

**INTERACTIVEone**

Interactive One  
New York, NY  
www.interactiveone.com

**Industry:**

Media & Entertainment

**Annual Revenue:**

US\$327 million

**Employees:**

More than 1,000

**Oracle Products & Services:**

Oracle Database  
Oracle VM  
Oracle Enterprise Manager  
Oracle Linux Support  
Oracle Business Intelligence Suite Enterprise Edition

**“Our ability to rapidly build, deploy, scale, allocate resources, failover easily, and add new services simply has been the foundation on which we have built a lean and efficient IT operation. It allows us to focus on delivering the best user experience and continue to lower the cost of operations. We owe this in part to the consistent, proven software solutions from Oracle.”**

– Nicholas Tang, Vice President of Technical Operations, Interactive One

**Interactive One Improves Performance and Ensures Greater Cost Savings**

Launched in 2007, Interactive One is the digital division of the Radio One, Inc., the leading brand in urban radio, as well as the parent of TV One and the newly redefined *Giant Magazine*. Since its launch, Interactive One has quickly become the number-one online platform for the African American community, serving more than nine million users with a variety of sites including BlackPlanet.com, NewsOne.com, TheUrbanDaily.com, HelloBeautiful.com, and Elev8.com.

**Challenges**

- Improve performance and scalability of Interactive One’s IT infrastructure to support the company’s rapid growth
- Enable the company to manage new systems efficiently and cost-effectively

**Solution**

- Implemented Oracle VM, Oracle Database 11g, and Oracle Enterprise Manager to power the infrastructure for Interactive One’s fast growing social networking and media properties
- Switched from Red Hat Linux support to Oracle Unbreakable Linux Support to simplify the support process and ensure significant cost savings
- Streamlined PHP Web application programming with Oracle’s stable production environment, native integration, and PHP support
- Enabled Interactive One to cut Web application development and delivery times in half, as well as provision and roll out new servers quickly
- Leveraged Oracle VM to consolidate as many as six physical servers into a single server, running multiple virtual machines
- Provided the high availability and failover capabilities essential for critical business applications
- Used Oracle Enterprise Manager to help build automation solutions for application and database monitoring and management
- Improved the performance of Interactive One’s databases and enabled them to scale to support more Web servers
- Deployed Oracle Business Intelligence Suite Enterprise Edition, which delivers a full range of analysis and reporting capabilities