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Presentation Title: Which Database is Right for Your Environment
Presenter's Name: Janet Sullivan, Moderator
Session ID: 120

- Databases are Not Like Swiss Army Knives

- Complexity is Costly at All Levels

- Focus Discussion on Key Elements

- Panelists Will Describe What Their Products Do Best

Some Database Characteristics

- Lights Out Operation
- High Availability
- Ease of Deployment
- Scalability
  - Scale Up
  - Scale Out
- Performance
- OLTP –ACID Properties
- Types of Data – Images, Sounds, Documents

- Platform Independent
- Size of Footprint
- Community vs Corporate Support
- Has A Predictable Roadmap
- Price/Cost
- Development Environment – Skills Required

Companies Represented

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Matt Bennett, EnterpriseDB

Brian Bowman, Progress Software Corporation

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Bud Henschen, fP Technologies, Inc

Platinum Sponsor

Carson Finical, MySQL

Who is MySQL, Inc.?

- Our mission is to provide the most reliable, easy to use Open Source database that provides maximum performance at a fraction of the cost

- MySQL's database is the fastest growing database with over 8 million installations and 52% of companies who use Linux systems are using MySQL (O'Reilly and Forrester)

- MySQL competes etremely well with enterprise databases from companies such as Oracle, Microsoft (SQLServer) and IBM (DB2)

- Through industry studies it was determined that MySQL is so easy to use that it can be installed in less than 15 minutes

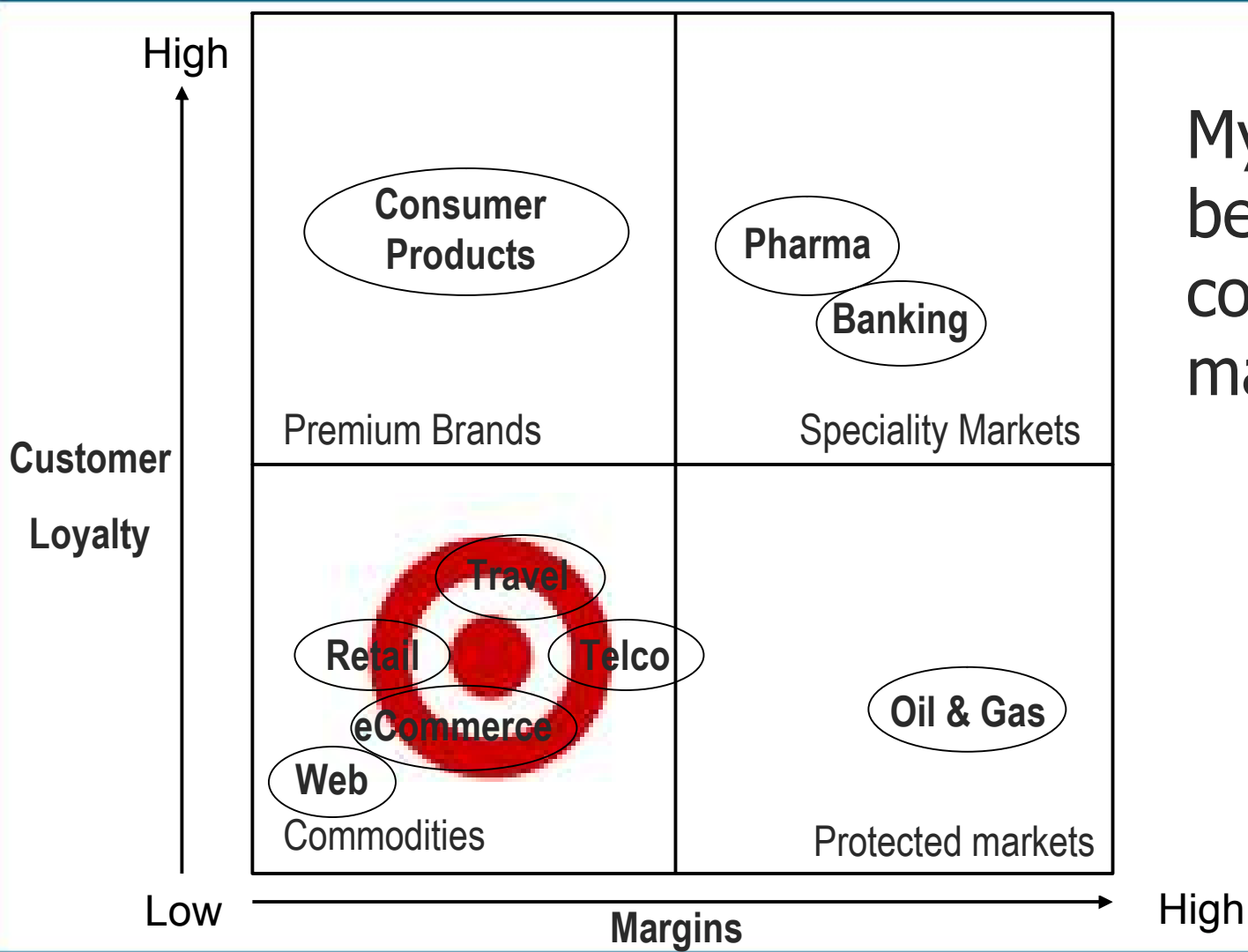"The future of the database market will be the standardization on MySQL."

Meta Group

Usage of MySQL

- MySQL is performing over 65,000 downloads a day

- The primary end customer usage of MySQL is for web enabled applications
  - Back office transactional repositories
  - Dynamic Operational Data Stores
  - eCommerce
  - Information search and document look-ups
  - On-line catalogs and kiosks
  - Web site session management

- Sample download volumes of others companies using MySQL
  - 40,000 - 50,000   NEC, Softbank, Tokyo Electric Power
  - 10,000 - 20,000   IBM, AOL Time Warner, Siemens, Sony, China Railway, Hughes, Dimension Data
  - 5,000 - 10,000   Sun, Daimler Chrysler, Fujitsu
  - 3,000 – 5,000   CSC, CGE&Y, Cisco, GE, DeutscheBank, Lucent, Hitachi
  - 1,000 – 3,000   Ford, Accenture, American Airlines, Credit Suisse, Bank of America, Fidelity, Chase …

MySQL fits best in cost-conscious markets

Customer Loyalty — High / Low

Margins — Low / High

	Low Margins	High Margins
High Loyalty	Consumer Products — Premium Brands	Pharma, Banking — Speciality Markets
Low Loyalty	Travel, Retail, Telco, eCommerce, Web — Commodities	Oil & Gas — Protected markets

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Sample MySQL Markets & Customers

MySQL.

Web	Travel	Retail	Telco	OEM / ISV
YAHOO!	Sabre Holdings	neckermann VERSAND	ALCATEL	RIGHT NOW TECHNOLOGIES
Google	active hotels a priceline company	GAP	vodafone	symantec
HOOVER'S ONLINE	pivex	B&Q	T Systems	net iQ
evite	Travelocity.com	axfood	NOKIA CONNECTING PEOPLE	CISCO SYSTEMS
craigslist	Lufthansa	SUZUKI	FIVE9	sas
Citysearch	Continental Airlines	macy's	COX COMMUNICATIONS	Proofpoint
NETFLIX	priceline.com	H&M	Nevis NETWORKS	Business Objects
c|net	ORBITZ Most low fares, made easy.		NEXTONE	Hyperion
			STANDARD NETWORKS	

SCO

Why a SCO/MySQL partnership ?

For SCO Customers	For SCO VSPs
• Optimum freedom in technology and performance through SCO's SCAMP stack • Ability to leverage lower cost technology and systems management tools through Open Source middleware • Proven set of products that SCO ensures work well together and which SCO is willing to support in an integrated environment • Highest level of product reliability and stability • Ability to select a larger assortment of technology components to meet your business needs and systems capabilities • Reduction in IT TCO and system supportability expense	• Extends VSP's credibility with customers considering open source adoption because SCO is partnering w/best of breed open source vendors • Enables VSPs to provide their customers with a comprehensive solution at a more economic price • Allows VSPs the option to provide total solution support service (DB is embedded) or solutions that operates on certified platforms (DB is bundled) with any risk • Extends the VSPs ability to cost effectively develop and support new applications • Minimizes database support requirements in having SCO provide a combination database and OS support service (with MySQL providing Level 3 support on the database through SCO)

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- ## Be sure to get your Passport stamped.

  - ### Get your passport stamped

    - By breakout session instructors
    - By exhibitors in the exhibit hall

  - ### Turn in your Passport

    - After the last breakout session on Wednesday
    - Drawing for great prizes for Wrap-up Session

- ## Remember to complete the breakout session evaluation form, too