



## MySQL™ Application Development

### MySQL: A high-end database system, without high-end costs

MySQL is a high-end database system with comparable performance to Oracle, MS SQL Server and other database systems, but with a unique licensing system that means you only pay for the support and development services you need.



### MySQL Applications

Cloch Internet specialises in building Internet based applications that can reside within a corporate network or on the web. In either case, applications are secured with user logins and encryption.

Internet based applications are essentially applications that run from within a browser window.

#### Advantages:

- *Low Cost, Instant Setup:*  
All a user needs to use an Internet Application is a network connection and a web browser. There is no software to install on individual PC's. All calculations and processing is performed by the server and returned to the user – even low-end computers can run new applications.
- *Easy to use:*  
Nearly everyone can surf the web. If you can do that, you can use an Internet application, which is essentially a web page connected to a database system.
- *Expandable:*  
Placing some or all of the application on the web can allow customers, suppliers and staff working from other locations access or enter data.

### What can be developed?

Cloch Internet has experience in developing a wide variety of systems for clients, including:

- Invoicing & Billing Systems
- Project Management Systems
- CRM, Data entry and Call Center applications
- Stock Control systems
- Ticketing systems
- Intranet Communications: Bulletin boards, mailing lists

### Sample Applications

*"A telecoms company deployed a system whereby independent sales agents entered their sales directly into the system via secure web login rather than faxing to the sales office, freeing up 3 staff for other duties."*

*"A ticketing company allows entertainment promoters view sales reports in real time, and can add new concerts without any staff involvement."*

*"An online Invoicing system whereby customers receive invoices by email, receive reminders and statements by email and can pay online"*

### Who Uses MySQL?

- NASA
- Eircom
- Bayer
- Lloyds TSB
- Braun
- Yamaha
- Bloomberg

### Experience

Cloch Internet is a partner of MySQL AB, and staff hold certification in MySQL and other related technologies.

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