

Case Study



Customer Name:
Perion Ltd.

Headquarters:
Tel Aviv, Israel

Line of Business:
Consumer Internet
Applications

www.perion.com

Consumer Application Provider Manages Rapid-Fire Changes to Database and Apps.

Database enforced change management solution lets Perion keep pace with new features, customer registrations.

- IT can control and manage database changes through a methodical development and deployment process.
- IT can support requirement changes during development and releases.
- Resources spent on generating and maintaining database deployment scripts reduce drastically.
- Database deployments are secured during application upgrades.
- Each database change is linked to a business requirement.

Background

Founded in 2000, Perion Interactive Ltd. is a digital media company that builds downloadable consumer applications in such popular categories as unified messaging, instant messaging, and photo-sharing. Focusing on an underserved market of second-wave adopters who value their time online, Perion offers a growing portfolio of easy-to-use products, with over 300 million downloads to date.

The Challenge

As a growing company, Perion invests resources in its IT department to support growth in traffic, customer registration, new products and development for in-house needs. Executing many projects simultaneously, its IT department supports the company's entire staff, from marketing and sales to senior management.

Perion's portfolio of consumer applications, free for the download, calls for frequent releases to accommodate the regular addition of new features. They also attract large numbers of customer registrations.

The company's fast-growing user base made scalability essential throughout its IT infrastructure, and the database deployment phase critical to the success of any release. A deployment script that could break in production could cause unplanned downtime, leading to a great loss in revenue.

Perion's very large database also called for the development of an internal Business



“DBmaestro TeamWork provides us with full control over our database environments. Having our schemas sync between dev, test and production environments has made a big change in the DBAs’ and developers’ efficiency. The integration of the database development and the application development, using DBmaestro integration to MS TFS, provides us with end-to-end product development life cycle management.”

Shahaf Azriely
Director of IT
Perion



Intelligence service layer to provide upper management with research capabilities and analytical reports on all of the company's units.

Perion's DBA team was investing a huge number of hours developing and testing database deployment scripts, instead of performing its core development tasks, which included improving database design and performance and checking new database features.

To integrate the database and BI development as part of an entire upgrade project's life cycle, Perion management knew they needed to apply their Application Lifecycle Management (ALM) tools to both efforts. They also needed to establish testing and staging environments, and to automate the release process in order to secure the company's products and website.

The Solution

After evaluating some of the standard compare-and-sync tools that existed in the market, management realized that they needed to find a solution that was an integral part of database development, and one that also implemented DECM (Database Enforced Change Management) methodologies. Their chosen DECM solution would also need to include out-of-the-box integration with their existing ALM and Change Management System – Microsoft TFS. While they initially thought their existing ALM solutions might handle these requirements, they quickly saw that they came short of handling database version control and deployment management.

They also needed support for the many Oracle IDE clients being used internally at Perion, ruling all of them by the same protective check-out and check-in methodology on database artifacts.

Another must-have was a sophisticated deployment engine that would not only reveal the origins of all changes, but resolve any existing conflicts in the database code.

After doing a comprehensive evaluation of all alternatives, Perion found their answer in DBmaestro DECM (Database Enforced Change Management) solution. DBmaestro now gives Perion management and IT control over all database changes, from development through promotion of changes in the ALM environment, to generation of the deployment script that is executed in production.

Results

Before implementing DBmaestro TeamWork, Perion's entire DBA team was on call throughout the nights for every release deployment. Today, only one DBA is required to be on standby. Deployment scripts generated by DBmaestro TeamWork are built upon the history of changes and use its unique three-way analysis algorithm to merge all conflicts in the development phase. DBmaestro TeamWork's out-of-the-box integration with Microsoft TFS (Team Foundation Server) enables database development to be part of the application development build processes. And DBmaestro TeamWork's Security Management has leveraged Perion's Active Directory structure to control database permissions, giving the DBA team more control.