

# THG Ingenuity uses DBmarlin with AI to scale and optimise database performance

**DB** marlin

**THG Ingenuity** is a leading global ecommerce technology group, providing cutting-edge ecommerce solutions for clients designed to accelerate brand growth.



## Enhancing Database Visibility and Performance

*“We use a broad range of modern database platforms at scale across THG Ingenuity. Using **DBmarlin** has transformed our visibility of database performance across our estate,” said **Jay Cooke**, Head of BI and Database Solutions at THG Ingenuity.*

*“DBmarlin provides a **'single pane of glass'** across all our database technologies, helping multiple teams understand performance and collaborate at all stages of the application lifecycle.*

*DBmarlin is extensively used by our **DBAs**, business intelligence engineers, and multiple application development teams, offering a standard approach to performance monitoring. It has significantly contributed to helping us increase the number of databases we support.*

*A key benefit is that DBmarlin allows engineers to seamlessly transfer their skills from one database technology to another.”*

**FREE** Licence

Monitor any database and get started for FREE

Get started here: [dbmarlin.com/download](https://dbmarlin.com/download) 

## Supported Platforms

Microsoft SQL Server, MySQL, PostgreSQL, MariaDB, ORACLE, IBM DB2, CockroachDB, SAP HANA, Informix, SAP ASE, mongoDB, snowflake

Wide support for both self-hosted and cloud databases including DBaaS.

## Product Testimonials

“ Our developers use AI within DBmarlin to work out how to improve the performance of their SQL queries, without having to wait for a DBA”

“DBmarlin has allowed us to increase the number of databases and database clusters we can support without growing the DBA team”

**Andrew Bickerton**

Principal DBA

“ Using DBmarlin has transformed our visibility of database performance across our estate. Over the past few years we have built a great partnership, with many of our requests feeding directly into the DBmarlin roadmap”

**Jay Cooke**

Head of BI and Database Solutions

## Collaborative Partnership

“We really enjoy working with the team behind DBmarlin,” added **Jay Cooke**, Head of BI and Database Solutions at THG Ingenuity. “They really listen to our evolving requirements and have been able to add important functionality for us in an impressively short period of time. Over the past few years, we have built a great partnership, with many of our requests feeding directly into the DBmarlin roadmap.”

“Using DBmarlin has been a real game-changer,” said **Andrew Bickerton**, Principal DBA at THG Ingenuity. “Being able to use one tool for tracking the query performance and health of all our clusters, rather than having to log in and look at each cluster individually, is a massive benefit.”

On top of that, being able to compare performance profiles for different time periods side-by-side means that we can quickly identify which queries have changed in duration and executions, allowing us to track if there has been an application or usage change that has caused a degradation in performance.”

## Preparing for Peak Trading

“As we grow and migrate our applications, we rely on DBmarlin’s ability to ‘snapshot’ database performance profiles at full per-second granularity, which we can keep for as long as needed. We use ‘**comparison reports**’ to understand performance changes between any two periods of time.

A great use case is being able to compare load test profiles against our real-world busiest trading periods, such as **Black Friday**, to proactively ensure our load tests are preparing us for our next spike in traffic. Doing this helps us mitigate potential risks and ensure good performance as part of our change management and release process.”

## AI for efficiency

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“DBmarlin has allowed us to increase the number of databases and database clusters we can support without growing the DBA team”

### Watch the video here:

<https://www.dbmarlin.com/customer-thg-ingenuity>



## DBmarlin benefits for THG Ingenuity

- Single view of performance across multiple database technologies
- Increased efficiency allows more databases to be managed
- Understand database changes and the impact on performance over time
- Snapshot and compare performance profiles
- Very detailed per-second granularity and long term history
- SQL Search to quickly find statements that ran in any database

## SQL Search

“**SQL Search** allows us to look up the performance of individual SQL statements across our entire estate. We can now understand the performance of a particular SQL statement over time.

Our DBAs often use this feature to discover which statements use inefficient ‘SELECT \*’ within them. They can then support the business intelligence and development teams in replacing these statements with better-performing code.”

## Near Real-Time Monitoring

“Because DBmarlin monitors performance every second, it allows us to identify and alert on emerging issues rapidly, reducing the impact of rogue processes and protecting customer experience. There is a direct link between poor performance and reduced revenue, so being able to understand when you have a database problem and resolve the issue in a timely manner is critically important.”