust data infrastructure that is available 24/7
- Scheduled to save approximately US\$500,000 by implementing a low-cost, Intel-based server architecture
- Accelerated online and real-time product searches, as well as buying times with Oracle Real Application Clusters
- Gained the ability to provide excellent customer service for 23 million online occasional customers and recurring buyers, helping to achieve 1.5 million monthly transactions
- Purchased appropriate updated applications that support MercadoLibre.com’s 60% annual growth rate by offering a Web based suite of tools and complementary products and services
- Reduced IT maintenance costs, reducing the organization’s IT management burden and guaranteeing a return on investment