



Top 4 Considerations for Adopting Cloud Database Services

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Meet the Speakers

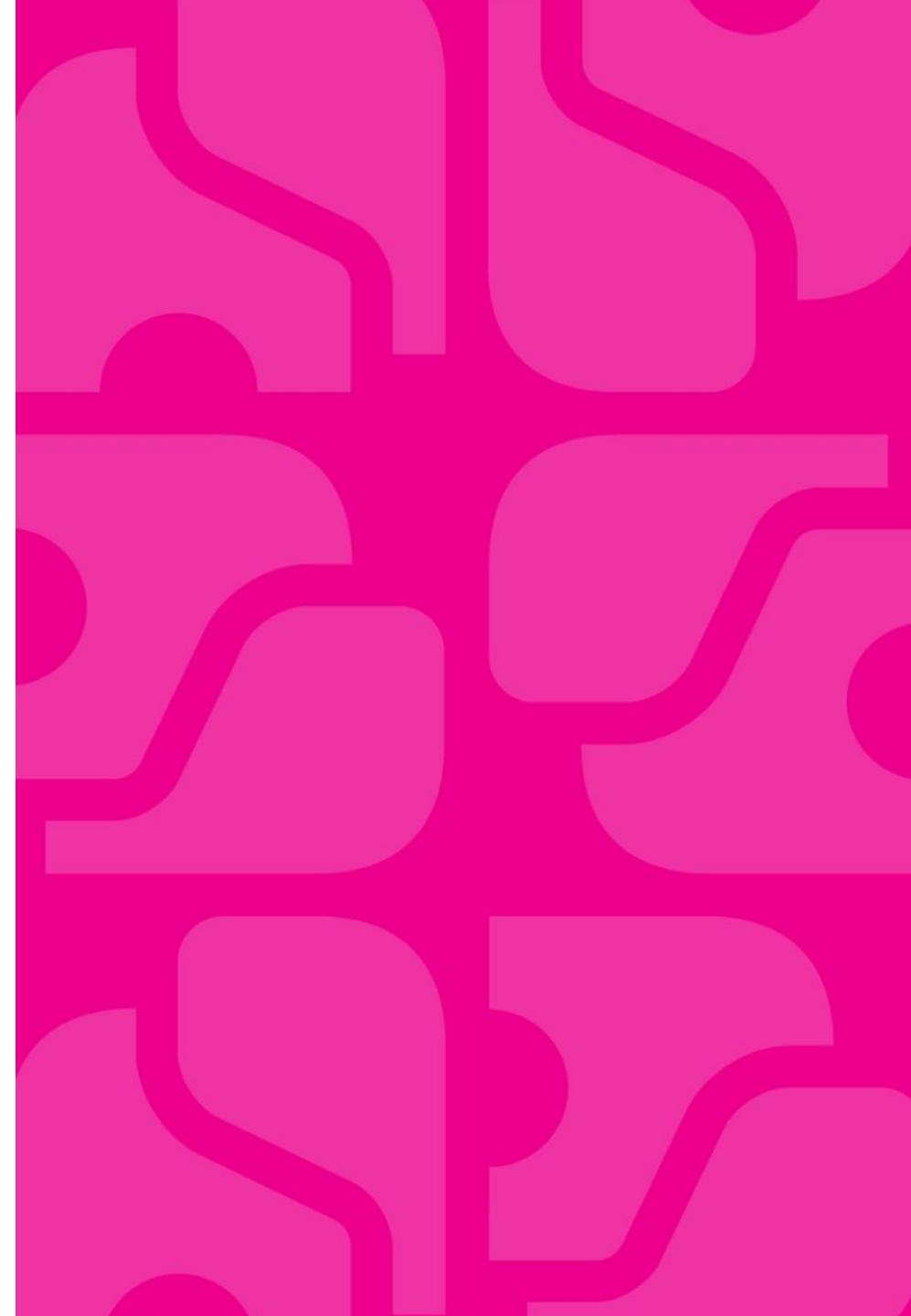
Ton Machielsen

Senior Sales Engineer



Agenda

- Why is everyone moving data to the cloud?
- Strategy and top considerations
- Use cases and best practices



Why is everyone moving to cloud?

“We’ve seen two years of digital transformation in two months.”

- Microsoft CEO Satya Nadella, at the beginning of the COVID pandemic

Do more...

- scalability
- elasticity
- flexibility
- agility
- build and deploy apps quickly

...by doing less

- efficient use of resources
- consumption model = cost reduction
- automated maintenance and updates
- backup, recovery and disaster recovery
- reduce capital expenses



A cloud-first strategy means....

Choosing your cloud environment



Private



Public



Hybrid

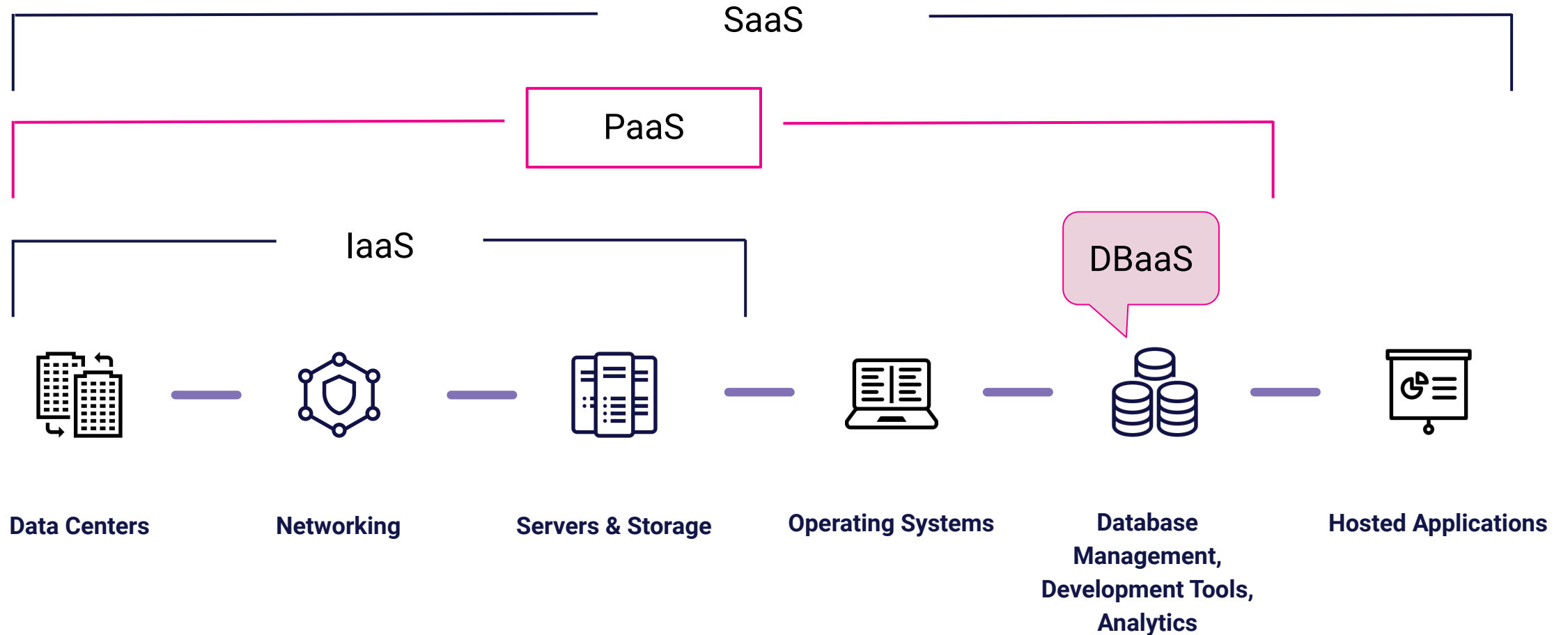


Multi



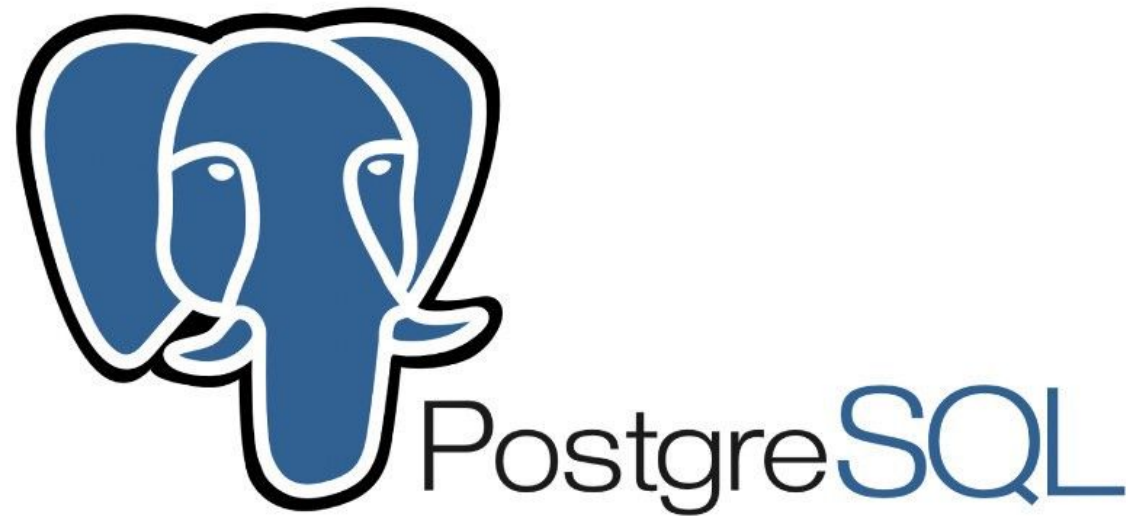
A cloud-first strategy means...

Choosing your level of automation and control



PostgreSQL is a top choice for cloud

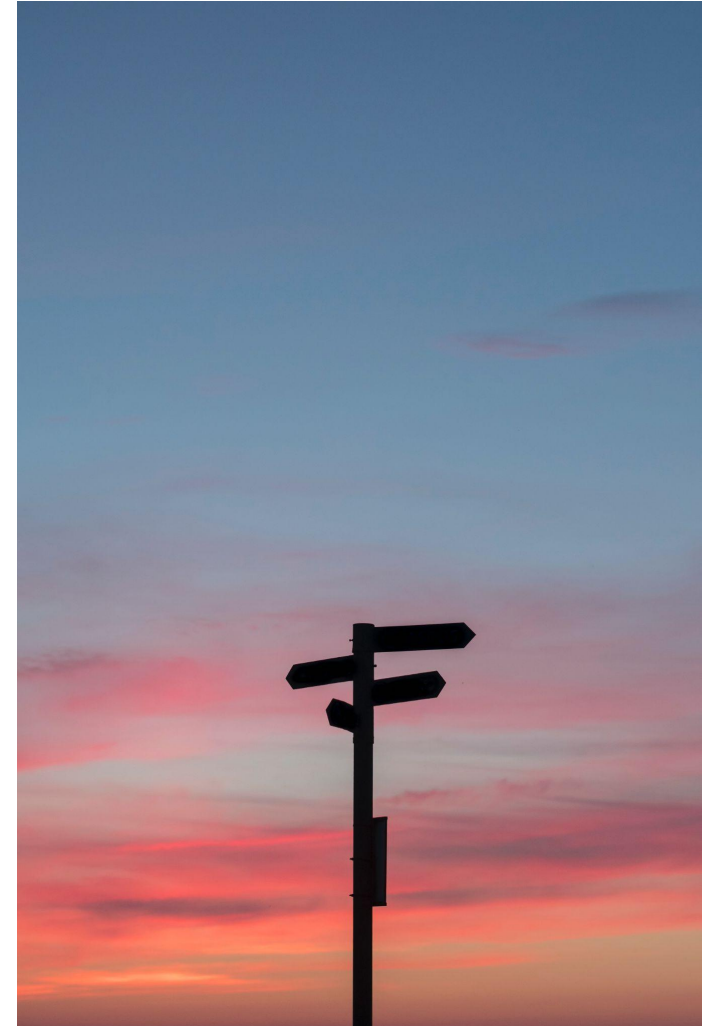
- Familiarity
- Trust
- High performance
- Versatility
- and more...



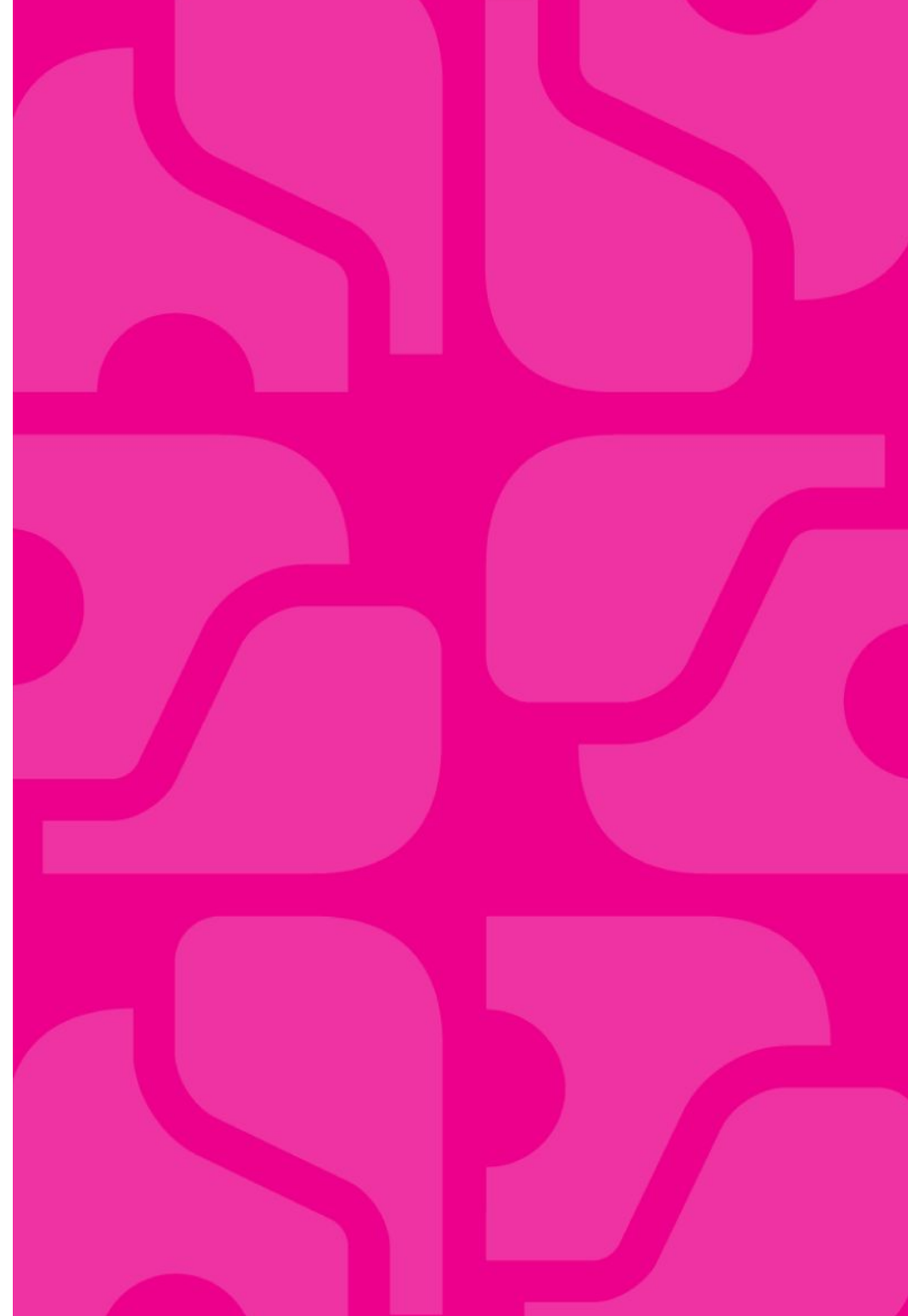
The future runs on PostgreSQL....in the cloud

4 important considerations

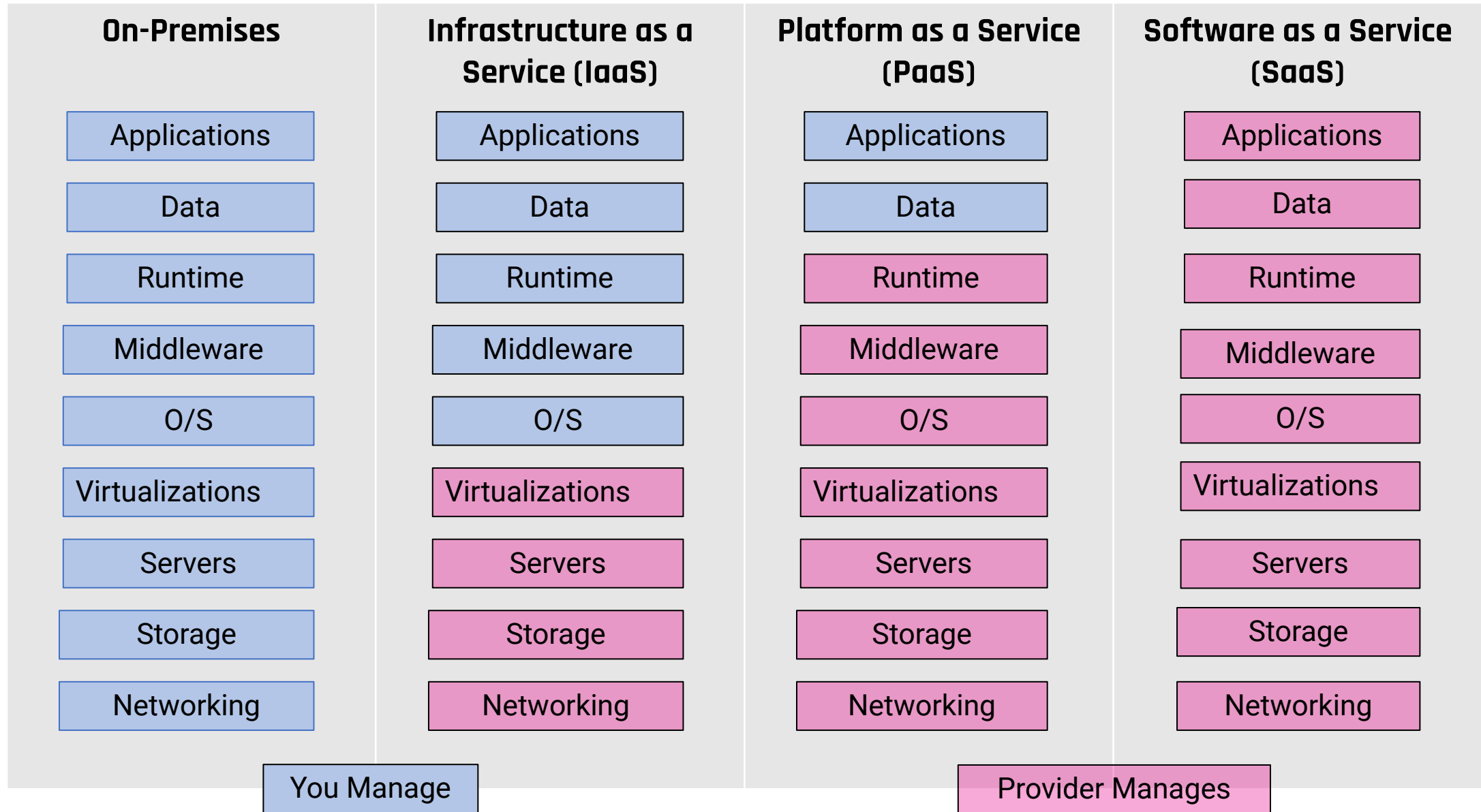
- Level of support, expertise
- Overhead (maintenance, operations, etc...)
- Control over database configuration
- Continuity between on-premises and cloud - technical and business











Let's dive in...



Shared Service Responsibility Model



Data categories and common use cases

Relational	Key-Value	Document	In-memory	Graph	Search	Time-series	Ledger
							
Referential integrity, ACID transactions, schema - on - write	Low latency, key lookups with high throughput and fast ingestion of data	Indexing and storing documents with support for query on any attribute	Microseconds latency, key-based queries and specialized data structures	Creating and navigating data relations easily and quickly	Indexing and searching semi structured logs and data	Collect, store and process data sequenced by time	Complete, immutable, and verifiable history of all changes to application data
Lift and shift, EMR, CRM, finance	Real-time bidding, shopping cart, social	Content management, personalization, mobile	Leaderboards, real-time analytics, caching	Fraud detection, social networking, recommendation engine	Product catalog, help, and FAQs, full text	IoT applications, event tracking	Systems of record, supply chain, health care, registrations, financial



How to narrow down your choices



Relational
SQL
Schema
Structured



Non-Relational
NoSQL
Non-Schema
Unstructured



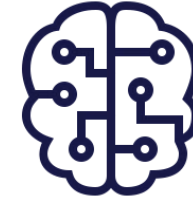
Challenges with cloud PaaS offerings



UK based insurance provider

Needs: Higher performance, PostgreSQL expertise

- Upgrades cause downtime
- Database is getting too big & response time slowing down
- Data ingest into Aurora is too slow
- Indexing is taking too long
- Cloud provider lacks PostgreSQL skills



European Healthcare provider

Needs: A database that can grow with their business

- Scalability issue
- Limited instance options (SKU is 1 instances from max 24x.Large)
- Limited to Single Writer database, single point of failure
- 6 months until outgrowing database options
- Limited to 15 readers for standby



The future runs on PostgreSQL...in the cloud

With unsurpassed commitment to PostgreSQL, EDB is a better option

The advertisement features a dark blue background with white and pink text and graphics. On the left, a large white elephant head is partially enclosed by a white cloud shape. To the right, a stylized illustration of a person in a white shirt and blue pants sits at a desk with a laptop. The EDB logo is in the top right corner. The main text reads: 'BigAnimal makes moving to the cloud a whole lot easier'. Below this, it says 'Fully managed PostgreSQL on Azure'. A pink button with the text 'Learn More' is at the bottom right.

- Precisely configure your database for your applications
- Count on PostgreSQL experts for prompt updates, security, and bug fixes
- Gain freedom from database overhead operating activities
- One team, one partner to support your on-premises and cloud PostgreSQL

BIGANIMAL



Elevating PostgreSQL in the cloud

Your Postgres database is too important to leave to generalists



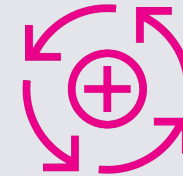
Postgres Expertise

EDB's expertise goes above the infrastructure; we help steer the database roadmap and patch its bugs



Oracle Compatibility

Leave Oracle and further your cloud journey with a fully managed Postgres service



Continuous Availability

High availability of your PostgreSQL clusters so you're always on, always available



One example of a good fit for BigAnimal...

Non-profit organization that helps university collect and understand student data



- Looking for a 24x7 fully managed cloud solution
- PostgreSQL is critical to the business to store and access university data
- Solution must be able to scale via a phased rollout approach - from 40 in 2022 to 80 universities in 2023
- Supported by provider with deep PostgreSQL expertise



30 days free trial!

Sign up today to experience 30 days of BigAnimal, FREE!

Log in, spin up a cluster in seconds.

<https://www.biganimal.com/freetrial>

WELCOME TO BIGANIMAL

Get started on your BigAnimal Free Trial and provision a cluster. Curious about what's possible with a paid account? [Reach out to our Sales team.](#)

To learn more about BigAnimal, check out this video.

Dismiss for now or don't show this again

DEEP DIVE
Demo of Oracle SQL compatibility in BigAnimal

Welcome to BigAnimal Free Trial

- Provision Quickly**
Spin up a cluster in minutes and get started.
- 14 Day Trial per cluster**
Once you create a cluster, your trial will be available for 14 days. Great for starter projects and evaluations.
- Get Support**
Reach out to our Support team and open a ticket to get help.

[Create New Cluster](#)

Interested in moving forward with BigAnimal? Contact our Sales team

HOW TO'S

- Demonstration of Oracle SQL compatible functions and syntax
- Connecting to a New Cluster
- Migrating From Oracle
- Change Cluster Configuration

NEWS AND EVENTS

- Managing BigAnimal Clusters with BigAnimal CLI in Bash
Jan 28, 2022, 16:28:23 UTC
- PG Friday: Replication Engine Potpourri
Jan 28, 2022, 14:00:31 UTC

