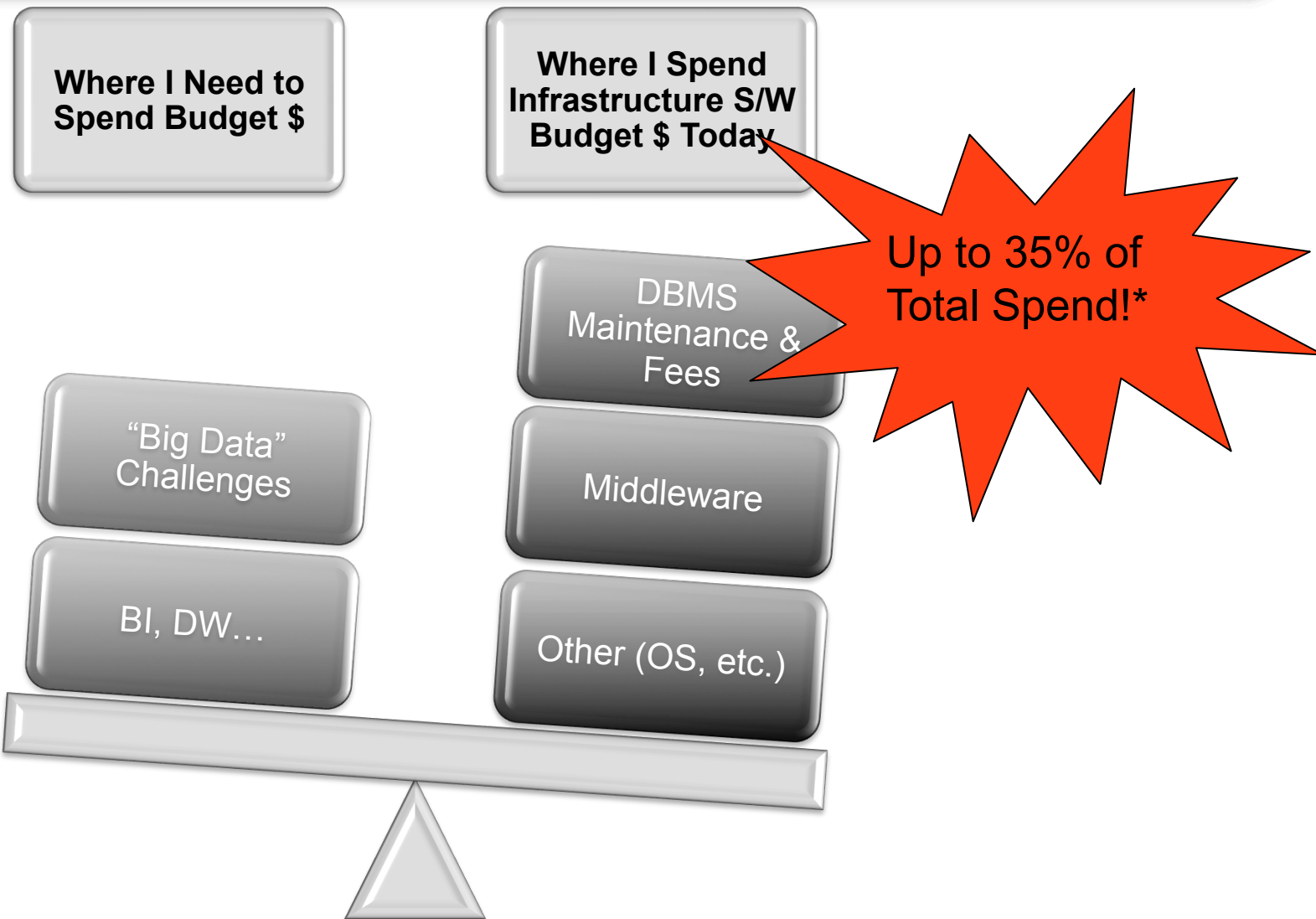


# How to Survive the Data Deluge: It's All About Dollars and Sense

**Ed Boyajian, President & CEO**

# Strategic Budget Problem



\* Forester Research

# Price of Entry – Strong Open Source Project

- ▶ 9M+ downloads/year
- ▶ 3M+ downloads from EnterpriseDB & PostgreSQL.org
- ▶ In every major Linux distribution (RHEL, Fedora, SLES, OpenSUSE)
- ▶ The only independent open source database for enterprise apps

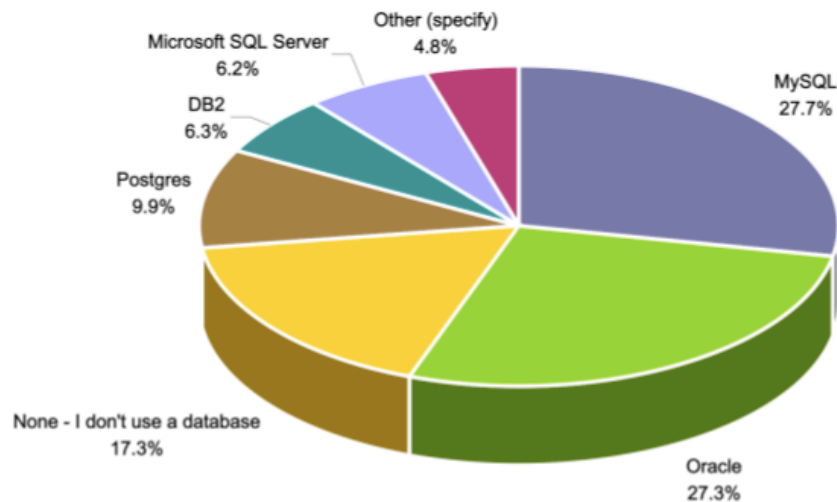
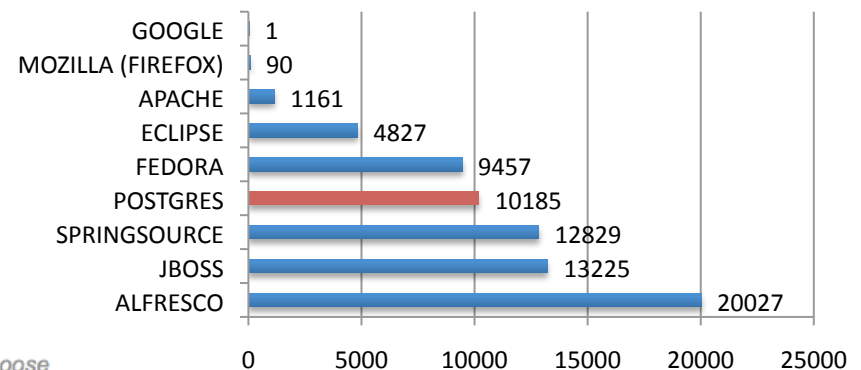


Chart 13: What is the primary database you typically use for deployed applications? (Choose one.)

## Alexa Traffic Rank (smaller is better)



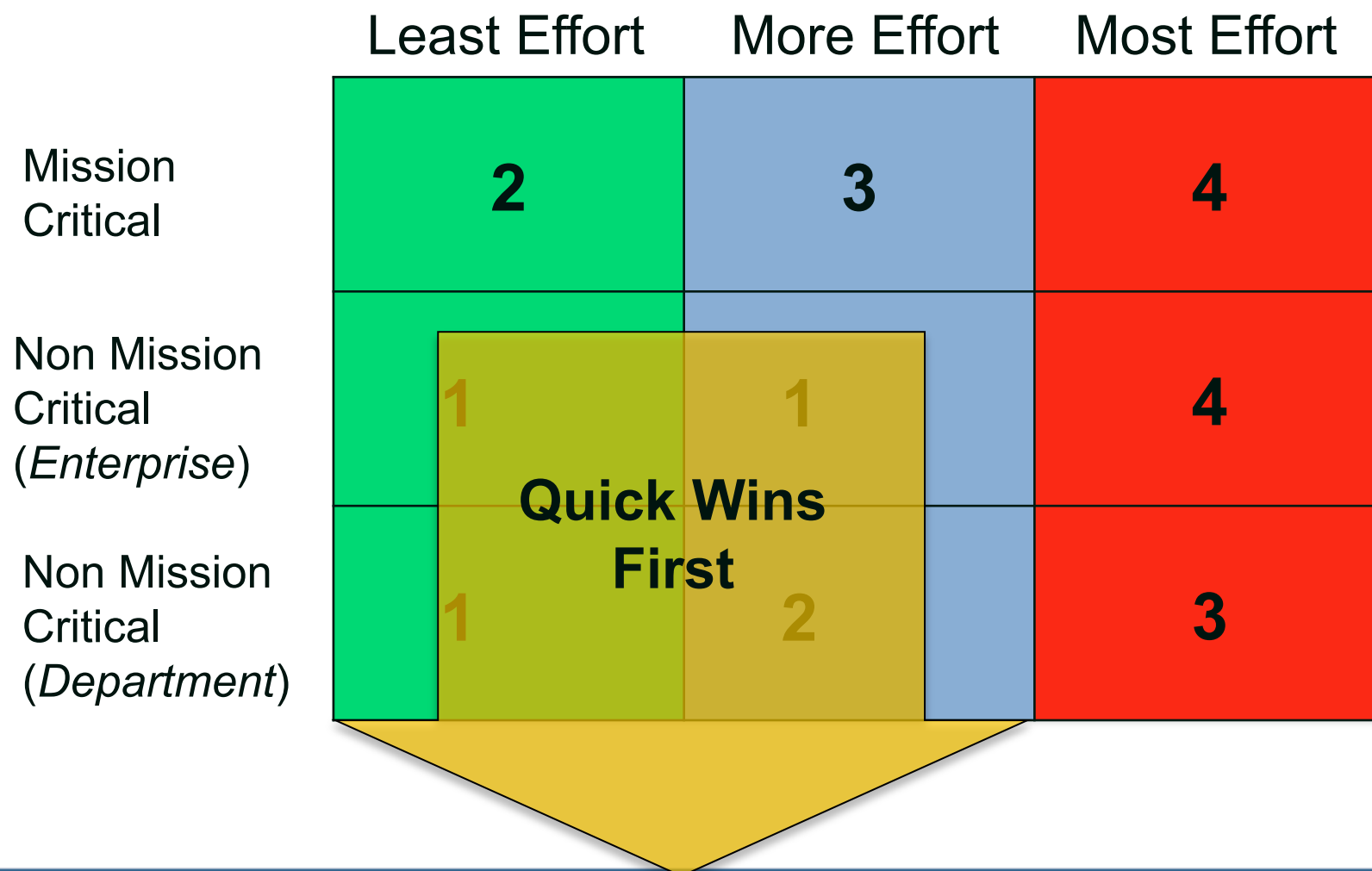
# 5 Step Plan

1. Pick a Pilot Project & Launch
  - a) Call Your Vendor (Oracle) & Tell Them
2. Hold 1-Week On Site Training Class
3. Migrate (or Develop) the Application & Deploy
4. Save & Redeploy Spend
  - a) Call Your Vendor (Oracle) & Tell Them
5. Do It Again

## Step 1: Pick a Pilot Project

	Least Effort	More Effort	Most Effort
Mission Critical	2	3	4
Non Mission Critical ( <i>Enterprise</i> )	1	1	4
Non Mission Critical ( <i>Department</i> )	1	2	3

# Step 1: Pick a Pilot Project



## Step 2: On Site Training Class

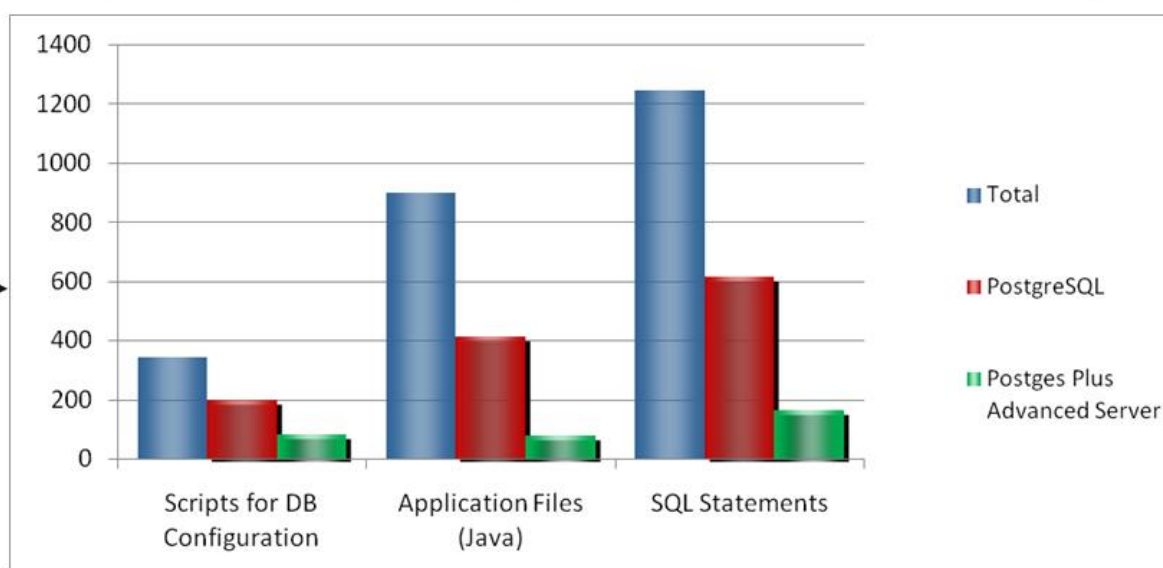
- ▶ Show your commitment to your staff, technology & project
- ▶ Eliminate uncertainty & fear (skills are transportable to PostgreSQL)
- ▶ Build support & ownership



## Step 3: Migrate/Develop the Application

Migration Activity	Effort (man-days)	
	PostgreSQL	Advanced Server
Study of the target system	10	10
Process planning	43	30
Application modification	<b>16.9</b>	<b>2.9</b>
Unit testing	<b>35.5</b>	<b>6.2</b>
Integration testing	<b>18.1</b>	<b>4</b>
Porting of operations	3	3
Performance testing	10	10
<b>Total</b>	<b>136.5</b>	<b>66.1</b>

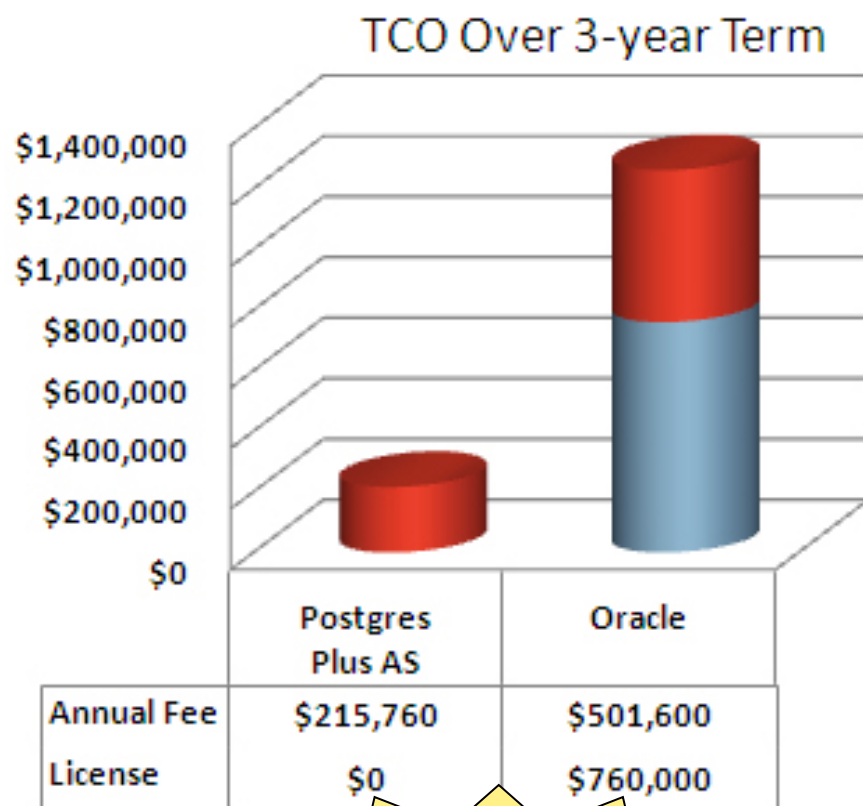
80%+  
Savings



## Step 3: Migrate/Develop the Application

- ▶ Applications classified as “Easy” such as a Reporting or Business Intelligence Application
  - ~13 Man Days Start to Finish
  - ~12 Elapsed Days
- ▶ Applications classified as “Medium” such as a custom Java application using Oracle Stored Procedures
  - ~40 Man Days Start to Finish
  - ~37 Elapsed Days
- ▶ Typical Resource Requirements
  - Project Manager - 1
  - Application Expert - 1
  - Database Expert - 1

## Step 4: Save & Redeploy Spend

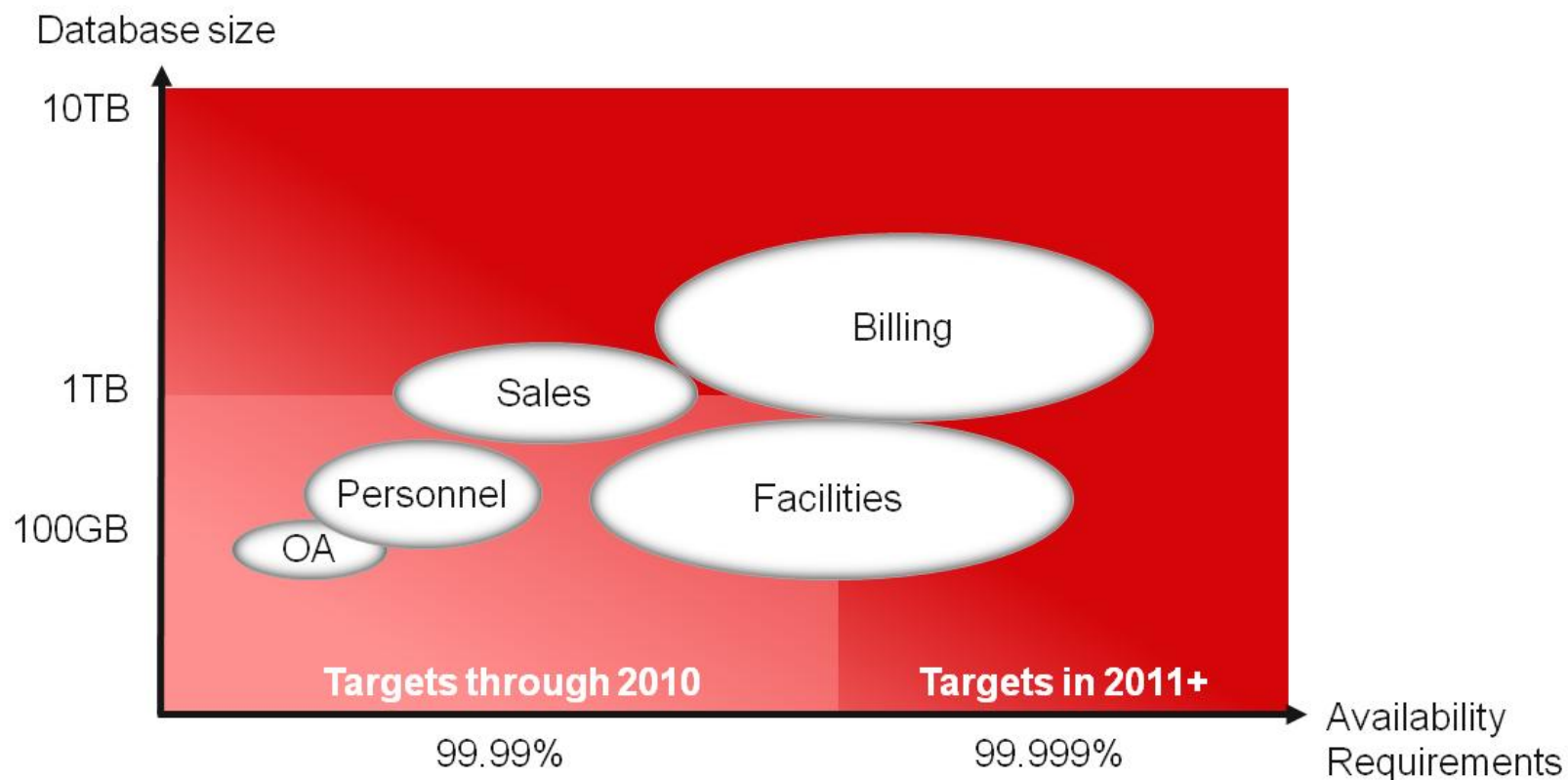


*“When someone comes in at a sixth the cost [of Oracle] and 500 times the customer service, that makes it very easy.”*

Jason Weiss  
Software Architect, FTD

**\$1M Savings!**

## Step 5: Do It Again: G100 Telco Example



- » Several hundred systems
- » 80% can be migrated
- » Linux and Postgres are migration centers of gravity

# Step 5: Do It Again (you're in good company!)



MEN'S WEARHOUSE®

