

Oracle Customer Snapshot

Squarespace, Inc.
New York, NY
www.squarespace.com

Industry:

High Technology!

Employees:

7

Oracle Products & Services:

Oracle Coherence

“Oracle Coherence has helped us innovate in the Web industry. We offer our clients a unique approach, essentially taking grid computing and applying it to Web hosting and content management. This simply would not be possible without a solution like Oracle Coherence that delivers near-perfect reliability.” – Anthony Casalena, Founder, Squarespace

Squarespace, Inc. Delivers Version 5, a Unique Web Building and Hosting Approach with Highly Reliable and Scalable Foundation

Squarespace, Inc. is a private software company based in the Soho district of lower Manhattan. Anthony Casalena founded the company in 2003 because he was unable to find an elegant way of managing his small personal Web site. Since its inception, Squarespace has blossomed into a product that powers tens of thousands of sophisticated Web sites for small businesses, bloggers, professionals, and small organizations worldwide. With the release of its new version Squarespace will lower the barrier of entry for anyone building a website. Squarespace serves 15 million unique visitors per month.

Challenges

- Provide a scalable, reliable set-up to support a growing network of Web sites
- Deliver consistent service to all clients, no matter how large or small the account
- Minimize technology development and implementation time

Solution

- Implemented Oracle Coherence to create a partitioning scheme to cluster Web servers and enable a highly reliable foundation for client Web sites
- Created a unique, scalable approach to serve all clients from its clustered pool of servers, rather than a shared hosting option that operates on only one or two servers and has limited scalability
- Provided a cost-effective solution to clients, many of which are small businesses or individuals, and empowered the company with a competitive advantage
- Integrated Oracle Coherence in one day, minimizing the drain on valuable developer time
- Gained easy-to-use monitoring tools that enable staff to access performance credentials and monitor the solution from the Java Web server level
- Enabled the company to serve 120 million dynamic Web requests per month off of just \$30,000 of hardware
- Supported the company’s continued growth