

# Gracenote Powers Mobile Music Service, Doubles Server Performance with Cost-Effective Oracle and Sun Platform

## Challenge

Gracenote® provides solutions that help consumers manage, enrich, and expand their digital media experiences. The company's Global Media Database is the most comprehensive media database in the world, containing metadata—such as titles, composers, and artists—for more than 100 million tracks and 8 million CDs in 80 languages. Gracenote technology powers media players such as Apple iTunes, and its technology and metadata is used in mobile, home, desktop and automobile devices used by more than 250 million consumers around the globe.

With customers in more than 200 countries and territories, Gracenote processes an average of 4.5 billion queries each month, and up to 17 billion during peak periods. To handle the volume and provide customers with a consistently speedy online experience, Gracenote needs an extremely fast, reliable, and scalable computing platform. And with its servers and equipment spread around the country—often hundreds of miles from company offices—Gracenote needs rapid onsite technical support to keep its network operating at peak performance around the clock.

## Solution

Several years ago, Gracenote turned to Oracle and Sun for the high-performance hardware and software solutions it needed to power its mobile music services and maximize ROI. The company has been steadily upgrading its server infrastructure, recently migrating to Oracle's Sun Fire X2270 servers running Oracle Solaris OS, which together form the heart of the company's front-end delivery system.

For back-end data management, including processing information from content partners, Gracenote upgraded to Oracle's Sun SPARC Enterprise M5000 servers running Oracle 11g to economically boost system performance. Meanwhile, Gracenote enrolled in the SunSpectrum Gold service plan to guarantee rapid servicing (within four hours) of its many co-location facilities.

## Results

The combination of Oracle's Sun servers, Oracle Solaris OS, and Oracle database technology delivered the reliability, availability and performance Gracenote needed to run its mission-critical media services. "Oracle has always been able to understand our requirements and provide solutions that let us build an environment—the optimal mix of hardware, operating system, and applications—that ensures we never have issues with a specific load profile," says Matthew Leeds, Gracenote's vice president of Operations.

- *200 percent faster performance with Sun Fire X2270 servers.* The migration to Sun X2270s for Gracenote's customer-facing media service resulted in a 200 percent increase in server performance with no increase in energy requirements or operating costs.
- *Superior performance, scalability with Sun SPARC M5000s and Oracle Database 11g.* This combination of Sun hardware and Oracle software now



HEADQUARTERS: **Emeryville, CA**

FOUNDED: **1998**

INDUSTRY: **Media and Entertainment**

EMPLOYEES: **300**

Gracenote is a wholly owned subsidiary of Sony Corporation of America

### PRODUCTS AND SERVICES

- Oracle Database 11g
- Oracle's Sun SPARC Enterprise M5000 server
- Oracle's Sun Fire X2270 server
- Oracle Solaris Operating System
- Oracle SunSpectrum Support

### BENEFIT HIGHLIGHTS

- Doubled system speed with no increase to energy or operating costs
- Gained greater control over IT capital and operating costs
- Accelerated technical support response time from days to hours
- Ensured fast processing of customer queries during peak demand
- Enabled future growth in product features with no performance hit

**"We live and die by how quickly our systems respond to customer queries. With Sun hardware and Oracle operating systems, our servers can handle twice as much traffic, which helps us deliver a scalable, cost-effective, and highly reliable service to our customers."**

MATTHEW LEEDS  
VICE PRESIDENT OF OPERATIONS  
GRACENOTE

serves as the “system of record” for company data, Leeds says. “It definitely gave us better performance, a higher degree of reliability and availability, and more headroom for additional growth.”

- *Undiminished speed at peak loads with Oracle Solaris OS.* The Solaris operating system provided faster performance that doesn’t diminish at peak traffic levels. “Other environments have a knee in the performance curve,” Leeds says. “When you get to a certain level of sustained load, they just aren’t capable of keeping up.”
- *Cost-effective performance with lightweight database.* Oracle Berkeley DB enabled Gracenote to achieve high performance with less overhead. “Berkeley DB’s lightweight database platform was key,” Leeds says. “It allowed us to fine tune the performance without having to move to more expensive hardware.”
- *Flexible cost control.* The higher-performing Oracle and Sun platform gives Gracenote more operating flexibility and better cost control. IT executives can either lower OpEx by reducing server count, or delay CapEx as traffic continues to increase.
- *Green power.* Oracle and Sun technology is helping Gracenote shrink its carbon footprint, enabling the company to deliver greater processing power while consuming less electricity and floor space.
- *Product enhancement potential.* Better performance offers Gracenote new opportunities for enhancing its media service. “We can produce a richer, more complete product, and continue to add features without the risk of slowing down the performance of the overall system,” Leeds says.
- *Accelerated time to market.* The new Oracle and Sun platform has enabled Gracenote to provide partners with easy Web-service access to its services, translating into a shorter time to deploy Gracenote-enabled products.
- *Maximum ROI.* The integration Oracle and Sun technology delivered the best price-to-performance ratio of any architecture on the market. “Oracle and Sun gives us maximum returns from our capital investment and keeps operating costs reasonable,” Leeds says.

“Oracle has always been able to understand what our requirements are and provide solutions that let us build an environment—the optimal combination of hardware, operating system, and applications—that ensures we will never have issues with a specific load profile.”

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GRACENOTE

“What we saw when we did our benchmarking on the Sun Fire X2270 servers was essentially a better-than-2x jump in the the performance of our delivery platform using a physical architecture that consumed no more power and no more rack space.”

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