Meu Patrocinio Uses Percona to Help Provide an Excellent Customer Experience

Meu Patrocinio is an online dating service that connects men and women looking for an open and honest relationship with regards to goals and expectations. The Brazilian company is one of the fastest growing in the online dating market, has a customer base of over 500 thousand registrants and millions of daily transactions on its website.

Data is an extremely important part of Meu Patrocinio’s business: customer information must be tracked, their payment information processed, and (more importantly for their online experience) the information and communications between parties must be managed, delivered and saved. If the database goes down, then Meu Patrocinio is down. This means that customers cannot communicate with each other or the company.

“Meu Patrocinio and our customers need data. Our business depends on providing that data all the time, whenever it’s needed, without fail,” said Jennifer Lobo, CEO at Meu Patrocinio. “If our database goes down, we are dead in the water. Our customers are driven, goal-oriented people who expect a high level of service. If we don’t provide it, they will look somewhere else.”

As Meu Patrocinio grows in popularity, it has gained excellent media attention and coverage. This new visibility has increased their customer base, site and application usage, and database workload. As the demands on their database grew, the company needed to guarantee that the database environment stayed up and performant. Meu Patrocinio uses Amazon Web Services Relational Database Services (AWS RDS) to run their database environment. While it’s easy to add instances to a DBaaS to help with performance, it is also a quick way to drive up costs and lower return on investment (ROI).

As Meu Patrocinio grows their customer base, they need to make sure the database environment can handle the load, and that their users received the same excellent experience they were used to.

Members of the devOps team at Meu Patrocinio had used Percona at a different company. They were impressed with Percona’s ability to quickly diagnose a mis-configured database and get it back up and running. Hoping to replicate that experience, the team called Percona again to assist with Meu Patrocinio’s issues.
“Percona’s expertise is really unquestionable,” said Jennifer. “They are known for their lightning quick response time and expansive database knowledge. I was confident they could assist us in meeting our growing demands.”

After performing an architecture and design audit, Meu Patrocinio’s devOps team received a list of fixes and architecture changes that would help reduce the impact of an increasing workload on the database and improve application response times. Percona’s consulting staff was able to help institute the changes and make sure the database was finely tuned to maximize the AWS RDS deployment.

In addition, Percona support experts were engaged to help with any immediate database bottlenecks or downtime that happened. With the assistance of Percona Support, it was possible to decrease database downtime and restart from a couple of days to a couple of hours (and limit data loss).

As Meu Patrocinio grows and gets more mentions in the media, the traffic these mentions generate won’t degrade performance or pull down the application.

**Percona Database Consultants quickly gets to the heart of issues and optimize performance**

Percona consultants have decades of experience solving complex database performance issues and design challenges. Percona’s experts have worked remotely and on-site with more than 3,000 clients. “The consulting staff were able to fine-tune the AWS RDS database environment and give us design tips that traffic-proof our applications.”

**Percona Database Architecture and Design review validates that your environment matches your workload**

A Percona Database Architecture and Design review makes sure that your data is built on a solid foundation that will meet high-performance demands. This service begins with a full analysis of your database, your applications and the surrounding infrastructure. It provides recommendations that consider performance, availability, functionality, resilience, and future capacity.

**Percona Support guarantees database optimization**

Percona Support is a highly responsive, effective and affordable option to ensure the continuous performance of your MySQL®, MongoDB®, MariaDB® and PostgreSQL deployments, on premises or in the cloud. Our user-friendly support team is accessible 24x7x365 to ensure that your databases are running optimally. We can help you increase your uptime, be more productive, reduce your support budget, and implement fixes for performance issues faster.

“Percona’s experts provide some of the best support in the business,” shared Jennifer. “They seem to have the answer to almost any database issue we have had and can quickly implement the best resolution to keep our environment’s performance high.”

**Contact Us Now**

To determine what open source database solution is right for your business, please call us at +1-888-316-9775 (USA), +44 203 608 6727 (Europe), or email us at sales@percona.com.