

# Zend Platform™

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## Customer Success Story



## Zend Platform & PHP in the Telecommunications Industry

### *Background*

With over 15 thousand employees, TDC is Denmark's largest telephone company and ISP, servicing over 80% of Denmark's market for telecommunication and internet services. Competition is fierce in this industry and speed and service are key elements to maintaining a strong relationship with customers – that's why TDC developed and deployed an online service and support site for its customers. Today, TDC is moving closer to their goal of 50% of sales and support requests coming through their online website.

### *A competitive marketplace requires a dynamic platform for quick change*

TDC operates in a marketplace that changes rapidly based upon competitive pressures. Those competitive pressures often mean introducing new products or services in a matter of hours. To ensure that these new products and services are available to customers immediately, TDC requires a dynamic, flexible technology platform that can quickly be changed to meet business needs. For that reason, TDC employed open source and PHP for their customer sales and support website.

### *Improving quality with Zend Platform*

The TDC staff is keenly aware that rapid changes in their sales and support site can quickly lead to trouble. According to Henrik Jensen, TDC IT Specialist, "We not only have to quickly have our changes up and running on the live site, we need to ensure that they're running error free." To ensure that errors are not introduced during the rapid development and deployment cycle, the TDC staff uses Zend Platform's PHP Intelligence features to catch errors

“ *Zend Platform's PHP Intelligence provides the insight we need to identify and fix errors in source code we didn't develop.* ”

early in the development and testing process and fix them before they can get to production servers. Zend Platform then continues to monitor each production server catching any undiscovered errors that a customer might uncover. “It’s difficult to ask a customer to accurately give us all the steps that led up to the error they saw. With Zend Platform, any error is automatically recorded, with the complete problem context making it easy for us to fix a problem. Zend Platform is really improving the quality of our website.”

### **Zend Platform – Making PHP Applications Enterprise-grade**

Zend Platform is the PHP runtime environment that delivers the reliability, scalability and interoperability needed for enterprise-class PHP applications. For the first time, Web application managers have unparalleled error detection and recovery capabilities, top-notch performance and configuration control, as well as seamless integration to corporate back-ends.

Zend Platform delivers lower MTTR (mean-time to repair) and increases MTBUI (mean-time between unscheduled interruptions) by intelligently monitoring and notifying you of problems. Driven by the needs of developers and IT personnel utilizing PHP in the enterprise environment, Zend Platform delivers:

- PHP Intelligence
- PHP Performance Management
- PHP Configuration Control
- PHP/Java Integration Bridge

### **About Zend Technologies**

Zend Technologies, the php company, is the leading provider of products and services for developing, deploying and managing business-critical PHP applications. Zend and its founders are the architects of PHP, which is used by more than fifteen million Web sites and has quickly become the most popular language for building dynamic Web applications. Deployed at more than 8,000 customers worldwide, the Zend family of products is a comprehensive platform for supporting the entire lifecycle of PHP applications.

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