

# iOFFER

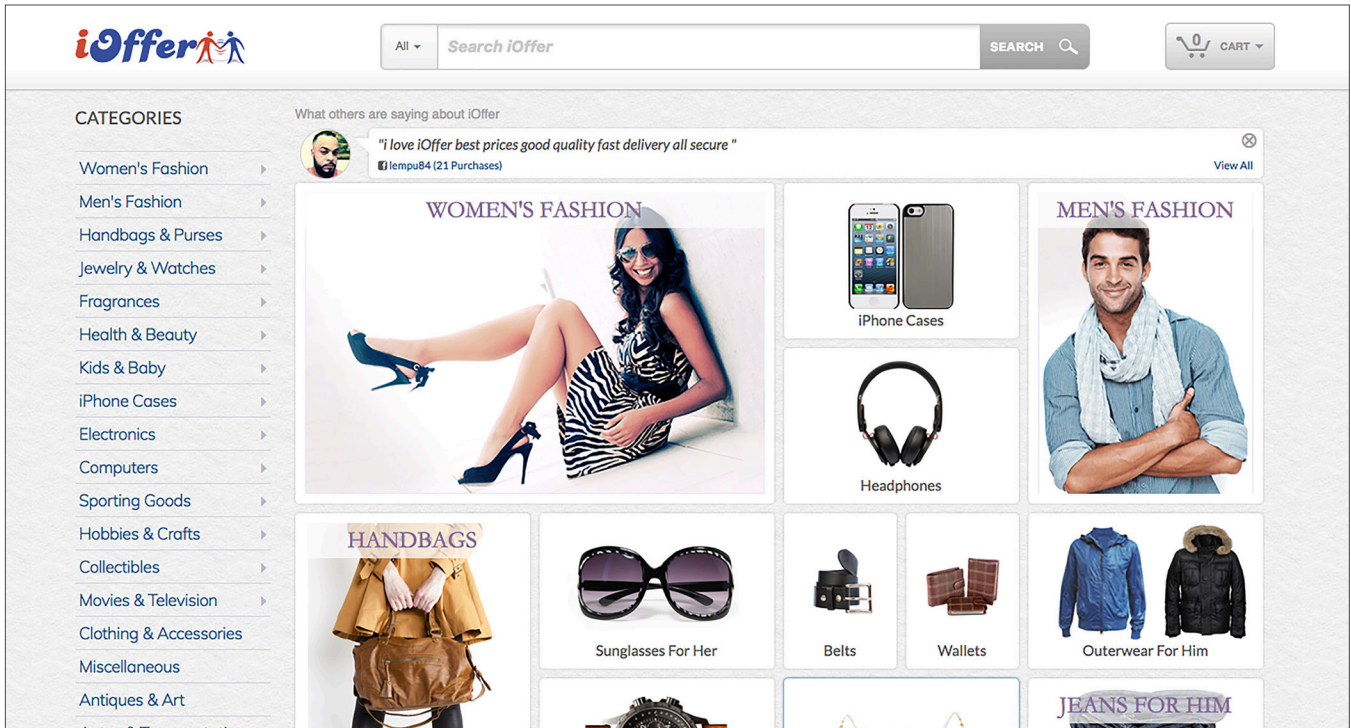
## CUSTOMER SUCCESS STORY

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*iOffer is an e-commerce platform equivalent to eBay's marketplace with bidding. It requires rich analytics in addition to transactions. iOffer went in search of a system that would solve their performance issues. iOffer's lead engineer had predicted that sharding was not too far in the future and wanted to avoid this at all costs. They switched instead to ClustrixDB™ and haven't looked back.*

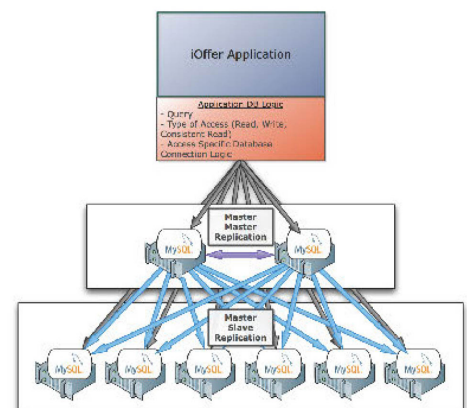
## About iOffer

iOffer is a fast growing destination for interactive social commerce with a vibrant global community connecting visitors from over 190 countries in every language via millions of item listings.



## Pre-ClustrixDB

Before implementing ClustrixDB, iOffer had been running with a multimaster and many slave replication setup, separating reads from writes and introducing replication as a scale-out strategy. This architecture required development and maintenance of application logic to deal with multiple database connections. Writes needed to go to the masters and reads from one of the slaves, unless the reads required consistency in which case they have to come from one of the masters. This led to complicated application logic and an ever growing and uneven load across the different masters and slaves.



## Application Complexity

As a strategy to move to their next level of scale, iOffer was considering sharding strategies, even though it would place more burden on the application developers to maintain the relational information across the shards. Resharding when systems reach capacity is extremely labor intensive.

Before Clustrix, iOffer had to manage multiple levels of database replication. This created the need for extra database connection management logic in the application. "Bringing up new slaves was close to hell."

iOffer also needed to be able to capture information about site usage. These longer, more intensive queries used to have to be farmed off to a separate MySQL slave which had to be independently managed. This type of application complexity is the unfortunate result of the lack of true scalability in a MySQL replication environment.

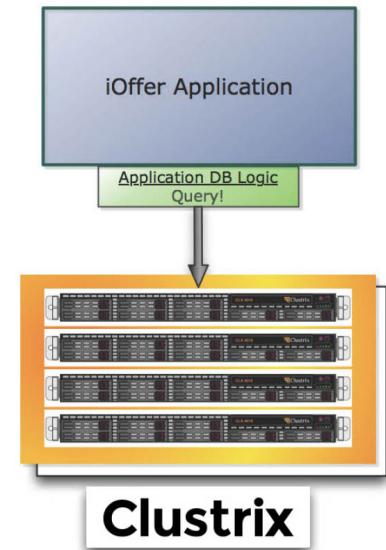
## ClustrixDB Provides Scale & Flexibility

“Part of the reason we purchased the Clustrix solution was the fact that Clustrix is MySQL compatible, and does not require changes to existing architecture, database schemas or applications.”

- Robert Zotter, Lead Engineer, iOffer

iOffer went in search of a system that would solve their performance issues. iOffer's lead engineer had predicted that the need to shard would arise not too far in the future, but wanted to avoid this at all costs. After searching for an answer, iOffer was able to find ClustrixDB. The ClustrixDB deployment is considerably simpler. The cluster is self-healing and self-managing. The application servers talk directly to the cluster via the ClustrixDB VIP (Virtual IP). There is no need for complex application logic to deal with read versus write databases. No matter what size, or how many nodes in the cluster, it always looks and acts as a single-instance database. With the ClustrixDB cluster there is no single point of failure. The nodes are all peers for each other and act as a team to ensure cluster uptime and consistency. If a node fails, the cluster will route around it. And best of all, there is no need for sharding to achieve scale!

With ClustrixDB, iOffer remains focused on the business of scaling and growing their business instead of fighting complicated database scaling challenges.



ClustrixDB clusters look like MySQL on the wire so there's no need for application change. Fault tolerance, scale, and ease of use are the core principals of Clustrix.

# Clustrix

Clustrix provides the leading scale-out SQL database engineered for the cloud. With ClustrixDB you can build innovative business critical applications that deliver real-time analytics on live operational data with massive transactional volume. Our exceptional customer service team supports more than one trillion transactions per month across a range of industry segments including Ad Tech, e-commerce, and social analytics. Clustrix customers include AOL, engage:BDR, MedExpert, Photobox, Rakuten, Symantec, and Twoo.com. Headquartered in San Francisco, Clustrix is funded by HighBAR Partners, Sequoia Capital, U.S. Venture Partners, Don Listwin, and ATA Ventures. ClustrixDB is available as a free trial software download that runs on any cloud, and on the AWS marketplace.

To learn more about Clustrix, visit us at [www.clustrix.com](http://www.clustrix.com)

