

# Fortune 500 Media & Entertainment Company Lowers TCO by over 100% with Couchbase and GCP

## Introduction

This case study of a Fortune 500 media & entertainment company is based on an October 2021 survey of Couchbase customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Couchbase:

- Experienced the following challenges prior to implementing Couchbase:
  - Poor database management
  - Scaling
  - Performance
  - Replication
- Considered the following vendors before choosing Couchbase:
  - MongoDB
  - Cassandra
- Considered the following cloud platforms before choosing Couchbase:
  - Amazon Web Services
  - Google Cloud Platform
- Selected the following cloud providers:
  - Google Cloud Platform

## Use Case

The key features and functionalities of Couchbase that the surveyed company uses:

- Chose their cloud platform for their organization for the following reasons:
  - Price
  - Corporate initiative
- Values the following Couchbase features compared to other solutions they have used:
  - Flexible schema
  - Kubernetes
  - SQL++
  - Cross Data Center Replication (XDCR)
  - Memory-first architecture
- Uses Couchbase primarily for high-performance cache.

## Results

The surveyed company achieved the following results with Couchbase:

- Rates the following improvements since working with Couchbase:
  - Lowered total cost of ownership: 100%+
  - Increased query performance: 75%-100%
  - Accelerated development cycles: 25-49%
  - Accelerated response times: 75%-100%
  - Experienced a more efficient help desk: 50-74%
  - Experienced more efficient database management: 75%-100%
  - Improved application uptime & availability: 100%+

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Fortune 500**

Industry:  
**Media & Entertainment**

### About Couchbase

Couchbase provides an enterprise-class, multicloud to edge database that offers the robust capabilities required for business-critical applications on a highly scalable and available platform.

Learn More:

[Couchbase](#)