

NET-A-PORTER.COM Standardizes on MySQL Open Source Enterprise

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NET-A-PORTER.COM Standardizes on MySQL Enterprise to Manage & Support its Rapid Growth

The World's Premier Luxury Online Fashion Retailer Relies on Open Source Database to Support High Volume Transactions and Growth

London – 9 October 2007 – MySQL AB, developer of the world's most popular open source database, today announced that NET-A-PORTER.COM, the world's premier luxury online fashion retailer, has standardised on MySQL Enterprise to support its continued growth, scalability and quality requirements.

Since launching in June 2000, NET-A-PORTER has successfully established itself as a luxury brand and is now the premier online destination for women's designer fashion. Today, over 1 million women log on to NET-A-PORTER each month to read, browse and shop the latest fashion offerings from the world's cutting-edge labels.

"Providing the highest quality service to our customers is crucial to the success of our business," said Daniel Cooper, Technical Services Manager, NET-A-PORTER.COM. "MySQL Enterprise gives us the support and service we need to do this."

NET-A-PORTER had been using the free Community Edition of MySQL for a number of years, and has now standardised on MySQL Enterprise with a comprehensive Gold subscription. This commercial database package features production-tested software, proactive monitoring tools, and premium support services.

MySQL AB's expertise lies in helping users to cost-effectively manage explosive growth in their businesses through innovative database products and commercial services based on proven best practices. The company's database server is a recognized standard for a modern "Scale Out" application architecture -- replicating multiple database servers on low-cost commodity hardware – as opposed to the traditional "Scale Up" approach of replacing systems with larger, more complex and more expensive infrastructure.

** Net-a-Porter will be showcasing their MySQL based architecture at MySQL's upcoming Northern Europe Customer Conference in London on 16th Oct at the Cavendish Conference Centre. Further information can be found at <http://www.mysql.com/news-and-events/events/emea-conference-2007/>

About NET-A-PORTER.COM

NET-A-PORTER.COM launched in June 2000 and has since successfully established itself as the internet's premier fashion e-commerce destination. Offering unprecedented access to the best international fashion brands via worldwide express delivery, NET-A-PORTER has developed a cult following with Fashionista shoppers from all corners of the globe. NET-A-PORTER.COM sells over 150 top fashion labels focusing on the latest must-have items from the International fashion runway collections. The company offers express delivery worldwide with same day delivery in London and Manhattan.

About MySQL

MySQL AB develops and supports a family of high-performance, affordable database products. The company's flagship offering is 'MySQL Enterprise', a comprehensive set of production-tested software, proactive monitoring tools, and premium support services.

MySQL is the world's most popular open source database software, with over 11 million active installations. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, business-critical systems and packaged software -- including industry leaders such as Yahoo!, Alcatel-Lucent, Google, Nokia and YouTube.

With headquarters in the United States and Sweden -- and operations around the world -- MySQL AB supports both open source values and corporate customers' needs. For more information about MySQL, please visit www.mysql.com.

"MySQL" and "MySQL Enterprise" are registered trademarks of MySQL AB in the European Union, USA and other countries. Other product or company names mentioned may be trademarks or tradenames of their respective companies.

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