EDB POSTGRES AI

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Ericsson Powers the Future of Media with EDB Postgres® AI

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Fueled by its successful transformation with EDB, Ericsson maintains world leadership in the communications industry.

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OVERVIEW

This telecom giant migrated from Oracle to Postgres to meet the mobile media demands of 7.2 billion smartphone subscribers

In the media industry, mobile and video have been the one-two punch that radically changed the way content is created and consumed. Mobile video consumption has been steadily increasing worldwide, representing 80% of all global mobile network traffic by 2028. Given short form and long form, on demand, plus both user generated and premium streaming, the growing demand for video in all forms has caused mobile data usage to skyrocket. By the end of 2029, each smartphone user will consume 56 GB of data every single month. But what happens when consumer demand outpaces network capabilities?

Legacy telecom infrastructure was not built to handle today's requirements of seamless mobile video at scale. After all, the number of smartphone subscriptions is set to reach 7.2 billion by the end of 2024. An overloaded network can lead to lagging performance and frustrated customers, or even a total system failure under too much strain. High-performing networks are the foundation of digital transformation, and without them new technologies cannot be deployed at scale.

To keep up with the demand of video and mobile content consumption and fuel innovation, the very foundation of telecom networks had to be rebuilt. This left mobile operators with the monumental task of transforming their infrastructure and network – or being left behind.

Billions of eyeballs on Ericsson

Ericsson, one of the largest telecommunication providers in the world, plays a crucial role in the operation and evolution of the modern media industry. Ericsson networks connect more than 2.5 billion subscribers and carry 40% of the world's mobile traffic.

The telecom giant had a critical imperative to embrace digital transformation so that Ericsson's customers, the world's strongest content brands, could continue to deliver the personalized and high-quality programming end users expect.

Ericsson's IT systems needed to support and quickly process a growing amount of content, and their legacy database system simply could not keep pace. The company was at risk of severe network congestion, resulting in significant degradation of the user experience for billions of end users. IT leaders at Ericsson knew they needed to overhaul its content management system in order to address the creation, delivery, and distribution challenges of the entire media value chain.

Overhaul the system without breaking service — or the bank

In the planning stage for the system upgrade, the Ericsson team ran into another challenge: Increasing capacity and supporting more transactions would be exorbitantly expensive with their existing legacy system, due to costly licensing and maintenance fees. This would be a devastating hit on budget allocations for other critical IT projects.

Ericsson needed flexible technology to keep pace with increasing demands without breaking the bank. The business required low-latency video delivery, high capacity, high availability, and greater processing power to support multi-screen viewing. The team determined that Oracle was not up to the task, due to the lack of customization and lack of integration with new technology compared to open source alternatives.

Postgres was poised to handle the high transaction volumes and complex queries. The team chose EDB Postgres because of its scalability, efficiency, and performance at a lower cost. Most of all, EDB's leading Oracle compatibility technology meant Ericsson's data teams could migrate off the legacy system without major app rewrites or the need to introduce radically new tools.

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About EDB Postgres AI

EDB Postgres AI is the first open, enterprise-grade sovereign data and AI platform, with a secure, compliant, and fully scalable environment, on premises and across clouds. Supported by a global partner network, EDB Postgres AI unifies transactional, analytical, and AI workloads, enabling organizations to operationalize their data and LLMs where, when, and how they need it. For more information, visit www.enterprisedb.com.

The power of EBD to transform businesses and ignite innovation

Ericsson worked with EDB to replace its legacy database system with EDB Postgres™ Advanced Server. The result was a global release of the new and improved Ericsson content management system.

The final result was nothing short of game-changing for the industry as a whole: one centralized platform for the end-to-end management of content operations across all screens. It was built to accommodate future delivery platforms and networks, giving customers a continuous competitive edge. Incredibly, with the new CMS, Ericsson's title ingestion rate more than doubled, at 11 per minute. A content library that now scales up to 10 million titles enables its customers to capitalize on the explosive growth of content demand and confidently and quickly put more content in the hands of consumers.

Ericsson's Head of Content Management Tapan Shatapathy underscored the importance of this new system to the company's success overall, saying, "Ericsson maintains the preeminent market position in offering an enterprise-class software solution for the end-to-end management of content operations for the television industry."

Fueled by its successful transformation with EDB, Ericsson maintains world leadership in the communications industry. Thanks to EDB Postgres, Ericsson is not slowing down, and neither are the demands on its systems. By 2025, videos will make up 82% of all consumer internet traffic. As technology from 5G to XR and VR further increase mobile video consumption, Ericsson can be assured of its ability to deliver the entertainment of the future.

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