

ORACLE EMERGING BUSINESS PARTNERS

Can Factory

Can Factory is a small technical consultancy that specialises in high-peak traffic or high-capacity websites, such as for events like Live 8, Comic Relief's Red Nose Day and peak shopping times such as Christmas, Valentine's and Mother's Day. For example on Red Nose Day Can Factory's transactional website managed somewhere in the region of a million donations in about four hours and during Live 8 the system achieved 250 million sign-ups to the Live8 petition during the event.

A major innovation it achieved with its technology solutions is managing such a high number of transactions for activities such as Live8 and Comic Relief, while delivering 100% resiliency throughout the lifespan of the campaigns. Importantly, the fail back and fail forward solutions that are built into the Can Factory system ensure that during high traffic times their websites do not lose customers. The quality of the service may be degraded, but new users do not appreciate a difference and it means the websites can handle between three to four times the amount of transactions that are dealt with under normal circumstances.

Can Factory bases its platform on products from several technology partners and uses an Oracle Database 10g Real Application Cluster and Oracle Application Server 10g. The company was one of the first commercial entities in the UK to create an Oracle Real Application Cluster stretched across two data centres, one in Manchester and one in London. It was built on Oracle Database 10g to run either data centre or both together or in parallel, so that the system would not go down during Live8 and Red Nose Day.

"The main reason we use Oracle technology is the scalability and the support we get from the company, as well as from our other partners," says Warren Kerrigan, CTO, Can Factory. "We are dealing with such high capacity sites we need direct support from the development teams, because we are pushing the boundaries at every level to make sure we hit our deadlines and the targets set by our clients. Having this access to Oracle helps to make us successful."

"Having access to the Oracle Development team is a really innovative step for us. Being able to work directly with Oracle helps us to push the boundaries of what is possible around such major events, because in real-time their team can help us to figure out how we can do things, what we need to change. We see this as a wholly different approach from a software vendor and it has helped us to spread our wings."

"Having access to the Oracle PartnerNetwork has opened our eyes to other technology challenges in this area and although we are still a relatively small company, having access to this network has helped us to solve some of the challenges, that other larger global players do not seem to be able to solve. For instance, our approach helps to address some of the highest volume transaction websites in the world and in the Internet space working with the Oracle PartnerNetwork we are identifying opportunities where our technology could work with those of Oracle's partners."

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