eHarmony migrates to Oracle Database 10g and RAC from SQL Server to support their rapidly growing user network

EHarmony
888,East Walnut Street
Pasadena
CA 91101

Industry:

Social Networking

Oracle Products & Services:

- Database Enterprise Edition (10g)
- Real Application Clusters (RAC)
- Automatic Storage Management (ASM)
- Oracle Partitioning
- EM Grid Control

Key Benefits:

- Improved scalability to support over 3 million transactions a month
- Highly customizable processes
- Multi-tenant single instance environment provides economies of sale
- Reduced time-to-market
- Lower TCO

"We moved to Oracle because our services required greater scalability and availability," "We felt we had reached the limits with our previous SQL server platform. As a result of the move to Oracle, we're able to confidently support more users and we've improved Web site performance– said

Mark Douglas, vice president of technology, eHarmony.

eHarmony, the #1 trusted relationship service on the Internet, has migrated to an Oracle(r) Database 10g infrastructure. More than 17 million registered users rely on eHarmony to help them build happy and lasting relationships.
eHarmony uses its patented Compatibility Matching System, developed from 35 years of clinical and empirical research, to match highly compatible singles online. To support the more than 10,000 new users who register each day, eHarmony required a data management solution that would scale to accommodate its growing user base and to help ensure that its site is available 24 hours a day, seven days a week. To enhance its online services and end user experience, eHarmony contracted Cloud Creek Systems, Inc., a Southern California-based Oracle Certified Partner, to assist in the migration of eHarmony's Web sites and data warehouse to Oracle. eHarmony deployed Oracle Database 10g, Oracle Real Application Clusters, Oracle Clusterware, Oracle Automatic Storage Management, and Oracle Enterprise Manager 10g on multiple Sun Fire X4600 servers running Windows.

Platform Savings

eHarmony realized tremendous savings in time and effort by using an integrated technology stack. eHarmony decided early on to focus its R&D investment in building differentiating functionality and providing value added services to its customers by leveraging infrastructure technologies that are designed and tested to work together out-of-the-box. Source Database (SQL Server) grew by 600% between the time we started the project and actually did the migration and was unable to handle the load.

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Why Oracle? It takes a platform to deliver SaaS

Oracle provides a complete, integrated platform for SaaS that is ideal for a service-oriented architecture.

eHarmony decided to move from Microsoft® SQL Server to Oracle Database running on a grid to provide the scalability needed for rapid growth in customers and transactions while keeping costs low. In a single instance multi-tenant architecture, it was imperative to build on a platform suitable for high availability because unplanned downtime can effect not one but thousands of users that rely on eHarmony for their usage.

Advice from eHarmony

- Don’t start from scratch: leverage the powerful platform capabilities where possible.
- Architect your solution for multi-tenancy from the very beginning: Scalability, High availability cannot be bolt-on solutions but must be designed into the solution.
- Adopt and embrace standards: Pick a platform that uses open standards.
- SaaS and SOA go together: Many concepts of SOA such as service re-use, well-defined contracts, and management by policy, are highly effective guidelines for a SaaS environment.

About eHarmony

Backed by 35 years of clinical and empirical research, eHarmony is the Internet's #1 trusted relationship service and the only site dedicated to building the relationships of both singles and married couples. eHarmony was founded by one of America's best-known relationship experts, best-selling author and clinical psychologist Dr. Neil Clark Warren.

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