

# Case Study: Digital Media

Digital Media utilized Ignite™ for Oracle as an essential tool in identifying and resolving Oracle database bottlenecks allowing them to meet service commitments for their music downloads.

*“Ignite for Oracle gave me the visibility into our database that I never had before and as a result I was able to ensure we exceeded our service requirements during the busiest season.”*

—DBA Manager

## Digital Media Performance

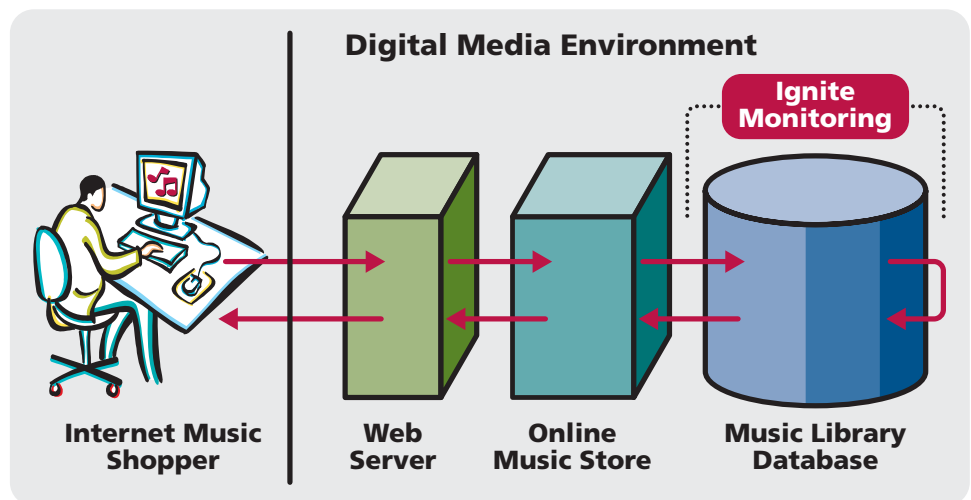
### Summary

Company Digital Media develops and operates real-time delivery of multi-media content for retail delivery. Their system enables customers at a major mass market retailer to offer individual song downloads from their internet retail website. When a customer purchases music for instant delivery, Digital Media is responsible for the fulfillment of the purchase in real-time. A custom CD feature enables end-users to make multiple selections and have a custom burned CD sent directly to their home.

The high traffic and purchase volume experienced by this dominant retailer, especially during peak seasons, requires that Digital Media monitor and optimize performance for this business critical operation. Ensuring highest levels of performance and meeting response time commitments for the retailer were highest business priorities for Digital Media.

### The Problem

Technology in use is an Oracle database supporting a custom developed web application running on J2EE servers. The majority of the load for search, selection and fulfillment of the purchased music relies on the Oracle database operated by Digital Media.



Ignite ensures service for music shoppers.

Digital Media utilized Ignite for Oracle as an essential tool in identifying and resolving Oracle database bottlenecks allowing them to meet service commitments for this application. Prior to using Confio Ignite, Digital Media was unable to resolve the ▶

source of customer reported application delays. Conventional tools in use could not identify the specific SQLs that were causing delays in the database, and it was very difficult to improve database response time without knowing which SQL statements were the source of the problem. Confio Ignite identified the exact source of the problem and illustrated which Oracle Wait-Events were the major contributors to end-user delays.

### The Solution

The Digital Media DBA Manager began using Confio Ignite for Oracle in the fall of 2005 and came to depend on its capabilities during the critical holiday season. While other tools had not been able to isolate the exact cause of the bottlenecks, Ignite showed the specific SQLs causing the problem.

***“Before Ignite we were chasing the wrong SQL. Customer care could not resolve the calls about poor response for users. Ignite found the problem for us. Ignite allowed me to resolve bottlenecks that a database-wide view could not see, and as a result it made a big difference in our system performance.”*** —DBA Manager, Digital Media

Digital Media used the alerting capabilities of Ignite to monitor for abnormal operation and to alert the DBA team of conditions that could potentially lead to problems. As a result, the DBA team was able to avoid critical situations and weekend problems because they had advance warning of growing bottlenecks. Key benefits achieved with Confio Ignite for Oracle:

- Ensured compliance with service levels during busiest retail season.
- Identified the true source of problems, enabling correct assignment of tasks across Java, development and database areas.
- Proactively improved the customer application, by identifying specific changes that prevented problems from occurring.

### About Confio

Confio Software develops tools that improve the performance and service levels of Oracle databases and the applications that depend on them. Confio tools are built on industry best-practice Wait-Time methods, and are designed to be the fastest to install and fastest to deliver results. To learn more about Confio or their software please email [info@confio.com](mailto:info@confio.com) or see [www.confio.com](http://www.confio.com).

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