

The Biggest Infrastructure Market Yet to Fall to Open Source

Presented by Sandor Klein, Managing Director EMEA
Moscow April 2010

The L

Open Source
growth
happening now.
Small share
gains worth \$B.

ver Operating System Market (\$

Why PostgreSQL:

- u *Mature* with 15 years active community development with *thousands* of active deployments worldwide
- u *High end* features like Oracle, IBM DB2, Microsoft SQL Server
- u PostgreSQL is *everywhere*
 - 9M direct downloads/year Postgresql.org, EnterpriseDB
 - Included in every major Linux distribution (RHEL, Fedora, SLES, OpenSUSE)
 - Migrations like Spacewalk

u *The only inc apps*

enterprise

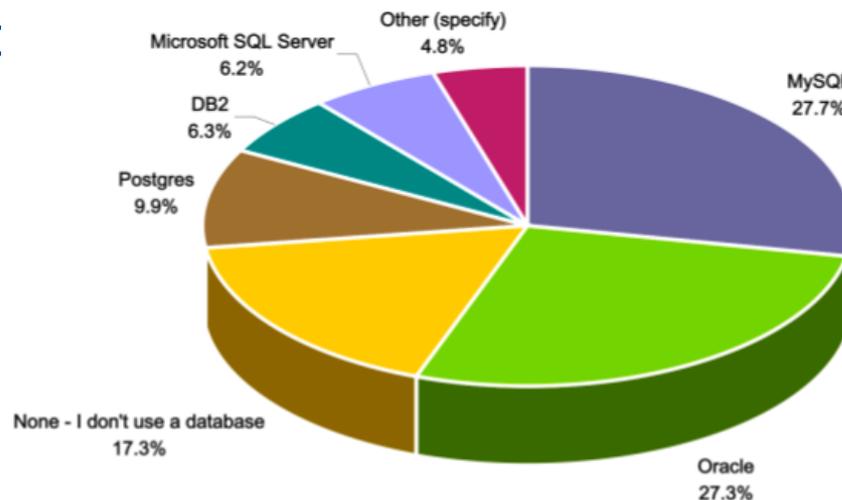


Chart 13: What is the primary database you typically use for deployed applications? (Choose one.)

Company Snapshot

- u **Disrupting \$25B Database Market**
 - Low Open Source Penetration
- u **Open Source Dominance**
 - PostgreSQL - 9M Downloads!
- u **580+ Customers Across Market Segments**
 - We are The Enterprise Postgres Company
- u **Strong Team and Community Leaders/PG World**
 - Senior Management from Red Hat/SUN and Technical Team has PostgreSQL Community Leaders (One click Installer!)
- u **Government**
 - *US and Russian certifications*
- u **Global Investors**



redhat.



NTT

VALHALLA
PARTNERSSM



VOLITION
CAPITAL

Russia and Postgres

Country Name	Country Code	Download Count
United States	US	14896
China	CN	7102
India	IN	5535
Brazil	BR	4094
Russian Federation	RU	2398
Germany	DE	2210
France	FR	2206
Canada	CA	2078
Italy	IT	1844
Indonesia	ID	1782
United Kingdom	UK	1630

Why Now?

- u Data is considered “crown jewels” of the enterprise
- u Applications linked deep in the database = hard to change
- u More data, more new applications
- u Users know what to do (ie. learning's from OS and Middleware are applied)
- u Major platform change underway, Especially after the takeover of SUN.
- u Much interest from SI's, new projects out there.

Postgres and EnterpriseDB Media Attention

BusinessWeek

Oracle Has Customers Over a Barrel

The giant Japanese telecom provider Nippon Telegraph & Telephone ([NTT](#)) is going even further. It's replacing many of its Oracle databases with another open-source package, PostgreSQL. Takeshi Tachi, a senior manager in NTT's Open Source Software Center, says PostgreSQL is now good enough to be used in some of the company's most critical computing systems. He expects NTT will save \$10 million a year with the switch. Ed Boyajian, CEO of EnterpriseDB, which sells PostgreSQL to NTT, said, "I'm glad to hear that since Oracle said it was buying Sun and MySQL. It's good news for us," he says.

WALL STREET JOURNAL

Little Rival Creates Big Problem For Oracle

Oracle is "the most expensive and bloated" database software available, said Ed Boyajian, chief executive at open source database software firm EnterpriseDB Corp. MySQL, on the other hand, is "a lightweight database used as the back end to Web sites."

Still, Boyajian speculated that Oracle plans to make good use of MySQL. The software giant will "work hard to take the paying customers... and upgrade them into new agreements at higher prices," he said. EnterpriseDB investors



Is it Postgres' time to shine?

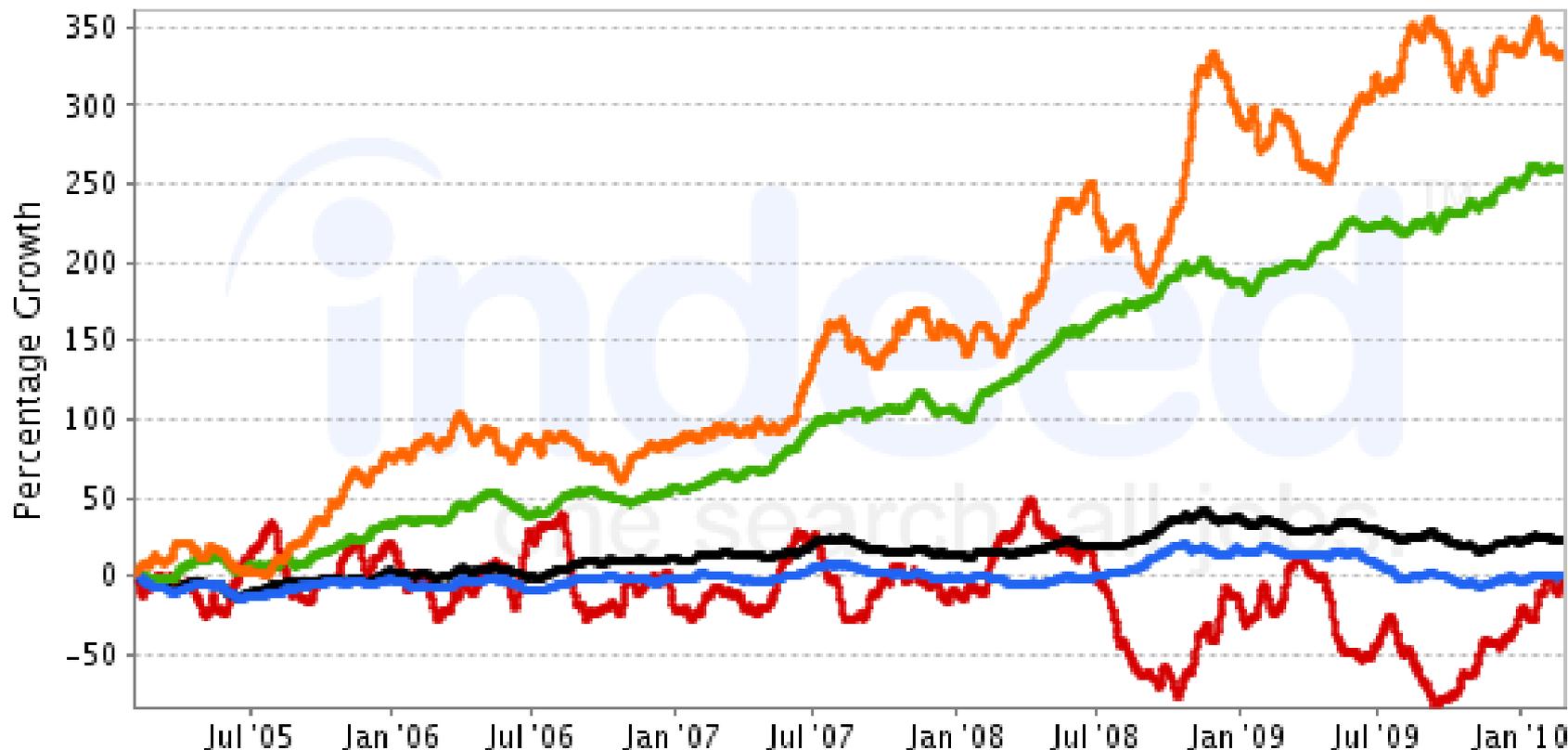
Postgres just released version 8.4 of the venerable database. In EnterpriseDB's discussion of the release, there's no mention of Oracle, MySQL, or any other competitor. Instead, EnterpriseDB seems to be focusing more on its commitment to Postgres development, adding significant enterprise hardening through its open-source Postgres Plus distribution.

It's a welcome change, and one that could position Postgres to take a bigger share of the enterprise Java database market--not because it's cheaper than Oracle or more open than MySQL but because it's a great database in its own right.

Jobs Growth Tells Part of the Story

Job Trends from Indeed.com

— Postgres — Oracle — MySQL — SQL Server — Ingres



Database Market Key Facts

- The market is as large as the OS and middleware markets combined
- Database market is growing at 10% per year
- Everybody has to do more for less
- 85% of the market controlled by 3 companies
- Vendor lock-in
- Database is 'sticky'; migration difficult
- There no longer is a 'standard' SQL
- Even in this economy costs are increasing
- Cost avoidance

PostgreSQL Heritage

u Independent & Thriving Development Community

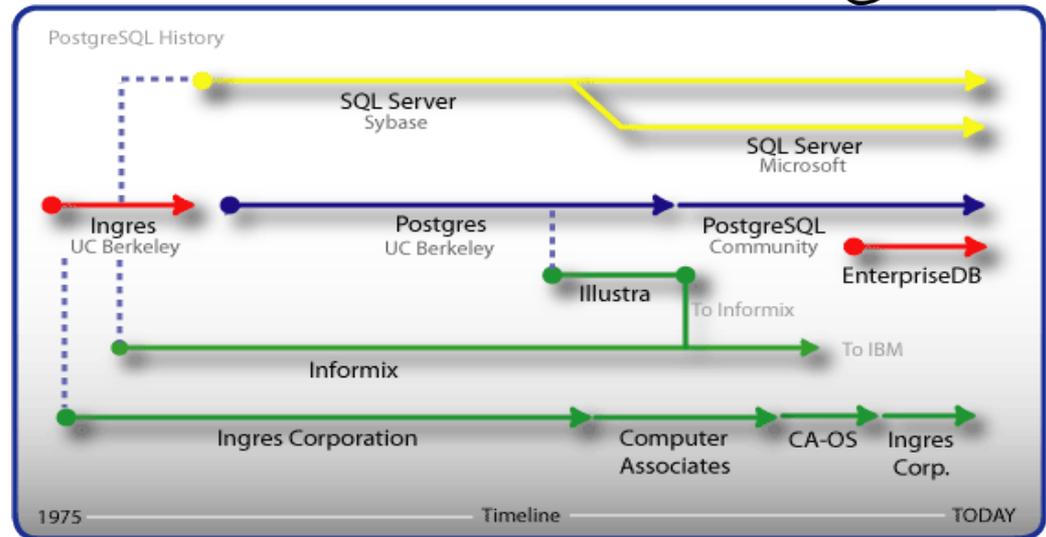
- 40+ committers and ~200 reviewers
- 1,500 contributors and 10,000+ members
- 9,000,000+ downloads / year

u 20 years of enterprise-class development

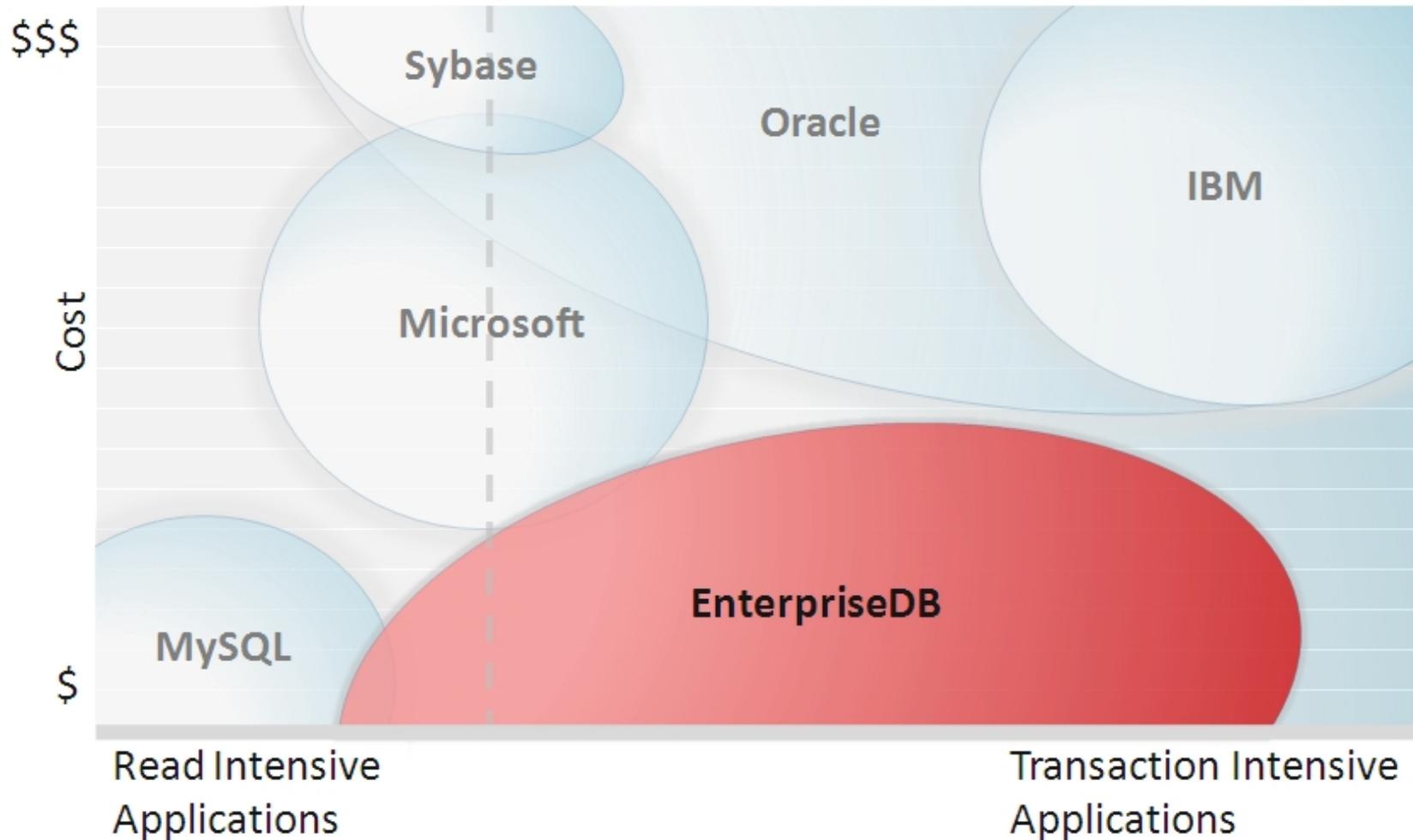
PostgreSQL



Fully ACID Compliant
Multi-Version Concurrency Control (MVCC)
Point in Time Recovery (PITR)
Data and Index Partitioning
Bitmap Indexes
ANSI Constraints
Triggers & Stored Functions
Views & Data Types
Nested Transactions
Online Backup
Online Reorganization
Foreign Keys



EnterpriseDB's Market Position



Our Products & Services

Packaged Services

- Architectural Health Check
- Remote DBA
- High Availability Setup
- Partitioning Setup
- Replication Setup

Training & Certification

- Developer Track
- DBA Track
- Associate, Professional & Master

Postgres Plus Products

- Advanced Server
- Standard Server
- Flexible SLAs (12x5, 24x7)
- Warranties & Indemnifications

Now also unlimited support on PostgreSQL and support for version 9

EnterpriseDB's Postgres Plus Product Family

Postgres Plus **Advanced Server**

Certified and supported complete solution, suitable for production systems and heterogeneous database environments. Includes breakthrough Oracle compatibility.

- + Management & Monitoring
- + 5th Gen Oracle Compatibility
- + Bulk Data Processing
- + Infinite Cache
- + Dynamic Database Tuning
- + Federated Queries
- + Hierarchical Queries
- + Oracle Replication
- + Heterogeneous Databases
- + Commercial Database Migration
- + Advanced Transaction Handling
- + Performance enhancements
- + Security enhancements
- + Enterprise SLAs

Postgres Plus **Standard Server**

Ready-to-run certified Postgres binaries for professional developers.

Installs in minutes; enables immediate productivity.

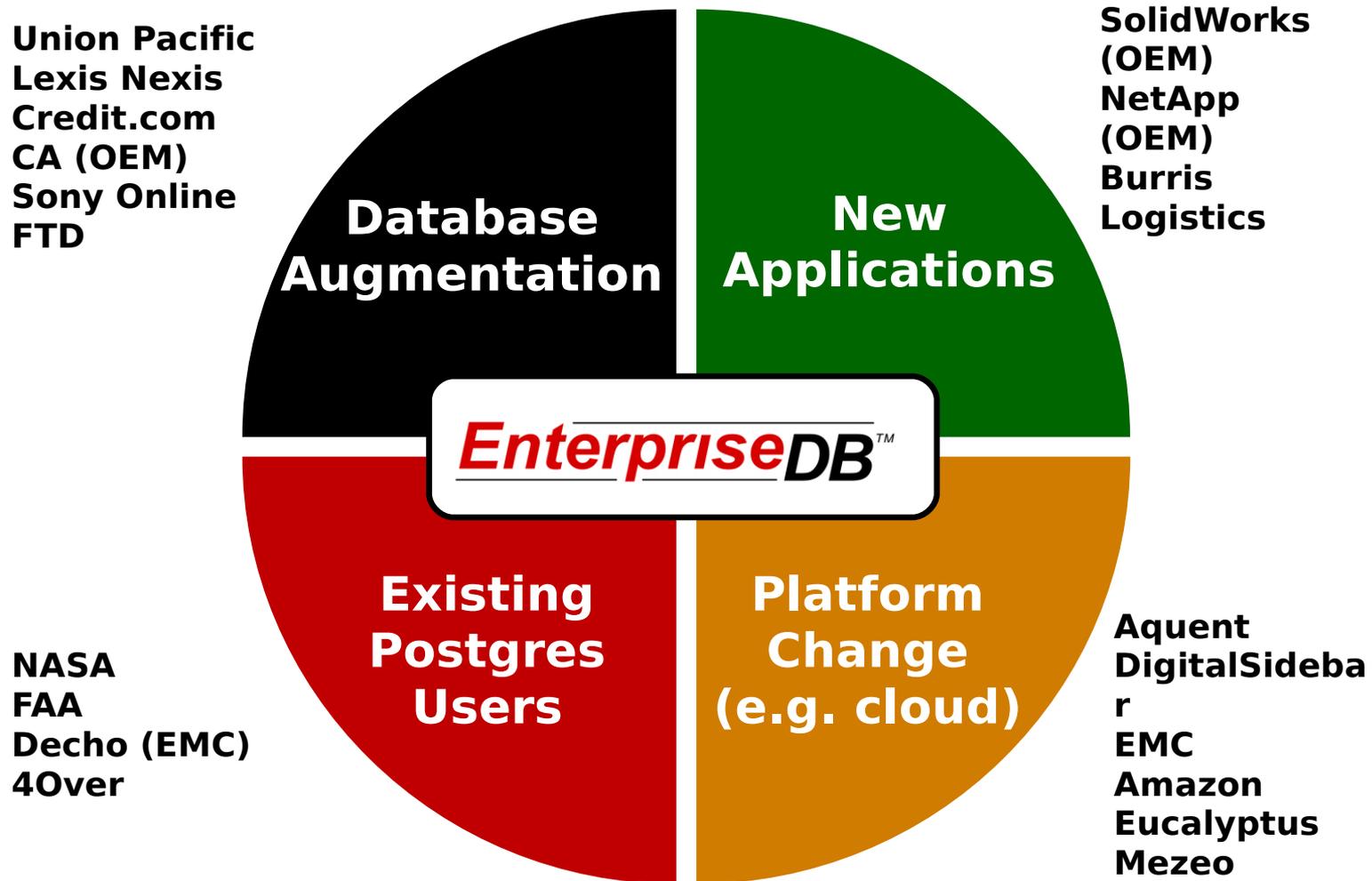
- + Administration Site
- + Distributed Memory Cache
- + ODBC and JDBC Drivers
- + Dynamic Debugger
- + Integrated Geo-spatial
- + Integrated Replication
- + MySQL Migration Tools
- + Tested, hardened, packaged

Postgre**SQL**

World's most advanced open source database, demonstrably superior to MySQL for enterprise applications.

- + ACID Transactions
- + Advanced Concurrency Control
- + Multi-level Security
- + High-speed Text Searching
- + Enterprise-class Data Integrity
- + Enterprise-class Failure Recovery

Who We Serve (List is growing rapidly)



Ranking Migration Candidates

Least Effort

- § JDBC/ODBC applications with no server side code
- § Applications with server side code upgraded from an older version of Oracle
- § Reporting applications

More Effort

- § C, C++, PHP, or other non-Java applications
- § Transactional applications using newer Oracle features
- § Data warehousing applications using Oracle OLAP functionality

Most Effort

- § Applications using RAC, advanced queuing, advanced security
- § Oracle spatial applications
- § Pro*C and Pro*COBOL applications

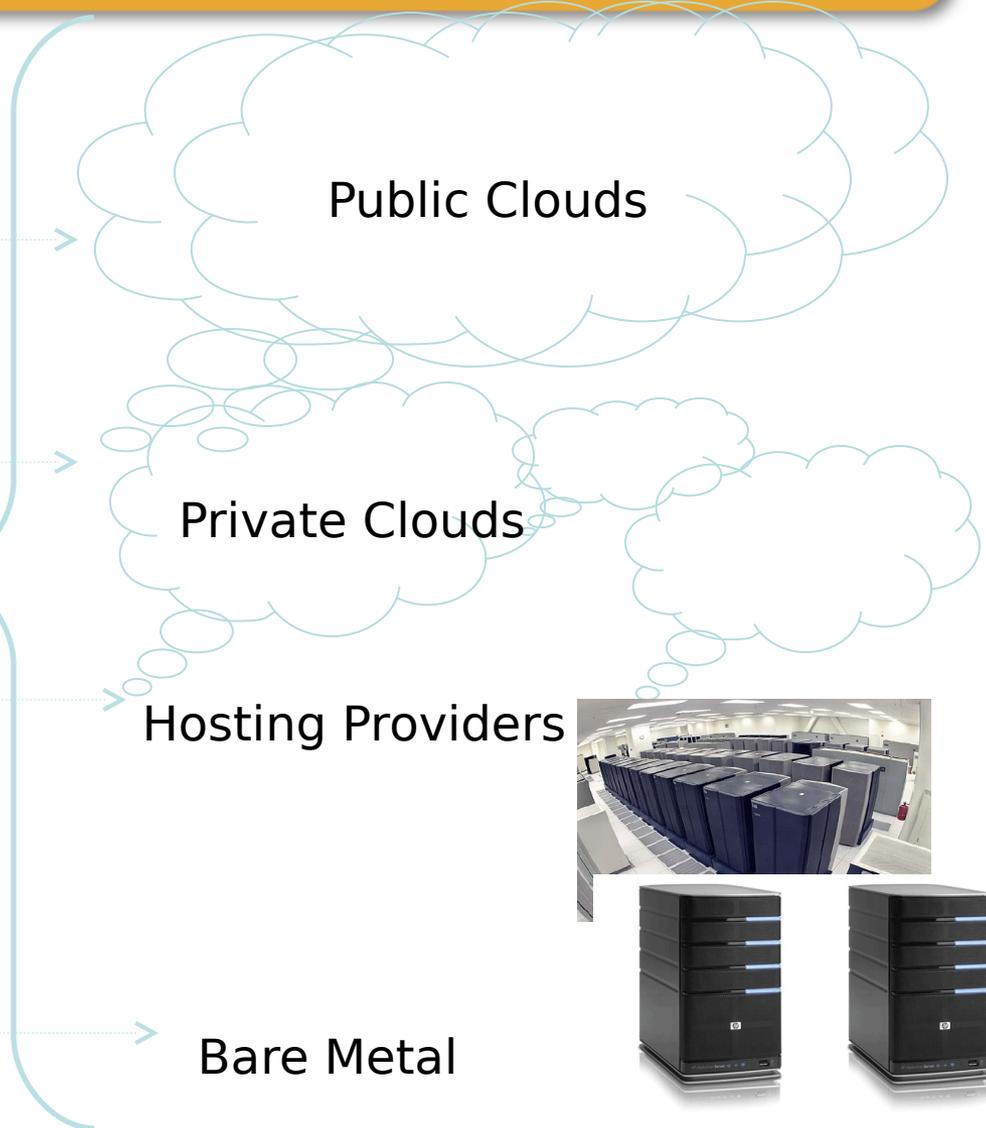
Adoption Progression

Adoption	Linux (RHEL)	Application Server (JBoss)	Database (Postgres Plus)
Phase 1	File, print & web services "Edge of the network"	Development & Test	Replication, reporting, dev & test "Oracle cost avoidance"
Phase 2	Database & non-mission critical applications "Edge of the datacenter"	Non-mission critical applications	Non-mission critical applications
Phase 3	Mission critical applications	Mission critical applications	Mission critical applications

Virtualized & Cloud Environments

Postgres
Plus

VMware
Amazon
Microsoft
Salesforce.com
Eucalyptus
EMC
SAP
GoGrid
Rackspace
Savvis
CA
Verio
Joyent
RightScale
Terremark





Futures

Disclaimer

Please note that the following information concerning EnterpriseDB's product roadmap represents the company's intentions at this time and is subject to change.

2011 At-a-Glance Calendar

2011

Q1

Q2

Q3

Q4

- Postgres Plus Advanced Server 9.0
- Postgres Plus Cloud Cache
- Replication support for Microsoft SQL Server

- Postgres Plus Cloud Server 1.0

- Postgres Plus Standard Server 9.0

- Postgres Enterprise Manager 1.0

2012 Posgres XC
RAC, NTT

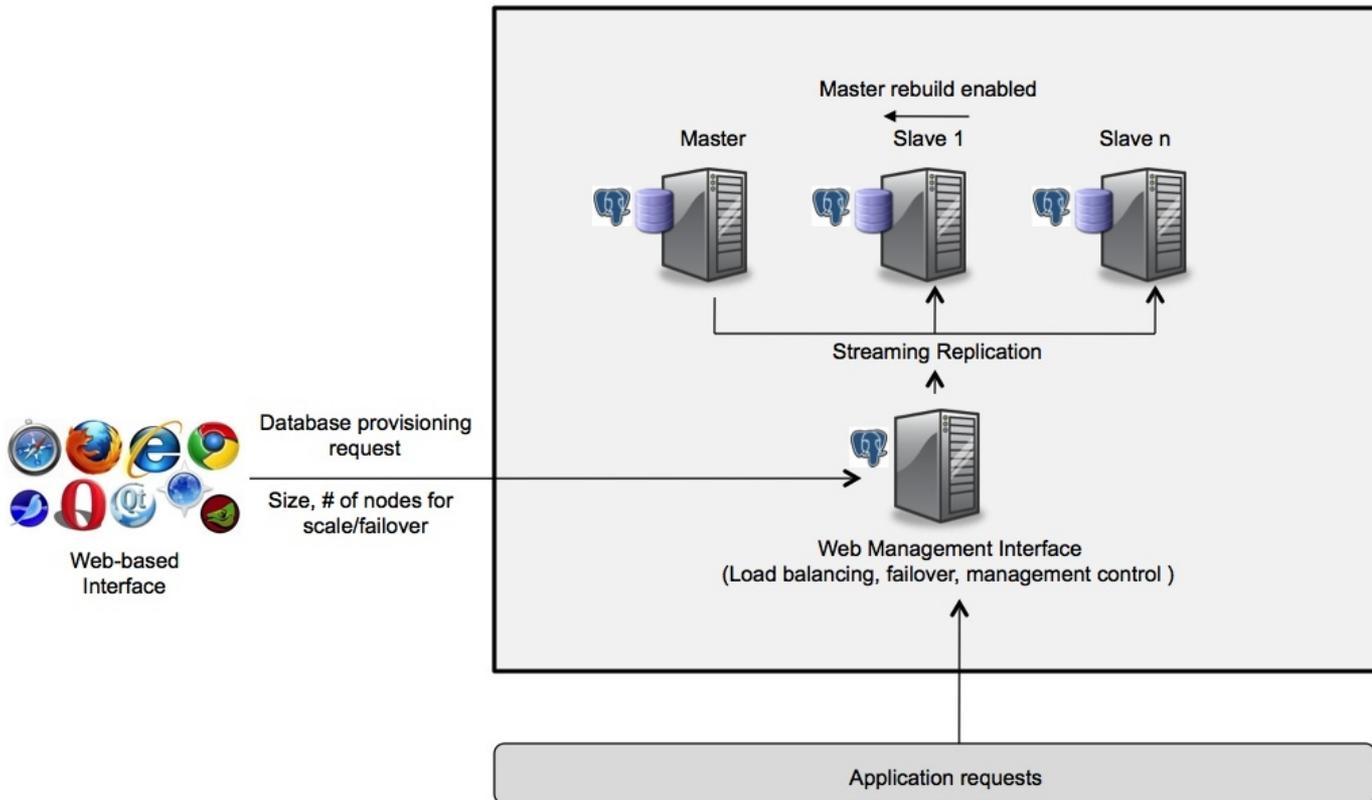
Postgres Plus Enterprise Manager

- Designed to perform management-in-mass for PostgreSQL servers
- Remotely manage, monitor, and tune databases
- Available with a subscription to either Postgres Plus Standard or Advanced Servers



Postgres Plus Cloud Server

Automatic provisioning and setup of PostgreSQL databases with built in / automatic load balancing and failover



Demand for PostgreSQL in the Cloud

  ● uptick db version	241 / 1	Dec 21, 2010 11:44 AM by: Brett@AWS
 ● Database Import Problem: log_bin_trust_function_creators	1,899 / 7	Dec 21, 2010 11:22 AM by: Brett@AWS
  ● updating RDS from 5.1.45 to 5.1.50 to support "Create Read Replica"	235 / 1	Dec 21, 2010 10:03 AM by: Brett@AWS
  ● RDS as our MySQL server (usage and pricing)	788 / 7	Dec 21, 2010 2:24 AM by: jpderooij
 ● PostgreSQL Support Pages: [1 2 3]	18,171 / 60	Dec 21, 2010 12:38 AM by: KJ
 ● Cannot update parameter lower_case_table_names Pages: [1 2]	7,922 / 27	Dec 20, 2010 6:37 AM by: davidbows
 ● ft_min_word_len not being respected after reboot+rebuild of index	153 / 0	Dec 18, 2010 2:33 PM by: shutterbooth

AWS Forums Status Icons

-  Ace: 2000+ pts
-  Expert: 750-1999 pts
-  Guide: 300-749 pts
-  Enthusiast: 50-299 pts
-  Newbie: 5-49 pts
-  Amazonian



Thank You

Questions?