

Clusterpoint enables Latvijas Tālrūnis
to compete with GOOGLE
in local search market

CLUSTERPOINT

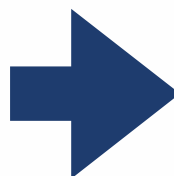
About “Latvijas Tālrunis”

Part of Heise Medien Gruppe

Latvijas Tālrunis is Heise Medien Gruppe (Germany) regional arm in Baltics having operations in Latvia, Lithuania, Belarus and Russian Kenigsberg (Kaliningrad) region.

They service all IT operations of several portals

www.heise.de



Old Infrastructure

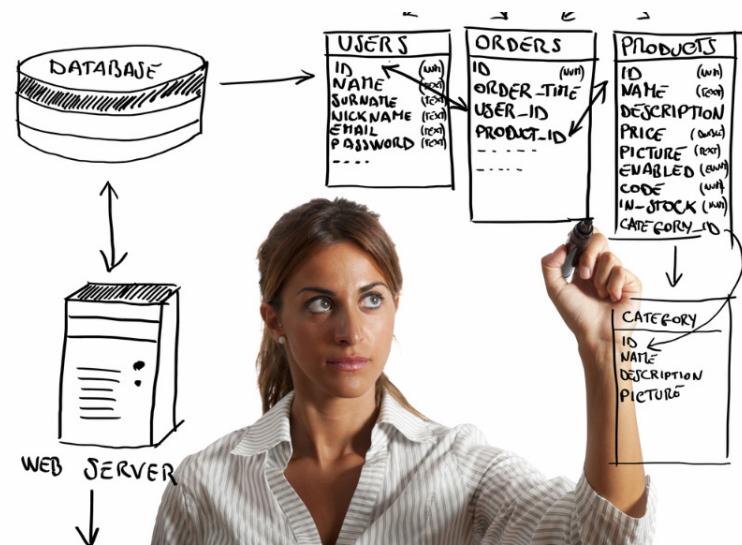
High Total Cost of Ownership

Front-end and back-end services on legacy infrastructure:

- 3 different database platforms (Complexity)
- High development costs
- High integration costs
- High maintenance costs

Search engine based on ORACLE

- High maintenance costs
- Speed limitations
- Scalability issues



Introducing Clusterpoint platform

Improving site Search functionality in 2008

New Infrastructure:

- Front-end database and search engine on Clusterpoint;
- Back-office CMS on PostgreSQL
- Hardware rented from another cloud vendor

Benefits:

- Search became 100 times FASTER
- NEW search features introduced
- System maintenance costs REDUCED by 50 %

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Clusterpoint — Introducing instantly scalable database as a service



Software management in Cloud

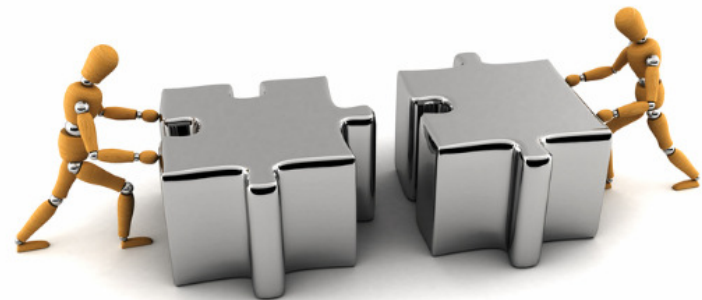
3 different parties managing different parts of infrastructure

Cloud hardware infrastructure managed by cloud vendor;

Software managed by two other service providers.

Problems:

- Complex system management - too many parties involved;
- Scalability issues with provisioned hardware;
- Stability issues;
- High maintenance costs.



Moving to Clusterpoint Cloud

Moving web infrastructure to Cloud in 2014

New infrastructure:

- Software and Hardware in Clusterpoint Cloud;
- Front-end DB and search engine on Clusterpoint;
- Back-office CMS engine still in PostgreSQL.

Benefits for moving to Clusterpoint Cloud:

- System stability and seamless upgrades;
- Single point of contact - better service;
- Systems' response time decreased 4 times;
- 40% cost saving maintenance and services.



Looking forward

All web infrastructure in Clusterpoint Cloud

By the end of 2015 all the web infrastructure should be running on Clusterpoint for all Latvijas Talrunis portals:

Benefits:

- Unlimited scalability (no hassle with peak hours);
- Simple infrastructure management;
- Flexible data management;
- Cost savings with Clusterpoint pay per use model;
- NoSQL software speed benefits



Case summary

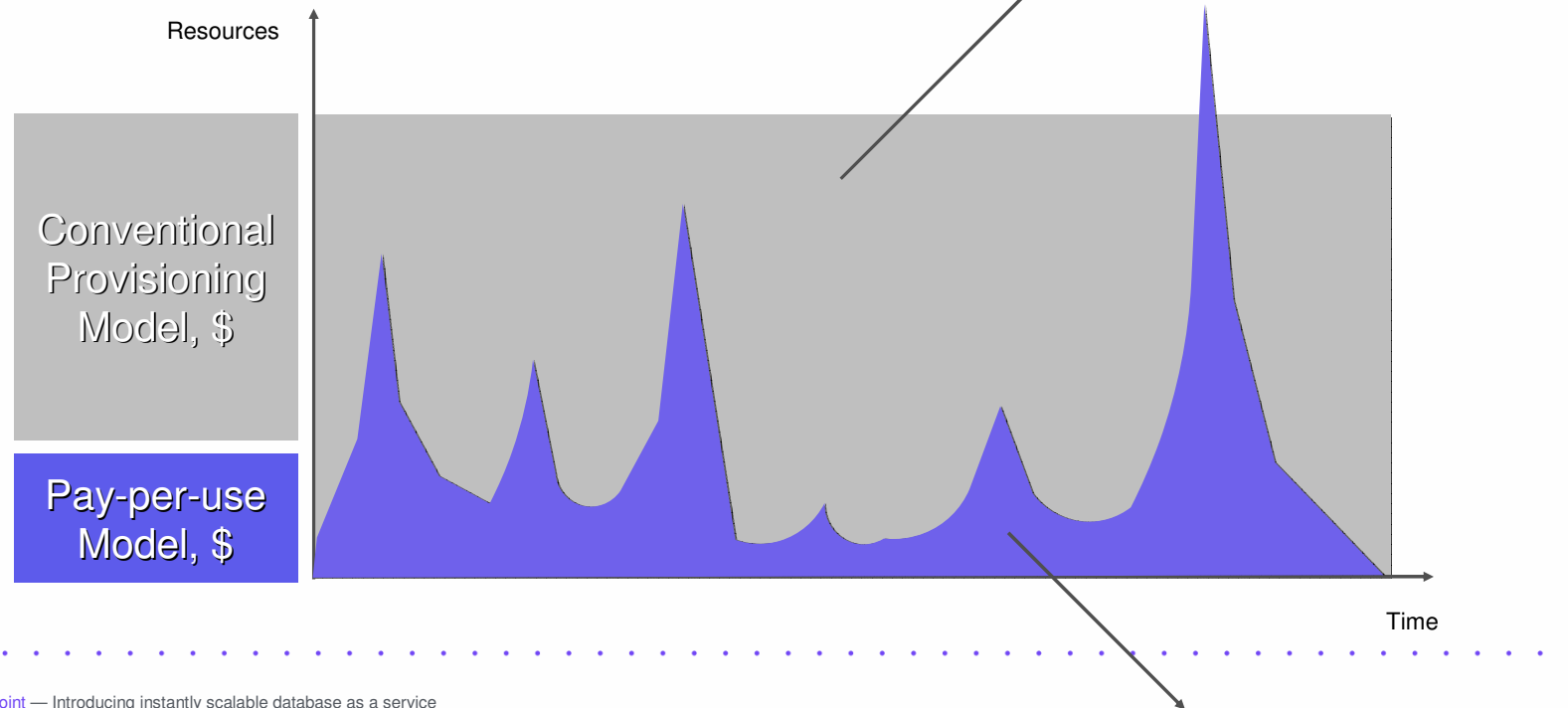
Benefits of moving to Clusterpoint Cloud

By moving from old and expensive legacy systems to Clusterpoint Cloud, there were following benefits:

- Customer satisfaction increase due to:
 - Systems ability to scale instantly according to web traffic needs;
 - Improved system response time;
 - Improved data relevance in Business listings, Search and Maps functionality;
- Significantly (~ 70%) reduced system's TCO due to:
 - reduced system maintenance costs (single platform benefits).
 - Reduced future development costs (no integration costs)
 - Infrastructure Pay per use model - no overpaid resources

About Clusterpoint

True “Pay-per-use” model

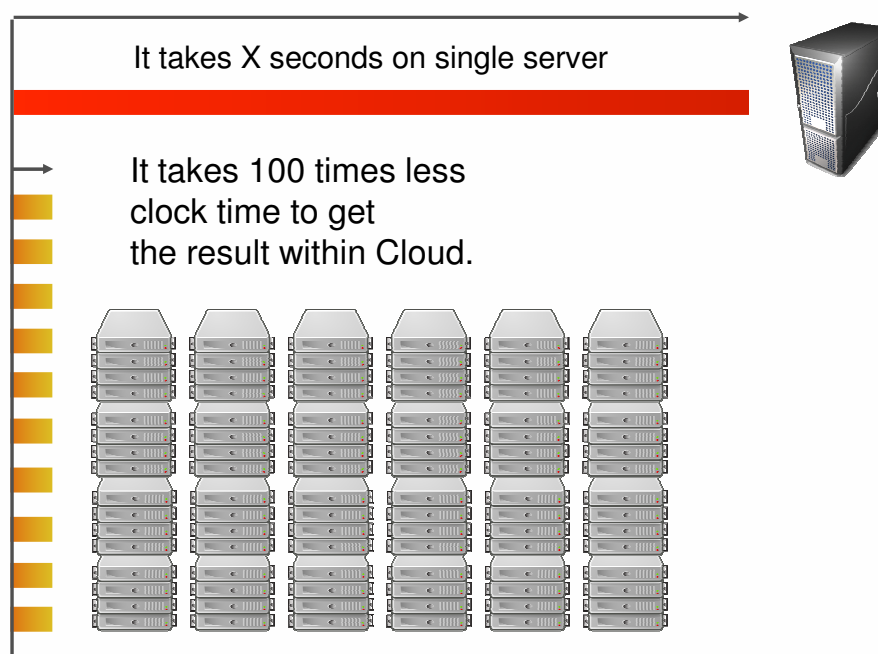


Clusterpoint — Introducing instantly scalable database as a service

About Clusterpoint (2)

Instantly scalable

CPU-time required to
process a request



Thank you!