

# Couchio

## iWantMyName — Content Management with CouchDB

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### Situation

iWantMyName started building their full-service domain name registrar from scratch in 2008, no strings attached, without investors or previous code to take into concern. They looked around the market for cutting edge projects to play with and CouchDB caught their eye. iWantMyName planned to grow slowly at first, and CouchDB was just getting traction, so they gave it chance.

### Solution

Initially they only used CouchDB for a very limited subset. CouchDB was new to them, they were not used to the document oriented thinking and their chief architect had been using SQL for a very long time; change was hard. They only used CouchDB for managing user preferences at the beginning. Nearing the go-live deadline they still needed a couple of static pages, so they hacked a small controller that read a URL part and looked it up in CouchDB to populate a template. This small hack ended up becoming one of their main content page controllers. Today if you surf the iWantMyName site you will notice that there are lots of speaking URLs and all that content is served straight from CouchDB. Those URLs are generated on the fly out of document properties and the URL part is matched against views or against a URL field in the document itself. They can now customize URLs for optimal expressiveness without touching any code.

The second big chunk of content on the site is information around the various top level domains (TLDs) offered. They have a large CouchDB database with information on prices, promotional texts and technical requirements for every single TLD offered. To show the information of TLDs they have various views that map out URLs based on document properties that can be linked to from overview pages. When adding a new TLD document they can get up to four new pages on the website without changing one line of code.

Replication in CouchDB is a feature they love and use all over their site as it makes content deployment so easy. They edit content locally, replicate it to the production servers and the new pages are online. They currently serve in excess of 600 pages of content via this mechanism and plan to increase it steadily.

### Results

After getting comfortable with CouchDB, and realizing how easy it was, the team at iWantMyName decided to move more and more of their infrastructure towards CouchDB. Their stack is now at about 80% CouchDB driven and they are working on the rest. They are constantly creating content, and the ability to update, change and publish this content in an easy and fast manner is key for a startup.

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### About iWantMyName

iWantMyName was started by two domain industry veterans out of frustration with the current industry. iWantMyName takes the pain out of domain registration and gives the user an easy interface, clear pricing and no unnecessary “features”. They offer a wide variety of top level domains and an easy to use search. They also integrate with more than 30 hosted Web Applications for easy one-click setup. International domain name registration is made easy. [www.iwantmyname.com](http://www.iwantmyname.com)

### Quote

Lenz Gschwendtner, CTO at iWantMyName, says “CouchDB surprises me again and again for getting out of my way. I can focus on solving my problem and my database supports me never mind how strange my requirements might be.”

# Who we are

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## About CouchDB

Apache CouchDB bridges the cloud and the local network by making it simple to write web apps that can scale up to the datacenter and scale down for local use on a smartphone. The synchronization engine (inspired by Lotus Notes) allows sharing of data and applications across ad-hoc groups. Offline replication gives mobile devices better performance (lower latency) while saving battery life by avoiding radio usage. With offline replication solved in a simple way, application developers are free to focus on the code that matters

CouchDB is popular with developers because its document model is a closer fit for many domains, leading to less overall complexity. The JSON HTTP API allows developers to write dynamic database-backed applications without a middle tier: 2-tier CouchApps require only a web-browser and a CouchDB, and can be written by anyone with Ajax / jQuery experience. We firmly believe that empowering people to share data and custom applications at the edge of the network will lead to a more humane web.

Apache CouchDB is currently deployed by the BBC, Meebo, Assay Depot, Engine Yard, (among others) and is an integral part of the Ubuntu operating system.

# Couchio

## About Couchio

Couchio <http://couch.io> (founded by 3 CouchDB core committers) offers support, hosting, and professional training for CouchDB.

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### Contact CouchDB

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