



Automart.com, part of Cox Auto Trader, a subsidiary of Cox Enterprises
www.automart.com

Industry:

Media & Entertainment/Advertising

Employees:

70,000 (Cox Enterprises)

Oracle Products & Services:

Oracle Database 10g Enterprise Edition

Zend Products & Services:

Zend Platform
 Zend Studio

Oracle Certified Partner:



Zend Technologies
 Cupertino, CA
www.zend.com

Automart.com Serves 1.3 Million Records to 2 Million Monthly Customers with Oracle and Zend

Automart.com part of Cox Auto Trader, a subsidiary of Cox Enterprises, Inc., is the Internet's largest automotive website featuring used car listings exclusively from dealers.

AutoMart.com showcases listings provided by Auto Mart Magazine, Truck Mart, Auto Mercado, Harmon Autos, Diablo Dealer, and Auto Deals. There are more than one million car listings on AutoMart.com, with more than 10 million monthly customers visiting the site.

Needs & Challenges

- More than 1.3 million classified records in the database
- Daily turnover of 20 percent
- Hundreds of datafeeds daily – constant changes
- Live, real-time database to avoid locking problems
- OLTP website to handle many concurrent transactions
- Need database that works smoothly with PHP

Solution

- After evaluating Microsoft SQL Server, Trader chose the high-performance runtime environment of Oracle Database 10g Enterprise Edition and Zend Platform
- Automart.com's Oracle and Zend based solution offered faster time to market
- Oracle Database 10g provides industry-leading scalability, reliability, and security
- Zend Platform provides tools and a robust, high-performance runtime environment for PHP