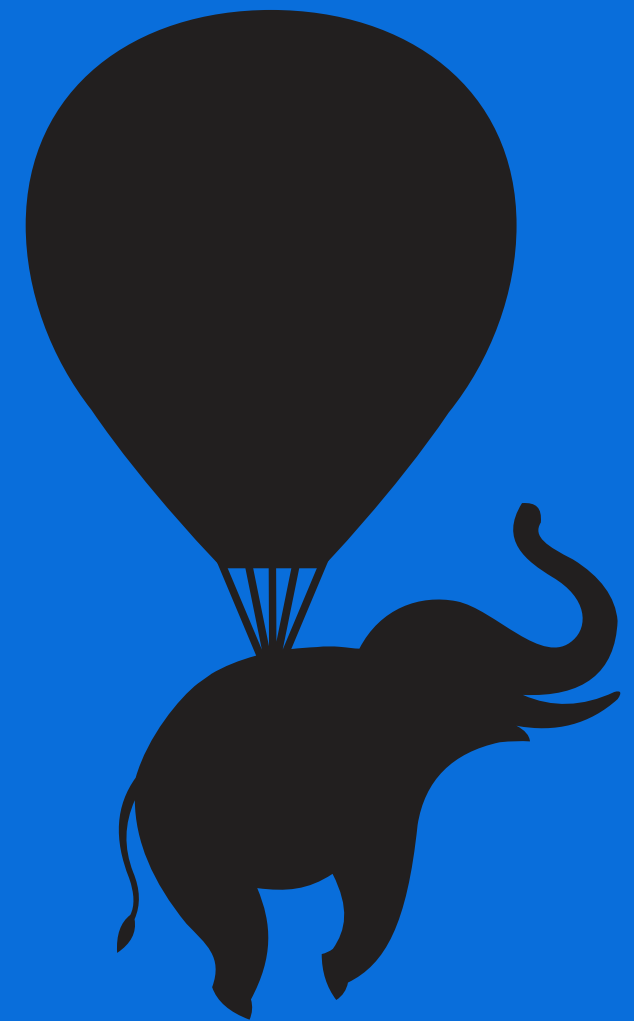




How Postgres Migration Transforms Telecommunications Businesses: 3 Must-Read Success Stories

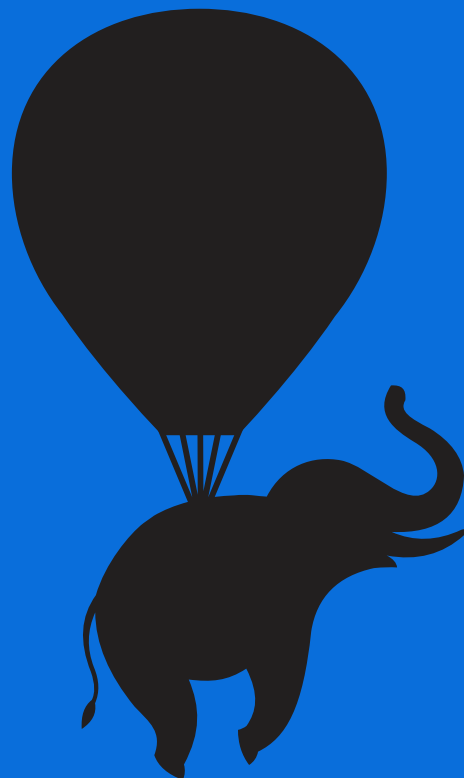


Introduction

Telecommunication leaders are moving on from legacy database solutions. Restricted by vendor lock-in, licensing and constantly-rising costs, the need for an alternative is clear.

That's why so many are turning to Postgres. With its reputation for flexibility, availability, agility and consistent performance, Postgres has cemented itself as the ideal solution to the limitations of legacy proprietary database management systems (DBMS)—not to mention it's the most loved and most wanted open source DBMS among developers.

Not only that—with **80% of IT leaders** today expecting to increase their use of enterprise open source software for emerging technologies, Postgres stands to shape the future of the \$80 billion market global database market (**according to Gartner**).



3 Must-Read Success Stories

Want to see for yourself what Postgres is capable of? Here, we'll share the success stories of three telecoms innovators who kicked their old database to the curb, modernized their infrastructure and experienced the full potential of Postgres.

1

telegra

telegra Migrates to EDB Postgres to Achieve Extreme High Availability for its Business-Critical Databases

2

MDS Global

MDS Global Expands Market Opportunity While Modernizing Underlying Infrastructure

3

Ericsson

Ericsson Harnesses EDB Postgres to Enhance Performance and Cut Costs



telegra Migrates to EDB Postgres to Achieve Extreme High Availability for its Business-Critical Databases





20 30 90

YEARS OF EXPERIENCE



MILLION CALLS

MILLION MINUTES OF CALL TIME A MONTH

Key Takeaways

-  Migrated away from Oracle to Postgres
-  Synchronized data centers with no major downtime with EPAS and EDB Postgres Distributed
-  Leveraged EDB Postgres Distributed as a contingency plan for any potential failure or "network split-brain" scenario
-  Reinvested the freed-up support time in customer-centric application innovation

Products

-  **EDB Postgres Advanced Server (EPAS)**
-  **EDB Postgres Distributed (PGD)**

Industry

-  Telecommunications

About telegra

telegra is a cutting edge telecoms provider with over 20 years of experience as a telephone network operator and telecoms application developer. Headquartered in Germany, telegra's business is rapidly expanding across Europe and handles 30 million calls and 90 million minutes of call time a month. One of telegra's successful products is a Web-based automatic call distribution (ACD) solution for call centers. The ACD offering enables organizations to centralize their entire telecommunication in telegra's cloud and manage it through an integrated web-based interface.

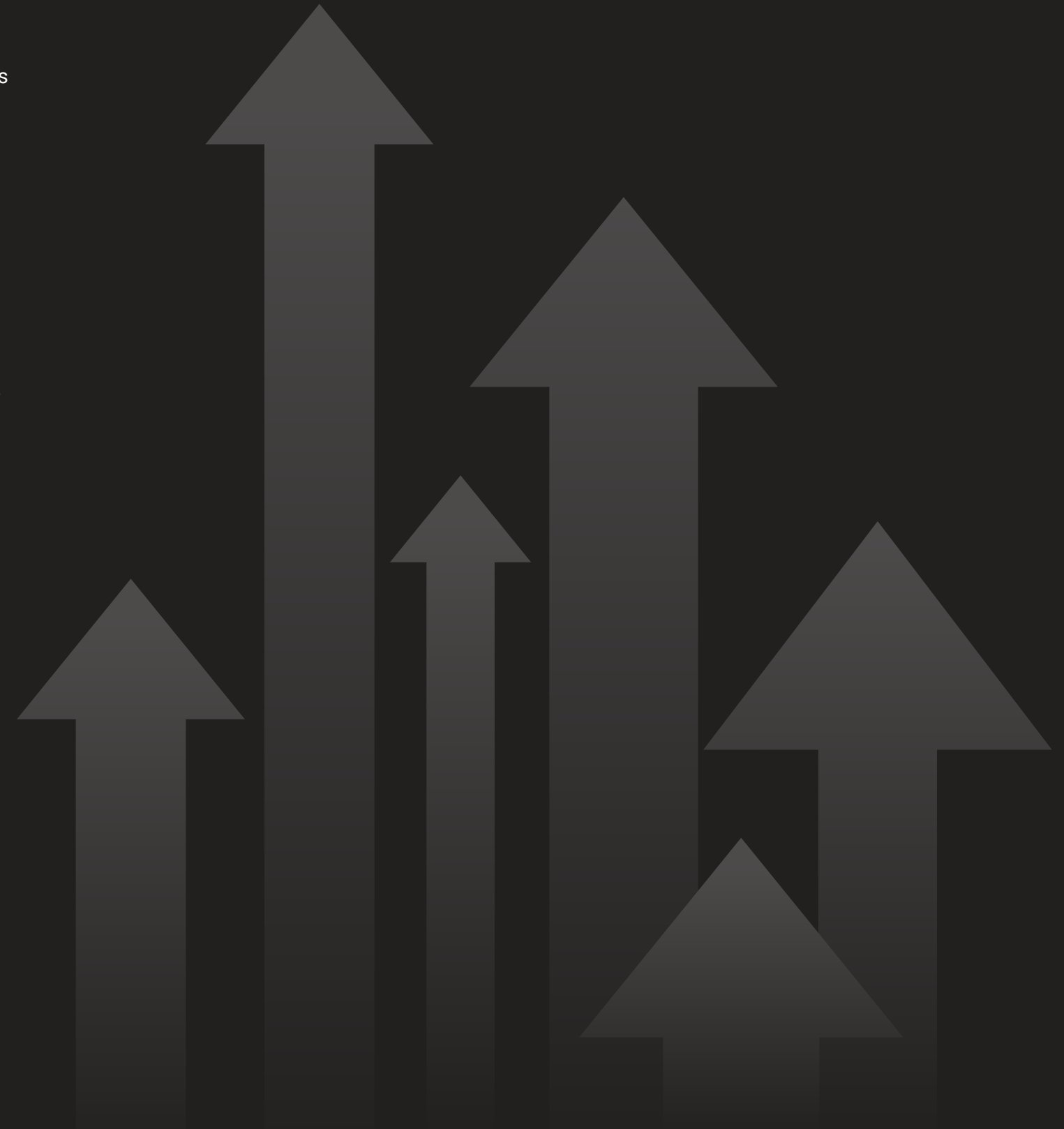
Challenge: Maintain a highly available database infrastructure

The arrival of services over the internet and the consumerization of IT have significantly changed the dynamics of the telecoms market and the expectations of customers for always-on connectivity. As a carrier, telegra's customers expect services to be available 24/7 with no downtime. The pandemic further emphasized the importance of reliability, availability, and scalability, as telegra's call center customers had to send their agents home to work remotely during various lockdowns. As a result of widespread home working, telegra experienced a significant increase in customer adoption, with the new customers looking for out-of-the-box solutions that support remote working.

While telegra's VoIP-infrastructure always had a primary-primary datacenter model, the web applications, however, used a binary primary-failover datacenter model, which did not allow them to

respond quickly enough to changing customer demand and ensure 24/7 availability at the same time. As a result, In 2018, telegra began the process of redesigning its IT infrastructure for more agile service development.

In the past, telegra used many different kinds of databases, including MySQL and Oracle. Oracle databases in particular generated significant licensing costs, created a complex admin environment and demanded significant manual work. As such, it became clear to telegra early on in the redesign process that they would not be able to effectively achieve their stated goals with data centers hosted on legacy systems. As such, they moved their two German data centers to Postgres, highly available and synchronized at all times.



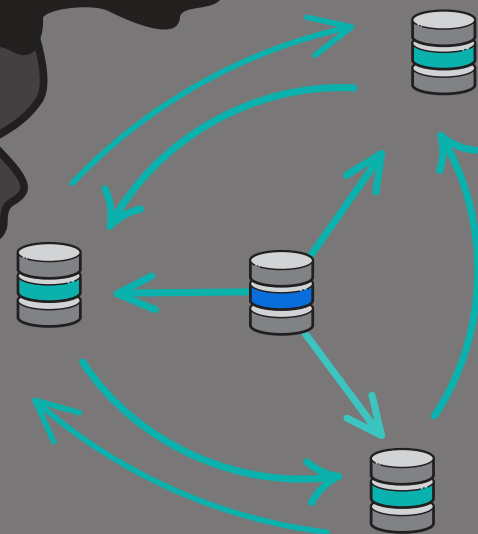
Solution: EDB Postgres Advanced Server and EDB Postgres Distributed

The journey to Postgres proved to be a resounding success for telegra. With a new database renowned for its high availability they then began looking for ways to amplify Postgres' already massive potential. Here, they turned to EDB.

telegra adopted **EDB Postgres Advanced Server (EPAS)** with EDB Postgres Distributed across both its new Dusseldorf and Cologne data centers, which has enabled the company to switch from a primary-failover to a primary-primary setup. EDB Postgres Distributed synchronizes data configuration, routing plans, and call detail records, which has helped telegra keep its customer data highly available and synchronized at all times.

These solutions, combined with EDB's deep Postgres experience and 24/7 support, ensured that telegra could achieve true extreme high availability.

Thanks to their migration, telegra was able to harness true high availability, backed by EDB.



“I would go as far as saying Postgres gives us greater security than with any closed source database, as well as far greater flexibility to switch vendors and avoid expensive traditional perpetual licensing,”

Christian Blaesing, Head of IT

Result: Zero downtime and full synchronization across data centers

Since migrating to Postgres and adopting EPAS and EDB Postgres Distributed, the telegra team has experienced no major downtime, while also increasing the time available to build improvements into their software applications. On top of this, they've managed to reduce database complexity, increase security and cut their licensing costs.

Thanks to the combination of Postgres migration and EDB Postgres Distributed, both of their data centers are perpetually synchronized, with advanced failover mechanisms that can prevent unnecessary downtimes and network “split-brain” scenarios. With all of these essential requirements handled via EDB, telegra can now dedicate their time and resources to customer-centric application innovation.

For many businesses like telegra, Postgres promises the means to achieve all their business ambitions. Migration is the bedrock of that ongoing success.



MDS Global expands market opportunity while modernizing underlying infrastructure

Key Takeaways

- Modernized their applications, providing greater development agility which has accelerated innovation
- Reduced solution costs, enabling MDS Global to more competitively target smaller companies and emerging markets
- Simplified maintenance with Postgres extreme high availability and expert support

Products

- EDB Migration Portal**
- EDB Support**

Industry

- Telecommunications

About MDS Global

MDS Global provides business support systems (BSS) as a service for telecommunications companies around the world. Their solutions help companies manage all aspects of monetization, assurance, and customer steering for complex products and services. They offer a digital operating model in a DevOps context, which enhances stakeholder experiences and provides unprecedented business agility.

Challenge: Reduce database spending to more cost-effectively serve customers and expand to new markets

MDS Global made its name around a highly successful high-performance application that has been adopted by many of the world's largest telecommunications providers. As the company looked to expand into new markets, it was faced with two challenges: The legacy architecture of its flagship product—which was based on a DB2 database management system—was proving to be a detractor in sales cycles, while a companion application architected on Oracle was too costly for the emerging markets MDS Global was targeting for its next phase of growth.

"We were looking to expand our reach both globally and into smaller telecommunications providers. These smaller customers had different budget expectations, so we also needed to figure out how to reduce costs." - MDS Global CTO Stephen Randall

The team recognized the opportunity not only to eliminate prospect concerns, but also to provide more deployment flexibility and accelerate development by embarking on a dramatic application modernization initiative. As part of that effort, MDS Global embraced virtualization and allowed CMP to run on virtually any hardware platform. That also enabled MDS Global to move away from DB2 as an embedded database and adopt a lower cost, but widely supported database: Postgres.

Solution: Re-architect the MDS Global signature platform for Postgres and migrate off of Oracle

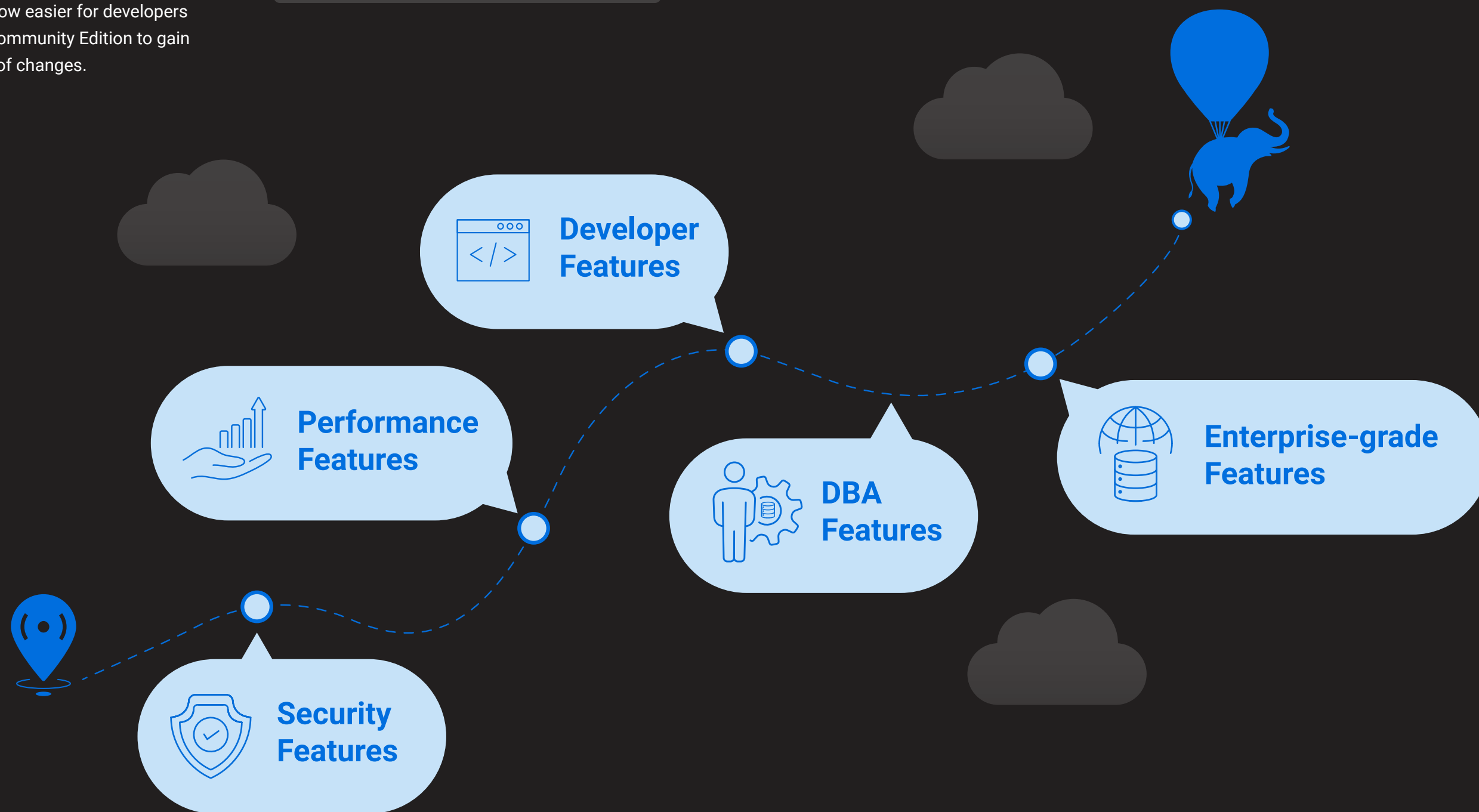
As part of a comprehensive application modernization initiative, the team re-architected their flagship Cloud Monetisation Platform (CMP) to run on Postgres, which has not only provided customers much needed choice when it comes to hardware, but has given the development team more flexibility as they look at future growth. When it came time to move their second product off of Oracle, Spend Analyser, they knew they needed assistance.

"EDB's robust Oracle conversion tools significantly reduced the amount of work we would have spent on reducing the dependency on Oracle." - MDS Global CTO Stephen Randall

Result: Uninterrupted uptime and high availability across a global network

The cost advantages weren't the only benefit to the migration. In fact, as a result of the migration, MDS Global's developers can now easily spin up new environments—complete with the database and data—for development and testing. It's now easier for developers to identify errors earlier and to use the Community Edition to gain comprehensive insights into the impact of changes.




"We've experienced so many benefits that trace back to the move to Postgres. We move faster and can be confident that any issues will be addressed quickly with the help of **EDB's support.**" - MDS Global CTO



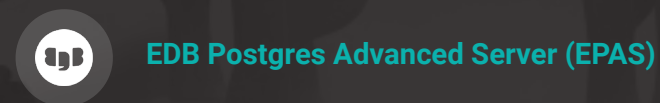


Ericsson Harnesses EDB Postgres to Enhance Performance and Cut Costs

Key Takeaways

-  Ensured ongoing ability to provide high-quality content to a massive audience
-  Enhanced ability to scale for future spikes in viewership
-  Improved database performance and eliminated unnecessary costs imposed by exorbitant licensing fees

Products



Industry



About Ericsson

Ericsson powers some of the world’s largest and most complex video platforms, and helps the world’s strongest content brands to deliver personalized, high-quality programming to consumers 24/7. Ericsson’s products, services and insights enable broadcasters, content creators and content owners across cable, satellite and telecoms to accelerate their transformation towards TV in the Networked Society.

The Ericsson Content Management System (CMS) – a key part of the Ericsson TV & Media portfolio – addresses creation, delivery and distribution challenges associated with the multiscreen and multiplatform driven media value chain.

Challenge: Support growing content demands while maintaining database stability, cost-efficiency and performance

The proliferation of on-demand digital media is widespread. As Ericsson’s customers strived to provide end users with the high quality content they had come to expect, increasing pressure was placed on the IT systems within Ericsson’s Content Management group. The systems needed to support and quickly process a growing amount of content and the company’s legacy database system simply could not keep pace.

In the planning stage, the team determined the environment had to be upgraded, and that the existing system had to be improved to support customers’ increasing transactional load. However, the team realized that increasing the capacity of the environment and supporting more transactions would result in higher costs due to the legacy system’s license fees and maintenance costs.

Solution: Migrate to Postgres and enhance the Ericsson CMS database with EDB Postgres Advanced Server

As part of a large IT architecture overhaul, the team chose to migrate the legacy database system to EDB Postgres, which provided the necessary scalability, efficiency and performance at a lower cost. EDB Postgres also had database compatibility technology that supported migration from the legacy system.

Ericsson chose EDB Postgres because of its proven performance in comparable organizations and the database compatibility with legacy systems. The latter ensured the migration of databases to EDB Postgres ran much smoother. In addition, the company could continue to use existing legacy skills and tools.

This new system, deployed in a Linux environment, supports 11 million titles, 3 million work orders and is currently in use with two customers in production and several more in trial.

“EDB Postgres provided us with the performance and data management capabilities we needed to provide unparalleled results for our customers – all at an incredibly lower cost.” - Vladimir Jakobac, Ericsson Product

Ericsson has built a high performing, scalable and low cost platform ready to meet its customers’ increasing demands for digital content. Central to that is open source-based Postgres from EDB.

“EDB Postgres’ combination of unstructured and relational database technologies provides us the freedom, flexibility and performance for handling unstructured and semi-structured data that we needed to optimally run our system.” - Suresh Neravati, Ericsson



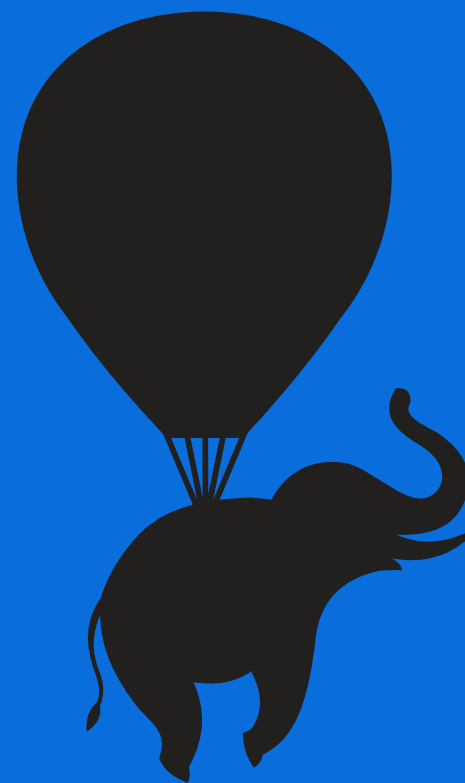
Result: A more powerful, more affordable database, designed for the future

Thanks to the new system, Ericsson Content Management System met its objectives to provide the rapid title ingestion and processing speed its customers needed in order to share content with their clients. By migrating from an expensive legacy system and eliminating high licensing fees, Ericsson's implementation of EDB Postgres enabled the company to establish a more sustainable, long-term operational model that will allow them to grow with their customers.

Say goodbye to legacy databases and hello to innovation

There's a reason why so many telecoms enterprises—large and small, up-and-comers and industry leaders—are saying goodbye to Oracle and hello to Postgres. Postgres is the modern database for businesses who want to seize on the modern expectations of the modern world. Defined by scalability, flexibility and freedom, Postgres gives you something your legacy provider never could: full control of your future.

Ready to start your database migration? **Learn more!**



About EDB

EDB provides enterprise-class software and services that enable businesses and governments to harness the full power of Postgres, the world's leading open source database. With offices worldwide, EDB serves more than 1,500 customers, including leading financial services, government, media and communications and information technology organizations. As one of the leading contributors to the vibrant and fast-growing Postgres community, EDB is committed to driving technology innovation. With deep database expertise, EDB ensures extreme high availability, reliability, security, 24x7 global support and advanced professional services, both on premises and in the cloud. This empowers enterprises to control risk, manage costs and scale efficiently. For more information, visit www.enterprisedb.com.



How Postgres Migration Transforms Telecommunications Businesses: 3 Must-Read Success Stories

© Copyright EnterpriseDB Corporation 2023
EnterpriseDB Corporation
34 Crosby Drive
Suite 201
Bedford, MA 01730

EnterpriseDB and Postgres Enterprise Manager are registered trademarks of EnterpriseDB Corporation. EDB, EnterpriseDB, EDB Postgres, Postgres Enterprise Manager, and Power to Postgres are trademarks of EnterpriseDB Corporation. Oracle is a registered trademark of Oracle, Inc. Other trademarks may be trademarks of their respective owners. Postgres and the Slonik Logo are trademarks or registered trademarks of the Postgres Community Association of Canada, and used with their permission.

