

# Your World is Changing

**75% of the S&P 500 names will change by 2028.<sup>1</sup>**

The organization looks to you to provide the new line-of-business applications and underlying technology to gain an edge in the market and remain relevant against new competitors and threats. You're measured on having the responsiveness needed to enable new services and deliver a quick time to value. With the continual threat of Shadow IT and need to attract and retain top talent, it's more important than ever for your group to be perceived as a source of innovation and thought leadership. It's imperative that you meet the nearly instant expectations of today's consumers and business leaders. Disruptive business models are re-ordering virtually every aspect of every industry, so your relevance depends on always being ready to adapt to new challenges and opportunities quickly.

Outside pressures are taxing your available resources more than ever before. The explosion in data continues unabated. You hear experts predict a total of 25 billion connected "things" worldwide by 2020 and wonder how your current infrastructure will handle the resulting surge in data volume and complexity.<sup>2</sup> Meanwhile there are certain areas, such as security, where you face mandatory spending increases

just to contain new and expanding risks. Finally, the natural growth and changing use of your existing application portfolio continues to consume more of your money, time, and staff.

You've employed several tactics and initiatives to try and control costs and better utilize your budget. Consolidation and virtualization have yielded some gains, as have efforts to increase utilization levels, although it's likely you are approaching the limits of these efforts. And having fewer versions and vendors, while reducing the skills your team needs, can put you in a weaker negotiating position with the remaining suppliers. To counter this, you may have signed Unlimited License Agreements for a temporary respite, but unknown price hikes at renewal time loom in your future. The common thread in all these activities is that they seek to gain incremental improvements within your existing cost structure. However, Gartner research has shown that the largest spend for most IT organizations is your proprietary database deployment. So a focus there will likely pay the largest dividend.

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## The Enterprise DB Point of View: Reallocate Your Resources

Negotiating contracts and optimizing performance might help you to contain costs a little in the short term, but to have the ability to meet the future needs of your business, you require much larger long-term gains. You need to take a holistic view of your spending and determine whether you have the right assets in the first place. When you do this, you expand your horizon and are able to recognize that there

are additional options that can be added to your portfolio—chief among these is an open source database. By changing the fundamental composition of your largest software cost, you can uncover an unknown surplus you can put to better use elsewhere.

<sup>1</sup>Source: Technology is Wiping Out Companies Faster than Ever, Antonio Regalado, MIT Technology Review, September 10, 2013

<sup>2</sup>Source: Gartner Group, Symposium ITxpo, Barcelona, Spain, November 11, 2014

## Why EnterpriseDB?

And that's why companies are turning to EnterpriseDB® (EDB™).

With EDB, you can objectively assess the resources devoted to your database requirements and determine whether you are using the optimal technology to meet those needs. You will be working with an enterprise-class open source database that delivers the same capabilities—at a lower cost than you currently spend with Oracle® and others. With a plan for a rebalanced database portfolio in hand, you will have the methodology and skills needed to implement your strategy. And you will be able to manage this transition with a minimal capital outlay and no disruption to the services you provide. But most important, you will be able to re-dedicate a portion of your existing resources to new business initiatives that will help drive your business forward.

### With EDB, you can:

- » **Know your path to open source:** You can't afford to jump into the unknown in an unsupported way, you need a partner who has the tools, skills and ability to help you succeed. With EDB's Oracle Compatibility, you can keep changes isolated to the database layer— which means that your applications remain the same and you achieve shorter time to value. With EDB's Migration Services, you can be sure to focus on migrating the right applications, thus freeing up the necessary Oracle licenses to provide growth for those applications that are better suited for Oracle. And by utilizing EDB's training and certification program, your DBA's can become proficient with Postgres in a shorter period of time, making them more productive faster. With new skills, your staff will be able to execute on a proven process for getting your new systems rapidly deployed. You remove the unknowns and start taking advantage of the lower cost subscription-based pricing and innovation available through open source.
- » **Get enterprise-class open source:** Wanting an option besides a costly proprietary database doesn't mean you're ready for the other extreme—downloading free code and building out the necessary extensions yourself. With EDB, you don't have to assume this responsibility. We have improved Postgres to include the enterprise-class enhancements you need to support most of your applications and workloads like; security, performance, scalability, 24x7 support, close community collaboration and proven ability to execute, as evidenced by our Leadership designation in the Gartner Magic Quadrant. With EDB, you can focus your attention on developing the unique services and applications requested by your lines of business, those things that will drive your market differentiation in the future.
- » **Optimize your database strategy and spending with open source:** For many, it's been difficult to think about adding a new open source database when you have so many worries about your existing obligations to the traditional providers like Oracle. In fact, 92% of Oracle customers surveyed stated that they don't fully understand the total implications of their existing contracts. What they do know is that their usage of Oracle is consuming a very large portion of their IT budget. With EDB on your side, you will establish a detailed roadmap of which applications should be moved to the more economical EDB Postgres™ platform—from both a contractual and a technical perspective. As you transition, you make better use of your remaining Oracle licenses while creating a growth path with open source. Your able to optimize your spend to meet your exact database requirements—now and in the future.

## Business Challenge 1: With little open source experience, I don't have all the skills I need.

Only 20% of people think that their company has a high level of digital IQ.<sup>3</sup>

Despite the high cost and potential for lock-in, proprietary databases are a known quantity to your team. You don't want to commit your organization without knowing how much time and money a transition will cost. And unless you select the right application candidates for migration, you worry any savings in database license fees can be lost to additional recoding costs and transition activities. But most importantly, will a shift to open source leave you with a skills mismatch for your staff, forcing you to hire new talent, or rely on expensive outside contractors?

### What if you could know your path to open source?

You can't afford a jump into the unknown. With EDB, you can keep changes isolated to the database layer—your applications remain the same. And your team members will get the training they need to quickly become proficient with the Postgres database. With new skills, your staff will be able to execute on a proven process for getting your new systems rapidly deployed. You remove the unknowns and start taking advantage of the lower cost subscription-based pricing and innovation available through open source.

**Migrate with minimal change.** You don't want a database transition to require extensive modifications to your applications. Only EDB Postgres has been engineered to include a compatibility layer for Oracle. You will be able to use the same Oracle SQL syntax, data structures, database utilities and interfaces. This means you can keep your existing application code base intact. You dramatically reduce the time involved in moving to open source and accelerate your time to value.

**Follow a proven transition.** Your team doesn't perform database migrations every day and so is unfamiliar with the nuances involved. But with EDB, you will be able to augment your existing capabilities where you need to. You can create an inventory of your current applications and identify those best suited for moving to open source—freeing up Oracle licenses. Your team can then follow an established plan, knowing each step to take along the way. With these milestones, you create a realistic schedule that can be met. You mitigate risk and are able to deliver the cost savings you promise.

**Enhance the skills of your team.** The professionals on your staff are a key asset that you don't want to leave behind. Only by working with EDB can you provide your people the combination of structured training on the Postgres database, a proven learning management system tool, and a written test for certification. This means you will have confidence they have the open source capabilities you need. You retain your existing staff by through cross training that extends their value and versatility.

### How you can solve this challenge with these EDB differentiators:

*Oracle compatibility:* Same features and commands

*Migration services:* Tools and methodology

*DBA certification:* Education and validation

<sup>3</sup>Source: 2015 Global Digital IQ Survey, PWC, 2015.

## Business Challenge 2: I'm unsure whether open source solutions are enterprise ready.

Open-source relational DBMSs have matured significantly and can be used to replace commercial RDBMSs at a considerable TCO saving. Information leaders, DBAs and application development management can now consider them as a standard choice for deploying applications.<sup>4</sup>

You need the robust features you have come to depend on with your existing software. This includes enterprise management, high performance, security, high availability and integration features. Most pure-play open source solutions lack these capabilities, meaning you must assume the responsibility for adding and maintaining these enhancements—an expensive task not anticipated in your current budget. Additionally, you don't want to leave behind the extensive community of skilled professionals—internal and external—who provide the services and support you need. Finally, you need to be assured that the product direction of open source matches your own. You don't want to be isolated on your own individual path.

### What if you could get more than technology?

Wanting an option besides a costly proprietary database doesn't mean you're ready for the other extreme—downloading free code and building out the necessary extensions yourself. With EDB, you don't have to assume this responsibility. We have improved Postgres to include the enterprise-class enhancements you have come to expect. And you can have confidence that the technical direction you choose with EDB will be the one adopted by the open source community as a whole. You can focus your attention on developing the unique services and applications requested by your lines of business.

**Access the capabilities you need.** Your applications and systems can't take a step back as you shift to open source. But with the EDB Postgres platform, you will enjoy many of the same robust extensions you have in your current proprietary database software. For example, our xDB Replication Server provides an integration point, so your open source applications can co-exist with your existing infrastructure. Our Postgres Enterprise Manager allows you to easily deploy applications,

tune systems and diagnose problems within your Postgres environment. There are also performance, high-availability and security enhancements. You can continue meeting the high demands of your organization and your customers.

**Have a support network.** In the end, you need a solution, not just features and functionality. EDB is the largest Postgres provider in the world, so you will have the implementation services you need, as well as 24x7, follow-the-sun support for whenever issues do arise. Because EDB has the most community members, you will be partnered with the supplier with the greatest influence over the future direction of the Postgres database. And with our clearly defined product/technical roadmap, you will be able plan your future. You have access to the resources needed to be successful.

**Validate your decision.** You can ask all the right questions, but it's always good to get an outside expert opinion. For the last two years, Gartner has named EDB a leader in its magic quadrant for object/relational database management systems. This means you have a supplier who has the right technology direction and is able to work with you to deploy solutions successfully. You can provide your management with an independent confirmation that you are making a sound choice.

### How you can solve this challenge with these EDB differentiators:

*Oracle migration assessment:* Evaluation of contractual obligations and technology requirements

*Transparent cost and sub-capacity licensing:*  
All-inclusive agreements

<sup>4</sup>Source: State of the Relational Open Source RDBMSs 2015, Gartner Group, April 21, 2015

## Business Challenge 3: I need a way out of my existing proprietary contracts.

92% of customers say Oracle does not clearly communicate licensing changes.<sup>5</sup>

You have multiple agreements covering your database licenses—many written in such a way to create more confusion than clarity. In fact, when surveyed, 92% of your peers state that they don't fully understand their existing contracts with Oracle<sup>6</sup>. You may be out of compliance and not even know it—exposing you to significant penalties. And even if you are within the parameters of your agreements, they consume nearly all of your existing resources, leaving you no room to maneuver. You can't just add the cost of a new open source license while you're still on the hook with Oracle.

### What if you could optimize your spending with Oracle and open source?

You're at a disadvantage trying to escape from existing database contracts on your own—you just don't have the resources needed to match the effort Oracle has spent crafting the license terms and conditions in its favor. With EDB on your side, you will establish a detailed roadmap of which applications should be moved to the more economical Postgres platform—from both a contractual and a technical perspective. As you transition, you make better use of your remaining Oracle licenses while creating a growth path with open source. You spend just the right amount to meet your exact database requirements—now and in the future.

**Move the right applications.** It's difficult to determine which applications are good candidates for shifting to open source and which should remain on Oracle. With EDB and its partners, you will be able to understand the constraints of your Oracle

contracts so that you don't pay any penalties for your current systems. Next, by identifying and targeting which licenses are up for renewal, you can move to open source without breaking any agreements. And you will also be able to audit your applications to know which are written specifically for Oracle and which can be ported. Each application you migrate results in a hard-dollar database license savings. You rebalance your application portfolio—spending less money in total, while keeping all the benefits of Oracle where you need it.

**Contain costs and expand capacity.** You want to be able to use all the features of the database without additional costs along the way. When you work with EDB, you pay a single fee for each license on a subscription basis, with no hidden add-ons. You can keep your costs flat, even as you extend your applications to make use of new database features. Additionally, because Postgres licenses cost a fraction of proprietary databases, your buying power can increase up to five-fold. With this multiplier effect, you are able to expand your total database profile and still have a surplus of money to devote to new business initiatives.

### How you can solve this challenge with these EDB differentiators:

- Oracle migration assessment:* Evaluation of contractual obligations and technology requirements
- Transparent cost and sub-capacity licensing:* All-inclusive agreements

<sup>5</sup>Source: Campaign for Clear Licensing Report cited in "Oracle Stokes "Hostile" Customer Relations, Study Says", Doug Henderson Information Week, November 2014  
<sup>6</sup>Source: Oracle Stokes "Hostile" Customer Relations, Study Says, Doug Henderson, Information Week, November 2014

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