

Pricefalls, a start-up online marketplace and auction website, offers consumers excellent deals on retail products along with the ability to efficiently set budgets while shopping online. For businesses, Pricefalls offers a nationwide marketplace, social media marketing, e-commerce channel distribution and more.

As a transaction website supporting more than 10 million products, Pricefalls requires a database that supports high transaction volumes. It must be stable and secure, and replicate easily. Recognizing that MySQL Community Edition has serious limitations in these areas, Pricefalls needed to find an alternative solution that would meet performance goals without increasing costs.

## Snapshot

With Percona Server, Pricefalls achieved:

- A 400% performance increase
- Greater insight into transactions
- Enhanced transaction tracking and data mining
- Cost control without sacrificing performance

## Pricefalls and Percona

Peter Schaefer, co-founder and CIO of Pricefalls, first encountered Percona about six years ago while trying to solve a database structure issue. A colleague recommended “High Performance MySQL,” a book co-authored by Peter Zaitsev, co-founder and CEO of Percona; Vadim Tkachenko, co-founder and CTO of Percona; and others. “I got hooked on the MySQL knowledge and resources that Percona puts out to the public,” said Schaefer. “They make a very valuable contribution to the MySQL community.”

About a year ago, Kevin Diamond, CTO of HauteLook, joined the Pricefalls board of advisors and urged Schaefer to make the switch from MySQL Community Edition to Percona Server for the Pricefalls transactional database. Based on this recommendation and his own experience with Percona, Schaefer agreed.

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*- Peter Schaefer, co-founder and CIO of Pricefalls*

“On the day we made the switch to Percona Server,” said Schaefer, “about four hours into running it in our production environment, we saw upwards of a 400 percent performance increase. There were no changes in data or transactions. This was simply from switching out the engine.”

## Pricefalls Benefits from Percona Server

Since that time, Pricefalls has been replacing all of its data center instances with Percona Server. Along with its performance benefits, Percona Server also provides far more insight into actual transactions, which will be critical as Pricefalls rolls out its new platform in 2013. The new platform will track far more transactions and mine far more data. At that time, Pricefalls will likely be supporting a million records each day.

“Percona has taken the MySQL Community Edition engine and built out something so robust, stable, and scalable that it’s the obvious choice for companies like Pricefalls that must keep costs down without sacrificing performance in order to stay competitive,” said Schaefer.

## Contact Us Now

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