



CUSTOMER SUCCESS STORIES

Meinemarkenmode Finds Enterprise Database Stability Amid Rapid Growth with EDB Postgres[®] AI





CUSTOMER: MEINEMARKENMODE

EDB customer since: February 2022

Sebastian Krzyzanski
meinemarkenmode Head of IT

CHALLENGE: meinemarkenmode was facing a rapidly increasing consumer base resulting in challenges related to the stability and performance of its databases.

EDB SOLUTIONS: EDB Standard Plan with Production Support, and EDB Remote DBA Service

RESULTS: With help from EDB, meinemarkenmode was able to make the structural changes it needed to achieve greater stability, availability, and performance. meinemarkenmode continues to collaborate closely with EDB through our RDBA Service, leveraging our team's deep expertise to support continued database success as the company grows.



OVERVIEW

For one of Europe's fastest-growing online fashion retailers, ensuring stable access to rapidly increasing volumes of complex data was an absolute must.

In 2009, meinemarkenmode entered Europe's increasingly crowded and competitive online fashion retail space as a humble one-man business. But over the past 15 years, it has gradually become one of the most profitable and recognized names in the industry.





As the head of the IT department, Sebastian Krzyzanski has overseen the company's administrative and development teams for nearly a decade as they've successfully navigated year after year of seemingly unstoppable growth. And while the rapidly increasing consumer base has certainly been welcome from a business perspective, it has recently resulted in some challenges related to the stability and performance of the company's databases.

Fortunately, Krzyzanski and his teams are expert problem solvers. Their skillful use of a Postgres®-based infrastructure had largely minimized any technical challenges associated with meinemarkenmode's growth. However, part of what makes their work so effective is their ability to recognize the need for outside support, and this is where EnterpriseDB (EDB) was able to provide assistance.

Speaking to the origin of the partnership, Krzyzanski explained that when third-party support became necessary, EDB's unique solutions and readily available assistance turned out to be a perfect match for his teams' proven ability to effectively leverage Postgres software.

"Before we approached EDB, we had already gained several years of experience in the field of software development in connection with Postgres," he said. "Over time, as the database became increasingly important to the company, we recognized the need to make structural changes in order to achieve greater stability, availability, and performance. Due to our lack of expertise in certain programs and insufficient resources in the administrative area, we sought out and have found support at EDB."

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The power of extensive planning and collaboration

To fully appreciate what Krzyzanski and his teams have done at meinemarkenmode, it helps to understand just how robust and rapidly evolving their data needs had become, not to mention the relatively small size of their operation in comparison with much larger, more established competitors.

“Our database has grown exponentially; I think we’ve already reached one terabyte (TB) of data and we’re constantly collecting a lot of information from different systems,” he said. “We also have a large setup of API integrations into the marketplaces, our ERP, and our logistics solution, and all of this data received is saved in our Postgres database.”

However, it would be virtually impossible to find an IT lead more capable and, frankly, more difficult to deter in the face of adversity than Krzyzanski, who was not only immediately clear on what needed to be done but wasted no time in seeking out the support required to make it happen. In fact, after learning about EDB’s products and services and reaching out to inquire about a potential relationship, he was sure to stress the importance of ensuring that there was a proactive, collaborative effort to take an inventory of the company’s goals and create a detailed and unambiguous roadmap for success.

According to Krzyzanski, this designedly proactive strategy in combination with EDB’s expert support has paid off in a big way, to the point that he and his team have yet to encounter the kind of challenges that almost always occur as a result of intensive and complex database transitions.

“At the beginning, we made sure we discussed our ideas and vision of a stable and secure solution with EDB in advance, and then agreed on the way to get there,” he said. “To date, we truly haven’t encountered any problems or unexpected challenges and, so far, everything is running really, really well.”



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Room for future improvements

Despite the newfound stability and enhanced database performance they've already achieved, Krzyzanski and his teams remain focused on plans for future improvements. They plan to integrate EDB solutions more deeply into meinemarkenmode's administrative and developmental processes.

More specifically, the company hopes to establish a direct link between its Power BI platform for business intelligence and its broader Postgres database to expand and ease access to critical user data across the organization.

"Our next project with EDB will be creating a binding tool to connect our Power BI to the Postgres database and further modify our roles and user structure, as well as our entire infrastructure," said Krzyzanski. "We want to make it even more stable and therefore we'll need to set up some more servers, and especially servers that aren't hosted in one data center."

In terms of looking further into the future, Krzyzanski acknowledged that reaching the desired maturation of the company's infrastructure would take time and would likely be a gradual and ongoing process, while also expressing confidence in his teams' ability to rely on EDB for continuous and unwavering support.

"I think we will absolutely need more expertise from EDB going forward, because our data will only continue to grow along with our users," he said. "We're not at the final setup with EDB yet, or with our infrastructure, and we have plenty of open projects to solve. So there is definitely some work we have left to do."

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EDB provides a data and AI platform that enables organizations to harness the full power of Postgres for transactional, analytical, and AI workloads across any cloud, any time. For more information, visit www.enterprisedb.com.