

eHarmony Selects Oracle to Support Rapidly Growing User Network

Leading Relationship Internet Site Migrates to Clustered Oracle(R) Database to Support More Users and Improve Web Site Performance

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REDWOOD SHORES, Calif., Aug. 27 /PRNewswire-FirstCall/ -- 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.

Using a clustered Oracle Database, eHarmony has achieved increased system availability, performance and scalability to support its growing user base and enhance the user experience by improving Web site response times. The unique capabilities of Oracle's clustering software allow packaged and homegrown applications such as eHarmony to adapt easily to meet growing business demands and help make certain that applications continue to operate in the event of unforeseen server failure.

In addition to its clustered environment, eHarmony operates a rapidly growing Oracle data warehouse to support its extensive real-time and historical reporting initiatives. Oracle Partitioning is used in conjunction with the data warehouse to improve performance.

eHarmony's Data Analytics Group relies on the information to support critical business decisions such as how to improve service offerings and enhance the eHarmony customer experience. "We moved to Oracle because our services required greater scalability and availability," said Mark Douglas, vice president of technology, eHarmony. "We felt we had reached the limits with our previous platform. As a result of the move to Oracle, we're able to confidently support more users and we've improved Web site performance."

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.

About Oracle

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