

Adresseavisen Uses Percona Software and Support to Guarantee Peace of Mind

Adresseavisen

About the company

[Adresseavisen](#) is an online and print periodical owned by Polaris Media. It has a circulation of more than 61,000 and an average daily online readership of more than 155,000. First published on July 3, 1767, (as Kongelig allene privilegerede Trondheims AdresseContoirs Efterretninger), it's the oldest Norwegian newspaper still being published. The name of the newspaper was changed several times before its present name was adopted in 1927. Locally it is often referred to as Adressa. The newspaper, based in Trondheim, covers the Trøndelag region. Adresseavisen was the first Norwegian newspaper to use computer technology in 1967, and it launched its website in 1996. No stranger to publishing via technology, Adressa.no (as it is better known) recognizes the importance of maintaining a highly performant, highly available database.

The challenge

"All of our content is stored in our MySQL database. Articles, videos, graphics, photos – anything that gets published is in there. This includes the content from not just our writers and content producers, but from our advertisers as well. All the content needs to be accessible by our frontend within milliseconds, all the time," said Rex Goldsmith, Database Administrator at Adresseavisen.

To meet their needs, Adresseavisen turned to Percona Server for MySQL. [Percona Server for MySQL](#) is trusted by thousands of enterprises to provide better performance and concurrency for their most demanding workloads than other MySQL servers. Percona Server for MySQL – with optimized performance, greater scalability and availability, enhanced backups, and increased visibility – delivers greater value to MySQL server users. Percona open source software has been downloaded more than 3 million times and is used by the largest companies on the Internet.

” *As a media organization, we live and die by our readers and advertisers. The content we store in our database – images, content, etc. – must be available instantly and always in order to meet their expected user experience. Employing Percona software and support provides us a high level of “peace of mind” that we can meet our obligations to both groups.*

Rex Goldsmith,
Database Administrator,
Adresseavisen

The solution

“Our CRM solution was very familiar with Percona and Percona open source software. When we implemented their solution, they recommended Percona Server for MySQL for our database – both because it was compatible with their software, and because it clearly provides the stability and performance we required,” said Rex Goldsmith.

In addition to Percona Server for MySQL, Adresseavisen decided to use [Percona Support](#) services as well. Percona Support provides 24x7x365 expertise if and when there are hiccups in the database environment. With Percona Support for MySQL, Adresseavisen is assured peace of mind knowing that if a database issue is to arise, it has experts to call on for answers any time of the day or night.

Adresseavisen engaged Percona to:

- Use Percona Server for MySQL software to hold content for the media house.
- Guarantee that issues are handled quickly and expertly

How Percona made a difference

Percona Server for MySQL provides a stable environment for growth

Adresseavisen is using Percona Server for MySQL. Percona Server for MySQL is a free, fully compatible, enhanced, open source drop-in replacement for MySQL that provides superior performance, scalability, and instrumentation. With more than 3 million downloads, and expertly Percona Server’s self-tuning algorithms and support for extremely high-performance hardware deliver excellent performance and reliability. “Percona Server for MySQL is completely reliable and very performant,” Rex Goldsmith said. “For our environment, where advertisers require us to post the correct content at the correct times, we need a top-shelf database software that can guarantee our uptime. Percona Server for MySQL fills that need.”

Percona Support guarantees database optimization

Percona Support is a highly responsive, effective, affordable option to ensure the continuous performance of your MySQL and MongoDB® deployments. Our user-friendly support team is accessible 24x7x365 online or by phone 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 experts provide some of the best support in the business. Knowing they are available at any time to handle database questions or issues, with expert advice, provides us with incalculable peace of mind,” said Rex Goldsmith.