



BLACKBOARD INC.
Washington DC
www.blackboard.com

INDUSTRY:
Education and Research

ANNUAL REVENUE:
US\$239 million

EMPLOYEES:
890

ORACLE PRODUCTS AND SERVICES:
Oracle Database 10g
Oracle Real Application Clusters

KEY BENEFITS:

- Increased the company's managed hosting customer base by more than 20 percent in one year
- Improved quality of service
- Reduced upfront costs and total cost of ownership
- Reduced time to market

Blackboard Managed Hosting Serves More Than 4 Million Users Worldwide Using Oracle Real Application Cluster

"Blackboard Managed Hosting has come to rely on Oracle Real Application Clusters when deploying and managing Blackboard software for our growing base of clients. Oracle Database products allow us to get new clients up and running in as little as seven days and continue to scale with them as student and faculty adoption increase." —Jay Robertson, Senior Vice President, Blackboard Managed Hosting Services

Blackboard provides enterprise software applications and related services to thousands of educational institutions worldwide. Blackboard's software applications provide course delivery, content management, community engagement, outcomes assessment, and portfolio management. In addition, Blackboard offers products that enable commerce, security, and communication. Blackboard Managed Hosting is a business unit within the company that is dedicated to hosting Blackboard applications at one of six data centers around the world.

Over the past several years, most institutions experienced dramatic increases in the use of technologies that support e-learning and campus life. But small, sometimes inexperienced IT staffs and shrinking budgets often mean that even critical technology initiatives may not get the attention they deserve. Blackboard's customers demand a reliable, secure, scalable, and manageable database platform that is capable of meeting stringent service level agreements while keeping costs down. As a result, Blackboard realized that it needed to offer applications via a hosted environment.

Blackboard also began supporting customer applications via dedicated and multitenant hosting offerings. This required a database platform that is flexible and secure enough to support both models with minimal or no changes to the database schema or deployment configurations. To meet these requirements Blackboard chose Oracle Database, and deployed Oracle Real Application Clusters (Oracle RAC) as the database platform for their hosted offering.



By leveraging Oracle's high availability, backup, and security features, Blackboard was able to provide customers with a 99.7 percent application availability guarantee, daily data backups, weekly tape backup, and high levels of security and intrusion detection without affecting application performance.

In addition, leveraging Oracle Database reduced installation and configuration time, which significantly reducing setup and configuration costs. To date, Blackboard has successfully deployed Oracle RAC on both Dell Blade and Sun hardware to support more than 4 million users worldwide. By leveraging Oracle Database on Oracle RAC, Blackboard has seen tremendous cost savings in installing, configuring, managing, and maintaining the data tier of their hosted offering.

About Blackboard

Blackboard is a leading provider of enterprise software applications and related services to the education industry. Founded in 1997, Blackboard enables educational innovations by connecting people and technology. Millions of people use Blackboard solutions every day at academic institutions around the globe, including colleges, universities, elementary and high schools, and other education providers, as well as textbook publishers and student-focused