



# **5 Ways Enterprise-Grade Support De-Risks Your PostgreSQL Database and Supercharges Innovation**

POWER TO POSTGRES



# Contents

<b>1. Enterprise support augments your savings...and earnings</b>	<b>04</b>
De-risking is cost-saving	05
Making the most of your team	06
Innovation drives earning	06
<b>2. Enterprise support accelerates innovation</b>	<b>07</b>
Real innovation requires a solid foundation	08
More than just troubleshooting	08
Never worry about “Am I doing it right?” again	09
<b>3. Enterprise support helps PostgreSQL novices and PostgreSQL experts alike</b>	<b>10</b>
Support for PostgreSQL novices	11
Support for PostgreSQL experts	11
<b>4. Enterprise support empowers your teams</b>	<b>13</b>
<b>5. Enterprise support brings you closer to the PostgreSQL community</b>	<b>15</b>
Finding the answers to database problems is time-sensitive	16
A direct line to the experts	17
<b>6. Finding the ideal enterprise support for your organization</b>	<b>18</b>
EDB Community 360	19
<b>7. Finding the ideal enterprise support for your organization</b>	<b>22</b>



# INTRODUCTION

There's no doubt that Postgres is the most well-loved and advanced open source database on the market. Its agility, flexibility, scalability, security and cost-efficiency make it the perfect choice for businesses who are invested in accelerating innovation as they build new applications and migrate legacy infrastructure.

But even the best databases experience issues; and, if your organization is just running Community PostgreSQL without the assistance of enterprise support solutions, you're taking large—and largely unnecessary—risks.

Think about airline mechanics, for instance. If it's your car, you might be handy enough to make some of your own repairs. If you're flying an airplane, you literally can't afford for it to "go down." You need mechanics who know your airplane inside and out and can ensure that nothing bad happens. Flying without this type of support in place is a huge risk, both in terms of "passenger safety" (your data) and "FAA regulations" (any relevant compliance for your solution).

This is where enterprise support comes in, and why it's so critical. Not only does it de-risk your PostgreSQL database—along with every project and team that relies on it—but it gives you the stability to achieve more than you ever thought possible. In order to take full-advantage of PostgreSQL you need an environment that you can consistently rely on, an environment supported by the people who have the deepest possible understanding of your database and who are constantly ready to help you both address challenges and amplify accomplishments.

## Whether you're looking to:

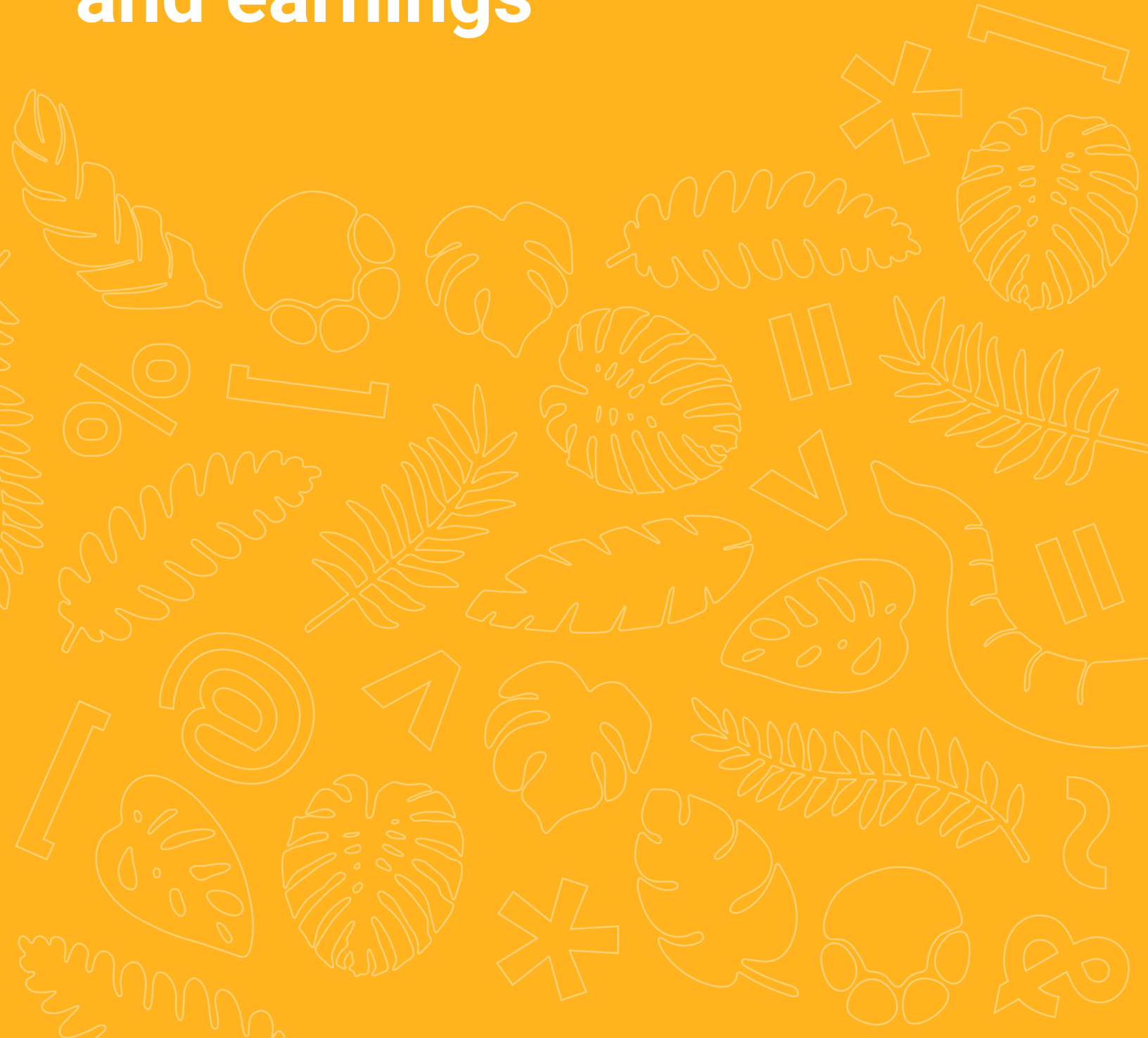
- Avoid crashes and bottlenecks for customer-facing features
- Build complex, sensitive and mission-critical applications
- Planning a migration off of legacy databases like Oracle or to the cloud

Enterprise-grade support is your database's best ally.

This guide is designed to help you understand the full potential of PostgreSQL when backed by enterprise support. Here, we'll discuss the five most impactful benefits enterprise-grade support provides for your PostgreSQL database and your business.



# 1. Enterprise support augments your savings... and earnings





## Enterprise support augments your savings... and earnings

One of the key drivers for businesses initially adopting PostgreSQL is the savings: the promise of an open source database that's both free of the stringent contracts imposed by commercial database providers in addition to...well, just plain free.

This is also why many who opt to use Community PostgreSQL are hesitant to invest in enterprise support services. After all, the point of choosing Community PostgreSQL in the first place was to avoid having to spend unnecessarily.

However, as often becomes apparent, the cost of an avoidable database crash can be much higher than that of the support that would have prevented it.

### De-risking is cost-saving

The best way to both save money and drive revenue is to ensure your database's constant operability, availability and total functionality. Every moment that your database is down, you're losing money. Your teams aren't able to access the applications they need to do their jobs and your customers are wondering whether they'd be getting their needs met had they gone with one of your competitors.

Yes, outages are sometimes an unavoidable reality, but that doesn't mean that every database outage is unpreventable; nor that even those which might feel inevitable have to last a second longer than necessary.

With enterprise Postgres support, you aren't vulnerable to risks such as: rights management, SQL injection, database misconfiguration, human error, weak audit trails, lack of security, or compliance policy. You have 24/7 access to remote DBA services specializing in keeping your database functional, without you having to expend needless time or resources.

Without this support, however, you might find your teams scrambling to find the answers to a problem they don't fully understand, fix a problem that's a hassle to manage without the proper expertise or deal with questions from all of the teams who suddenly can't access their most mission critical tools. And while this is happening, you're losing revenue and customer trust.

That's the cost-saving power of enterprise Postgres support: (1) nipping preventable downtime in the bud and (2) cutting down on the time and resources required to fix the issues that might be unpreventable. That way, you don't need to stress about teams unable to accomplish business-critical processes or a dwindling customer base.



## Making the most of your team

But the savings that enterprise Postgres support services offer don't stop at crisis prevention.

Employing a full-time DBA team that specializes in open source PostgreSQL is a costly investment—and one that businesses often forget to factor into the savings they anticipate from their free PostgreSQL database. If you don't invest in DBAs who are capable of handling and managing an expansive PostgreSQL infrastructure, you run the risk of jeopardizing your database and the essential assets it houses. If you do, you'll be spending a great deal on your new team, all of whom will be in high-demand from the many organizations who have chosen PostgreSQL as their database future.

With enterprise Postgres support, however, you can get a full, 24/7, on-demand team of PostgreSQL mechanics without the cost of having to hire one yourself. Whether your need is as simple as adding code and context-level expertise to your existing DBA teams, or you're still on the hunt for your own PostgreSQL DBAs, EDB has the right fit for your journey. With enterprise support, your team investment can focus on a higher order of database development and application strategy. In fact, [in a recent interview with one of our customers](#), EDB learned of the incredible savings the organization experienced by not having to hire dedicated internal DBAs. If you're looking for even more, the Remote DBA team at EDB has the deep knowledge that you require to make the most of your PostgreSQL, and are constantly monitoring and managing your databases..

## Innovation drives earning

The financial benefits of enterprise Postgres support aren't all about just saving money, however. Effective support services can also result in a boost in revenue and customer retention.

Just as database downtime can lead to a loss in revenue, consistent uptime builds stronger relationships between a business and its customers, securing the loyalty and trust in your solutions and services that define your company. Meanwhile, because your teams aren't occupied by putting out fires or spending all their time trying to find the answer to troubleshooting questions, they can now focus on innovating your products, evolving your organization and better responding to your customers' needs.

Without effective database support, enterprises—even those using one of the most dynamic solutions available—can find themselves stunted. All the time spent keeping their infrastructure operational leaves them, at best, treading water. But with support services, the energy once spent on ensuring a functional architecture is diverted to swimming ahead and pushing against the current.

Robust support resources are the best driver for growth, helping you innovate and transforming your business into a market leader.



## 2. Enterprise support accelerates innovation





## Enterprise support accelerates innovation

With all its flexibility and agility, PostgreSQL is a database designed for innovation. In fact, it's often said that people come to PostgreSQL for the savings and stay for the innovation. Without the restrictions that all too often come with even the most popular of proprietary databases like Oracle, the only limits on what you can achieve with PostgreSQL are your imagination and experience.

That is, if you have the support you need.

### Real innovation requires a solid foundation

Every business deserves to take full advantage of everything PostgreSQL has to offer. However, all too often, businesses who solely rely on Community PostgreSQL don't get to experience that opportunity.

#### Why?

When your team's are occupied with chasing down answers to avoidable problems, your resources aren't being spent on innovation. The more time an IT manager spends putting out small fires and the more energy a developer expends repeatedly testing and troubleshooting an application to find what's gone wrong, the less they can dedicate to the transformative initiatives that your business was so excited about.

#### With enterprise support, it doesn't have to be that way.

Access to robust remote DBA resources means that you're not wasting unnecessary resources addressing challenges that didn't need to be challenges in the first place. Instead, the energy you spent troubleshooting can go towards refining your applications, expanding your architecture and strategizing new ways to innovate for both your teams and your customers.

But the benefits of enterprise support for innovation don't stop at maintenance. With the help of deep PostgreSQL expertise, you don't just get a foundation for innovation; you get a launching pad.

### More than just troubleshooting

As we said before, the only limits on what you can achieve with PostgreSQL are imagination and experience. Enterprise support amplifies both.

Because powerful enterprise support puts you in direct contact with some of the biggest PostgreSQL innovators in the community, it also gives you the chance to get their insight into what you want to achieve and how you can achieve it.



## Never worry about “Am I doing it right?” again

Especially for big projects, this is one the most popular features of support among businesses. If you're curious what sort of tools or applications might be best suited to a new transformation initiative you're undertaking, you can speak with someone whose speciality is exactly what you're looking to accomplish. Curious about how to amplify the speed or availability of your database? You'll be able to get advice from a PostgreSQL expert for who eats, breathes and lives for database agility.

This is what we mean when we talk to organizations about the importance of deep expertise. Of course that knowledge is invaluable when you're experiencing problems; but it's equally vital when you're looking to take your innovative potential to the next level. We've witnessed firsthand the excitement among developers and IT managers when they learn they can do something with PostgreSQL they never thought of before, or that the supposedly crazy project they want to tackle is far from crazy and more easily achievable than they considered.

With the backing of enterprise support, your business gains the confidence to innovate, the expertise to make the most of PostgreSQL and the certainty that you can rely on your database for mission-critical initiatives, risk-free.

# 3. Enterprise support helps PostgreSQL novices and PostgreSQL experts alike





# Enterprise support helps PostgreSQL novices and PostgreSQL experts alike

Nowhere is the diverse and wide-ranging value of enterprise support clearer than in how both PostgreSQL newcomers and veterans take equal advantage of these services, all benefiting in kind.

## Support for PostgreSQL novices

Whenever you're adopting a new piece of technology—especially one as mission-critical as a central database—you need to minimize your risk as much as possible. Many businesses might believe they can dive right into the deep-end of PostgreSQL, but those who take this approach will quickly regret it.

Enterprise PostgreSQL support is the kickboard that keeps organizations new to the database project afloat as they learn to navigate the nuances of their architecture. It ensures that you can have consistent, round-the-clock access to answers for whatever it is you want to build, while also addressing the challenges and cleaning up the messes that naturally come with deploying a new database, before they actually become a problem for you.

**From the moment you choose PostgreSQL as your new database to every moment thereafter, enterprise support is there for you. Whether you're concerned about:**

- How to get to PostgreSQL
- How to optimize your architecture
- How to take advantage of the cloud
- How to integrate essential tools
- How to future-proof your data and applications

the services of remote DBAs like those at EDB will have the information you need. With the backing of enterprise support, every PostgreSQL novice can become a PostgreSQL expert.

## Support for PostgreSQL experts

Enterprise support isn't just for PostgreSQL newbies. In fact, companies who reject these services because they're confident they already know the ropes are losing out on as much, if not more than novices who do the same.



The exciting thing about PostgreSQL is its constant evolution—the feeling that, with the right foundation, there’s always more to achieve and accomplish. With enterprise support, those who are already familiar with the inner-workings of their database have the chance to innovate even further. Not only because they have access to the best DBA teams in case anything goes awry, but because they have a direct line to PostgreSQL experts who are just as ambitious as they are.

Recently, EDB published [a success story](#) profiling Wharton Research Data Services (WRDS) out of UPenn. It was clear from the get-go that the WRDS team was more than familiar with PostgreSQL; however, they still emphasized what enterprise support had been able to help them achieve: the supercharging of their database.

**“Access to EDB’s technical bench has been invaluable,” the team told us. “If we ever get a really obscure error, we know that someone at EDB will know exactly how to fix it and will respond promptly. That expertise has helped us with a number of innovative projects.”**

They went on to explain how EDB support had helped them build and maintain a hugely complex and mission-critical permissions script. If the script failed it would result in catastrophic issues for their clients and revenue. If it succeeded, it would take their ability to manage a massive customer-base and gigantic data sets to the next level.

*“This was a really important piece of code for our infrastructure and rewriting it was a huge project,”  
WRDS related.*

This is just one example of why even the most experienced businesses can benefit from enterprise PostgreSQL support. It’s impossible for any one organization to know everything about the potential of their database—especially one that’s transforming as rapidly as PostgreSQL. But, with support services, you get to tap into a deeper well of knowledge than you would otherwise.

With enterprise support, your novices will know what they don’t know and your PostgreSQL veterans will be in a better position to innovate. All the while, the entirety of your organization gets the benefit of a full circle of protection, essential to promoting both stability and growth.



## 4. Enterprise support empowers your teams



## Enterprise support empowers your teams

Upgrading PostgreSQL support and de-risking your database environment is a holistic advancement across teams. From the head of IT to DBAs and developers, enterprise-grade support is bound to generate significant, immediate benefits across the board. With 24/7 PostgreSQL expertise and remediation, IT managers are no longer scrambling for answers on bugs or updates. DBAs are empowered to more quickly identify issues and address them more effectively, keeping the database performing at its highest level. With enterprise support, developers can focus on maintaining and debugging applications fast, while discovering new ways to innovate in their code.

The difference between handling issues on your own versus tapping into an added layer of support is: deep, extensible expertise. This gives your team a wider range of resources to tackle a wider range of challenges than if you were just relying on internal resources. With PostgreSQL experts on standby 24/7 for enterprise-grade troubleshooting and guidance, you can extend your capabilities with a circle of protection that surpasses what one person could do on their own.

**Think about savings and risk. Why should you waste valuable time and resources looking for answers about an outage on a forum or documentation page when you can instantly lean on the best of the best? The more time you spend putting out fires, the less time you spend innovating.**

With cost-effective value and expertise, you can focus on digital transformation—and your support partner will take care of the rest. You get guidance from an extension of your in-house team on the right control measures to help protect your data, ensuring that you never fail—while avoiding administrative overhead. It is priceless to remain fearless 24/7.



# 5. Enterprise support brings you closer to the PostgreSQL community



## Enterprise support brings you closer to the PostgreSQL community

Another central reason that businesses choose PostgreSQL is the open source community that supports and evolves the database. At the heart of this community is the [PostgreSQL Global Development Group \(PGDG\)](#), led by the [PostgreSQL Core Team](#), which builds PostgreSQL. Made up of tens of thousands of contributors, the PostgreSQL Global Development Group does everything required to build and maintain PostgreSQL, providing the innovative spirit that has come to define the database.

The effectiveness of the PostgreSQL community has led some to refer to it as the ultimate democracy, making all of its advances and insights available to every single PostgreSQL user. In short, if you have a question, there's someone in the community who has the answer and who has written about it so others can benefit.

For this reason, the idea of third party support seems superfluous to some organizations who adopt PostgreSQL. If the community is already there, they figure, then they have support.

However, relying solely on the PostgreSQL community can present unanticipated challenges—challenges you don't want to face when trying to address database issues.

### Finding the answers to database problems is time-sensitive

The mass of knowledge contained and shared by the PostgreSQL community is unfathomably immense. It can also be difficult to navigate for those who might not have years of experience working with PostgreSQL and its adherents. With tens of thousands of experts all creating documentation, it can be harder to locate the answer to certain questions than some businesses anticipate.

During the best of times this can be somewhat frustrating—attempting to figure out which forum to search or what terminology to use to find the information you want. But when it's a matter of database stability or availability, not knowing where to look can be outright damaging to your infrastructure. It can cost you time and money, cause additional problems to arise and stymie teams across your entire organization. In moments like these, it won't matter that the solution you're looking for is out there; it'll only matter that your database has been down for hours while you've been trying to find it.

**There's a reason that you don't post on a WebMD message board when you're in need of heart surgery. When the stakes are high and the problem is immediate, you want to be working directly with the expert.**



The PostgreSQL open source community is valuable; no doubt about it. But for your mission-critical database, you need fully accountable, always accessible, 24/7 365 support that will ensure your business is constantly running at full capacity.

## **A direct line to the experts**

One of the biggest value-adds of enterprise support for PostgreSQL is the ability to get your answers—your database medicine—right away. Rather than putting the onus on your team to find the solutions to a problem, you have contact with specialists who will have the answers on hand and can work with you to solve your issues in real-time. You don't have to risk taking too long to find what you need or accidentally deploying the wrong strategy and magnifying your issue.

And you're getting these answers from the people who know PostgreSQL best.

Take EDB for example. Over the 20 years we've worked with PostgreSQL, we've made it our mission to cultivate strong relationships with the community, bringing many Core Team members onto our own team to help us build the best support infrastructure possible. As such, EDB's own enterprise support connects all of our customers with a remote DBA team specialized and deeply immersed in the inner workings of Community PostgreSQL.

That's one of the strengths of support that many overlook. Using enterprise support isn't about choosing a third party organization instead of the PostgreSQL community. In the best cases, it's about working with an organization that has deep ties to the community and the experience to help your company make the most of the resources at your disposal and address avoidable issues before they destabilize your teams.

Enterprise support helps you get the answers you need, right when you need them, so you can ensure an Always-On infrastructure while making the most of PostgreSQL.

## 6. Finding the ideal enterprise support for your organization





## Enterprise support brings you closer to the PostgreSQL community

Once you've decided to take advantage of the myriad benefits of enterprise PostgreSQL support, it's important to find an organization to whom you're comfortable entrusting your database.

As with selecting a database itself, this process should begin with outlining your business case, what you're looking to achieve, what challenges you've faced and where you see gaps within your database management strategy.

Not only do you want to find an enterprise support provider who's in line with all your needs, but one who is truly as invested in your success as you are. Good criteria to inquire about are how they might help you implement new tools and applications, how they can maximize your database's availability and how and when you can expect them to respond to your questions and concerns.

This last one is the most important. Just as you want an Always-On database, you deserve an Always-On support system. Enterprise support services shouldn't just be there for you when things go wrong, but whenever you need information, advice or guidance.

Your PostgreSQL database deserves nothing less.

### EDB Community 360

EDB Community 360 is enterprise-grade support designed for those invested in the full potential of open source PostgreSQL—regardless of their level of experience.

As its name suggests, Community 360 is dedicated to a full-circle protection approach, addressing issues when they occur and—most importantly—helping you address them before they become problematic.

#### **Always-On**

EDB Community 360 is available 24/7, offering unlimited fixes and advice. Our goal is to support your database and your business at every turn, not to limit what you can achieve or leave your mission-critical assets at unnecessary risk.



### **Investment in open source**

EDB firmly believes in the values of the open source PostgreSQL project, and Community 360 reflects that. Available for users of both Community PostgreSQL and EDB Postgres, our enterprise support doesn't require businesses to adopt any EDB solutions. Instead, it puts your freedom, flexibility and control over your Postgres database first and foremost, whether you want to adopt a fully-managed Postgres architecture or remain with the community version.

You upgrade on your own time and build to your own standards. We'll have your back no matter what.

### **Ease of adoption and use**

No matter your role within your organization or what team you're on, you have full and easy access to all the resources of EDB Community 360. Developers, DBAs, IT managers and more all deserve consistent support, and EDB is dedicated to making the process of receiving it as simple as possible.

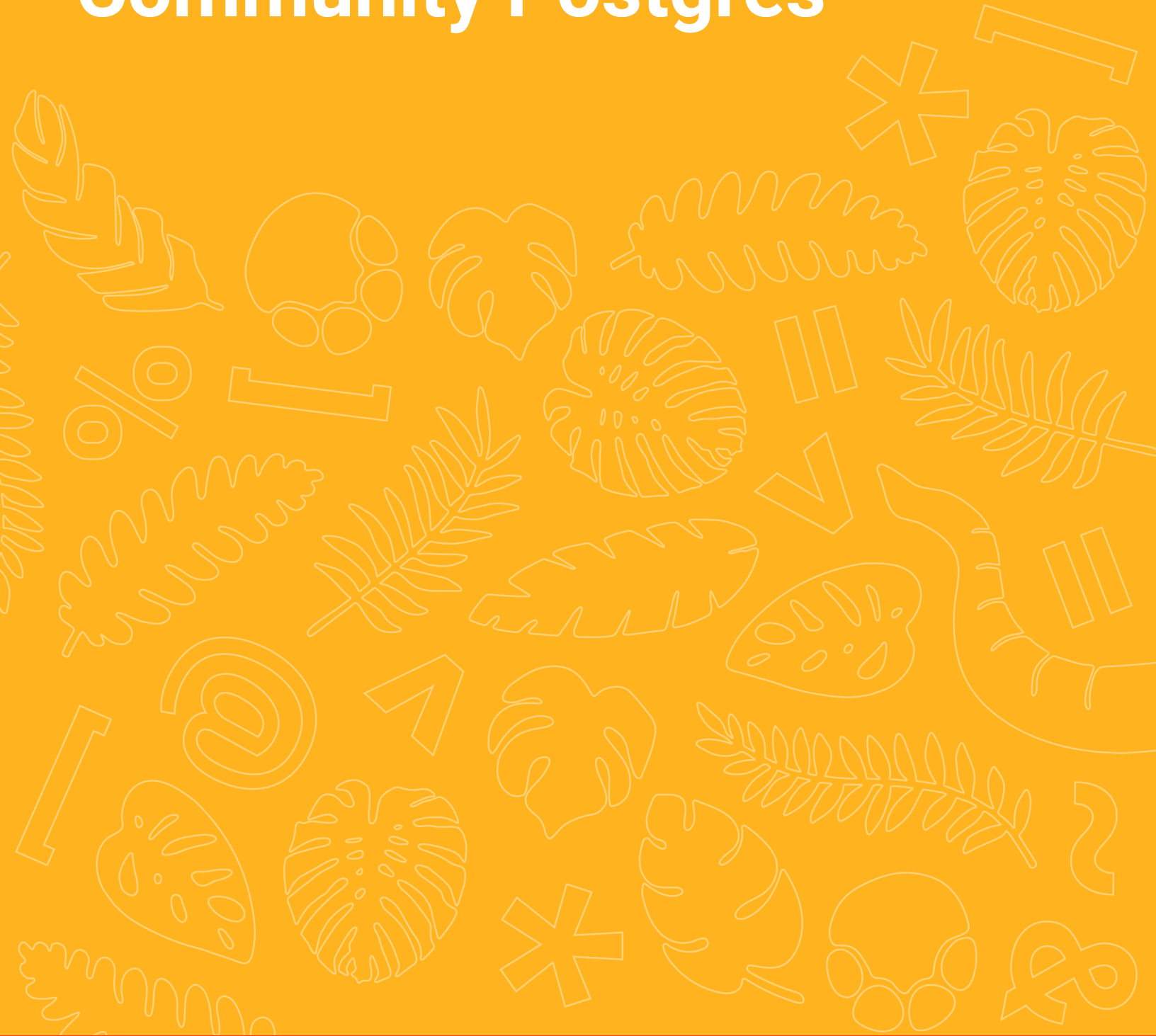
### **The respect of the community**

EDB has long worked to cultivate a mutual relationship with the PostgreSQL community, contributing regularly to the project and ensuring we support its members as much as they have supported us. The result has been strong bonds with key figures in PostgreSQL such as Bruce Momjian and the father of the database itself, Dr. Michael Stonebraker. Their insights have undergirded the development and growth of our Community 360 offering, ensuring an approach to PostgreSQL support in line with the people who know PostgreSQL best.





# 7. Remain fearless with enterprise support for Community Postgres





## Remain fearless with enterprise support for Community Postgres

Your business depends on your database—every single aspect of it. Whether you're in the cloud, on-premises or using a hybrid model, the fact remains the same: there's no piece of technology more important than your database. Why, then, would you want to put it at unnecessary risk?

You don't want to and you don't have to.

With enterprise-grade PostgreSQL support, you can build the strongest protections 360 degrees around your database architecture, halting problems before they arise and achieving immediate and easy access to the best possible expertise when they do.

With the help of EDB Community 360, you can fortify your most vital technical asset, and build on it like never before. When your PostgreSQL infrastructure is effectively supported, you can innovate the way that one only can with the power of PostgreSQL. You can innovate constantly and **fearlessly**.

You deserve a database that allows you to transform and innovate your business past the limits of your competitors. In order to do so, you need support that will empower you every step of the way—support that's invested in PostgreSQL and you.

That's EDB Community 360: where open source expertise meets enterprise vision.

Discover the full potential of [EDB Community 360](#)





## About EDB

EDB provides enterprise-class software and services that enable businesses and governments to harness the full power of Postgres, the world's leading open source database. With offices worldwide, EDB serves more than 1,500 customers, including leading financial services, government, media and communications and information technology organizations. As one of the leading contributors to the vibrant and fast-growing Postgres community, EDB is committed to driving technology innovation. With deep database expertise, EDB ensures high availability, reliability, security, 24x7 global support and advanced professional services, both on premises and in the cloud. This empowers enterprises to control risk, manage costs and scale efficiently.

For more information, visit [www.enterprisedb.com](http://www.enterprisedb.com).





# 5 Ways Enterprise-Grade Support De-Risks Your PostgreSQL Database and Supercharges Innovation

© Copyright EnterpriseDB Corporation 2022  
EnterpriseDB Corporation  
34 Crosby Drive  
Suite 201  
Bedford, MA 01730

EnterpriseDB and Postgres Enterprise Manager are registered trademarks of EnterpriseDB Corporation. EDB, EnterpriseDB, EDB Postgres, Postgres Enterprise Manager, and Power to Postgres are trademarks of EnterpriseDB Corporation. Oracle is a registered trademark of Oracle, Inc. Other trademarks may be trademarks of their respective owners. Postgres and the Slonik Logo are trademarks or registered trademarks of the Postgres Community Association of Canada, and used with their permission.