



Mercadolibre, Inc.  
Buenos Aires, Argentina  
www.mercadolibre.com

#### Industry:

Retail

#### Annual Revenue:

US\$85.1 million

#### Employees:

1,000

#### Oracle Products & Services:

Oracle Database Enterprise Edition  
Oracle Real Application Clusters

#### Oracle Partner:



Snoop Consulting  
www.snoopconsulting.com

**“Oracle Real Application Clusters has allowed us to grow without problems related to performance or application availability. This lets us fulfill our biggest and most important goal of providing superior quality service to our users.”**

– Ramiro Cormenzana, Director of Databases and Infrastructure, Mercadolibre, Inc.

### Mercadolibre, Inc. Increases User Base by More Than Three Million with a Scalable IT Infrastructure

Mercadolibre, Inc., with operations in more than 12 countries, is Latin America’s largest online marketplace. It provides a platform through which millions of people meet to buy and sell articles every day. Since it was launched, more than 28.1 million users throughout the region have registered with the site.

#### Challenges

- Create a scalable, highly available IT infrastructure to sustain the growth of its online marketplace for users and consumers
- Establish a robust, easy-to-access database for millions of online users including buyers and sellers
- Improve the company’s competitiveness by offering users new services and high availability to allow them to interact, buy, sell, and pay for products

#### Solution

- Worked with Oracle Partner Snoop Consulting to implement a scalable, highly available IT infrastructure that supported the company’s growth
- Established a robust, reliable, highly available database with Oracle Database Enterprise Edition
- Improved consumers’ online product search, increasing the number of users from 25 million in 2007 to more than 28.1 million in 2008
- Improved client services by offering its Mercado Pago service in a Web environment—a payment platform in which users interact with the system to make payments and send money
- Achieved high application availability and performance with Oracle Real Application Clusters
- Improved administration of applications and transactional processing capacity, expanding from four nodes in 2007 to 10 nodes in 2008