



30% reduction  
in SQL slow query  
statements.<sup>1</sup>

50% reduction  
in additional SQL slow  
query statements.<sup>2</sup>

“iQIYI has recently introduced Intel® Optane™ persistent memory, which is an important innovation in the hardware architecture for databases. It can accommodate more service requests with improved performance, delivering the ultimate technical experience to users.”

Li Sun, Scientist, IQIYI

# iQIYI Optimizes the Performance of MySQL to Improve Customer Experience

As an innovative company, with both technology and entertainment genes, iQIYI leverages innovative technologies to empower entertainment and reduce entertainment costs. As a leading online video portal in China, its huge number of users pose challenges to its database system. In high-QPS and low-latency application services, the servers often incur I/O bottlenecks, resulting in a significant drop in MySQL performance and compromising the customer experience. iQIYI partnered with Intel and adopted their large-capacity, low-latency Intel® Optane™ persistent memory and Storage Performance Development Kit (SPDK), which addressed the increased latency and reduced performance of MySQL for high read I/O scenarios and improved the user experience.

## Products and Solutions

- [2nd Generation Intel® Xeon® Scalable Processors](#)
- [Intel® Optane™ Persistent Memory](#)
- [Storage Performance Development Kit \(SPDK\)](#)

Industry  
Internet

Organization Size  
5,001–10,000

Country  
China

Learn more  
[White Paper](#)

<sup>1, 2</sup> For more complete information about performance and benchmark results, visit <https://www.intel.com/content/www/us/en/customer-spotlight/stories/iqiyi-mysql-customer-story.html>