



Taobao.com
Hangzhou, China
www.taobao.com

Industry:

Media & Entertainment

Annual Revenue:

US\$22 million

Employees:

600

Oracle Products & Services:

Oracle Database
Oracle Real Application Clusters
Oracle Data Warehousing
Oracle Business Intelligence
Oracle Data Mining
Oracle Partitioning
Oracle Cluster Ready Services
Oracle Automatic Storage Management

“Our IT infrastructure must keep pace with the exponential growth of our business. By using Oracle solutions for our basic infrastructure and data warehousing environment, we satisfy our business’ requirements for data analysis while retaining the flexibility to support future growth.” – Wang Hai, Technology Manager, Data Platform Dept, Product Technology Center

Taobao.com Turns to Grid Computing to Improve System Performance and Reliability

Founded in 2003, Taobao.com is the leading shopping Web site in China, with a 70% share of the market and more than 40 million registered members. Its transaction volume has increased year on year and its revenue passed US\$22 million in 2006.

Challenges

- Design more and better promotions to attract customers
- Make better use of business data to inform decision making and Web site development
- Improve infrastructure planning and ensure architecture can scale with business growth
- Address poor database performance and speed up response times

Solution

- Implemented a reliable, scalable, and high performing information technology architecture using a range of Oracle grid computing products
- Satisfied scalability requirements with four-node server cluster, with the option of expanding to 16 nodes in the future
- Helped departments better manage operations, compile reports, and analyze data by introducing business intelligence and data mining functions
- Achieved twice the performance of previous database in completing searches and data queries
- Ensured optimal operation with automatic system monitoring using Oracle Automatic Storage Management
- Completed disk replacement in five minutes, compared with two hours in the past, by replacing manual server tools with Oracle Automatic Storage Management
- Boosted efficiency by reducing management load