



Top 10 Reasons for CIOs to Buy MySQL Enterprise

1. Dramatically reduce database TCO by 90%

MySQL Enterprise delivers 90% TCO savings over proprietary alternatives like Oracle, Microsoft, and Sybase. First, MySQL Enterprise totally eliminates up-front licensing costs. This enables you to eliminate a significant capital expense item, and reallocate the budget. Second, MySQL Enterprise delivers major ongoing savings in operational expenses because of its proven reputation for ease-of-use and low-administration.

2. Cut downtime

MySQL Enterprise is a unified offering that includes world-class enterprise database software, services and support to ensure your database applications are continuously available. With MySQL Enterprise we will support you in every stage of your application lifecycle to ensure your applications are highly reliable – from design and development, through testing and deployment, to ongoing management and monitoring of your applications.

3. Deliver on SLA commitments

With the MySQL Network Monitoring and Advisory Service your DBAs get insight into the service levels you are providing and are proactively alerted to any potential problems that could interfere with your production systems. This enables you to enforce global SLAs across your entire enterprise, so your customers won't experience any disruption.

4. Improve productivity

The MySQL Network Monitoring and Advisory Service continuously monitors your MySQL databases and advises your DBAs how to fix problems before they interfere with your business critical applications. As a result, your DBAs spend less time “fighting fires”, enabling them to manage more MySQL servers with less time and effort.

5. Modernize your IT infrastructure

The proven LAMP stack (Linux, Apache, MySQL, PHP/Perl/Python) offers organizations key advantages including lower cost of operations, improved reliability and performance, better quality and higher security. Many of the world's most agile companies including Yahoo!, Google, and Travelocity run their most demanding applications on the LAMP stack.

carahsoft
open source for government

Available on GSA
Contact Carahsoft at 866-925-OPEN
mysql@carahsoft.com



6. Scale your IT infrastructure incrementally

The world's fastest growing web properties including Yahoo, Google, Travelocity, Ticketmaster, Flickr and YouTube are using MySQL, open source software and commodity hardware to economically handle 10x annual traffic growth. Scale-out architectures provide the flexibility to add capacity on an as-needed basis, eliminating the need for huge up front investments in proprietary software and hardware.

7. Cost-effectively extend your existing infrastructure

Many organizations are saving millions of dollars using MySQL Enterprise to extend their existing proprietary infrastructure. For example, fast growing companies who need to add capacity to their existing Oracle applications, use the proven scale-out architecture with MySQL front-end servers. This eliminates the need for additional capital budget expense for Oracle licenses.

8. Improve customer satisfaction

The world's most customer focused companies in the ecommerce, retail, finance, healthcare, manufacturing, and travel & hospitality industries are using LAMP to build web-based self-service applications. These self-service applications empower users to take control and manage their own interaction with the application.

9. Endorsed by Industry Analysts

Studies by Gartner, Forrester, IDC, Meta Group, Hurwitz, and more show that MySQL is the world's most popular databases. Reflecting MySQL's market share leadership and rapid growth, a Wall St. Journal article identified MySQL as the 2nd most downloaded product in the world (70 million downloads).

10. MySQL AB is an established company

We have been in business for more than 10 years, developing and supporting the world's most popular open source database. Customers rely on MySQL AB for professional services, technical support and training to maximize the value of their investment. With MySQL AB, you get support directly from the source – directly from the engineers who develop the MySQL Enterprise Server.

carahsoft
open source for government

Available on GSA
Contact Carahsoft at 866-925-OPEN
mysql@carahsoft.com



Bonus Reasons for CIOs to Buy MySQL Enterprise

11. Trusted, secure and reliable

With over 50,000 downloads daily, and over 11 million active installations – MySQL benefits from the testing and feedback of its massive installed base. Proprietary vendors do not have this extensive testing and feedback loop.

12. Modernize your IT skills and attract new staff

Modernizing your skills to work with the latest generation of languages (e.g. PHP/Perl/Python, Java, C#, Ruby, Groovy, AJAX) will enable you to be more agile in delivering new applications. A modern IT infrastructure makes it easier to attract skilled engineers. With MySQL Enterprise, IT can choose from a pool of millions of developers, DBAs, and users.

13. Capitalize on new business opportunities faster

At successful companies, the IT department is an agile organization able to deliver new applications and functionality faster. Scale-out architectures based on the LAMP stack and MySQL Enterprise enable you to get applications and services to market faster. For example, some of the largest telecom organizations are using MySQL to deliver new services to mobile customer in weeks vs. waiting months to deliver major software upgrades.

14. Avoid vendor lock-in

By choosing open source products and open standards, IT automatically protects itself from getting locked into a single vendor's technology which often results in financial burdens down the road. And in the process, IT benefits from a huge open source ecosystem.

15. Trusted Global 2000 Organizations

Global companies such as Bank of America, Macy's, Sabre Holdings, Suzuki, Lufthansa, and Alcatel rely on MySQL for their day to day business operations. These organizations have put MySQL to the test and have chosen MySQL over other proprietary alternatives for its cost advantage, ease of use, performance, and reliability.

16. Trusted partner network of Certified ISVs, System Integrators, and Resellers

MySQL has trusted relationships with the industry's leading ISVs such as RedHat, Novell, Sun, Business Objects and Quest Software to ensure that MySQL is certified for their latest OS releases and tools. System Integrators and resellers like HP, Dell and Unisys provide MySQL users with consulting resources and preferred vendor purchasing options.

carahsoft
open source for government

Available on GSA
Contact Carahsoft at 866-925-OPEN
mysql@carahsoft.com