SkySQL ANNOUNCES IRISH BROADCASTER AS ITS LATEST CUSTOMER

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'Spirit of MySQL database' company providing specialist database services to Ireland's leading on-demand and catch-up service, RTÉ Player

DUBLIN and LONDON – 20 DECEMBER 2012 - SkySQL (http://www.skysql.com/), the trusted provider of open-source database solutions, has announced RTÉ (http://www.rte.ie/), the Irish National Broadcaster, as its latest customer. The database solutions provider will work with RTÉ Digital, the division responsible for RTÉ's digital strategy, over the next two years. Amongst the industry-leading platforms that RTÉ Digital manages are RTÉ Player, Ireland's leading on-demand and catch-up service, and RTÉ.ie, Ireland's largest media website.

With the growing importance of databases behind online applications, businesses who hold a large amount of data need around-the-clock support to ensure the services are fully available. The popularity of the RTÉ Player and RTÉ.ie required RTÉ Digital to evaluate the database-support required for their platforms. SkySQL's in-depth experience of MySQL makes them a fitting partner for RTÉ Digital, and SkySQL's guardianship of the database has given the RTÉ Digital team more time to focus on other projects.

"Databases are critical to what we do, and partnering with a top-class provider ensures our platforms perform optimally at all times, with the support of subject-matter experts. This leaves us to concentrate on meeting our users' needs and expectations, while providing a premium customer experience. That's why we went with SkySQL, as it has a great reputation and pedigree with MySQL, and their team is available 24/7 to provide support for our databases," commented Tom Grealis, Director of Production & Operations, RTÉ Digital.

Patrik Sallner, SkySQL CEO, is delighted to be partnering with an organisation that brings entertainment to millions of people worldwide. He said: "Broadcast media today is charged with bringing accurate, up-to-date news and entertainment to the public. Information-sharing has greatly evolved in recent years from the development of websites to the boom of on-demand media services. Fully functioning databases are therefore needed and SkySQL is pleased to pass on its specialist knowledge to RTÉ."

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About SkySQL

SkySQL is the trusted provider of open source database solutions for MySQL and MariaDB users – in the enterprise and cloud providing over 300 enterprise customers including ATOS Worldline, Canal+, La Poste and Virgin Mobile with database performance enhancing solutions.

With 250+ years of original MySQL experience, SkySQL has the biggest MySQL talent pool with sponsorship by the original MySQL & MariaDB creators.It has also developed cloud-based database management solutions which bring ease of use, while providing the an effective way to increase database productivity both in the enterprise and the cloud.

For more information, please visit www.skysql.com , and follow conversations at www.twitter.com/skysql.

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