

MySQL Enterprise Edition Sales Battle Card:

Protect Critical Data, Prevent Data Breaches and Meet Regulatory Requirements



ELEVATOR PITCH

MySQL Enterprise Edition (EE) includes a comprehensive set of advanced features, management tools and technical support to achieve the highest levels of MySQL security while also helping ensure that government and industry regulations are met. MySQL EE reduces the risk, cost, and complexity in developing, deploying and managing business-critical MySQL applications.

MySQL EE: CHANNEL OPPORTUNITY AND VALUE PROPOSITION

Opportunity

Your customers are probably already using MySQL Community Edition

There are tens of millions of existing users and thousands of new MySQL Community Edition downloads every day

70% of Oracle® Database users have MySQL Community Edition in their environment

How will they ensure an app built on MySQL Community Edition is secure and compliant once in production?

Value Proposition

- ▶ Address database security concerns with a best-in-class set of enterprise security features
- ▶ Help meet various government and industry regulations (HIPAA, SOX, GDPR, PCI, etc.)
- ▶ Up to 90% TCO savings over competing databases

MySQL ENTERPRISE EDITION



Advanced Features

Address Security & Compliance Concerns



Management Tools

Ensure Proper Access & Privileges For Users



24x7 Support

Backed By MySQL Experts

MySQL COMMUNITY EDITION

- ▶ Open Source, Free Version
- ▶ **NO** Support Included
- ▶ **NO** Advanced Features
- ▶ **NO** Management Tools



KEY INDICATORS/TARGET CUSTOMERS

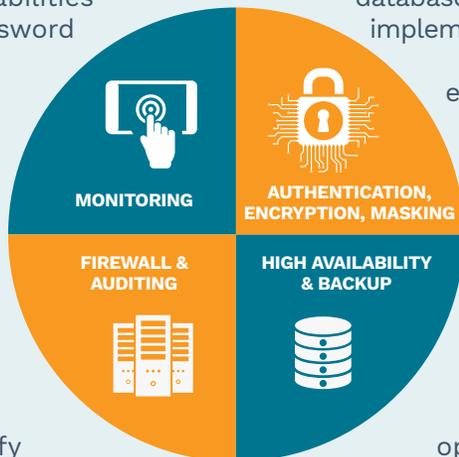
- ▶ Existing MySQL Community Edition users
- ▶ Development of new applications
- ▶ Oracle Database customers
- ▶ Organizations that operate in highly-regulated industries: healthcare, financial services, government, etc.
- ▶ Applications that manage personal data such as name, account numbers, passwords and personal data.
- ▶ Organizations that have existing third-party components for authentication, auditing, and key management

Following a number of high-profile cyberattacks against the Global 2000, security has become a top priority for executives. Additionally, numerous regulatory compliance initiatives have been enacted to guard against the misuse of data.

How will your customers address these significant topics with MySQL Community Edition? MySQL Enterprise Edition empowers companies to confidently tackle these challenges with:

ASSESS:

MySQL Enterprise Monitor enables the identification of security vulnerabilities such as weak password policies



DETECT:

MySQL Enterprise Audit helps identify who accessed what information to aid in the timely discovery of cybersecurity events

PREVENT:

Enterprise-grade tools facilitate the creation of a resilient database infrastructure and implement the appropriate safeguards such as encryption, masking, and firewall

RECOVER:

Recover to normal operations, reducing the impact from a cybersecurity event with Enterprise HA and Backup features

FACTS AND FIGURES

\$8.19 million

Average total cost of data breach in the US

\$150

Average cost per record that was lost or stolen

\$85 million

Total amount of HIPAA fines assessed since 2015

\$100,000

Maximum monthly fine for PCI non-compliance

27.9%

Likelihood of recurring material breach over the next 2 years

MySQL ENTERPRISE EDITION

Per Server
(1-4 sockets)

\$5,000 - 1-year subscription (MSRP)

HELPFUL QUESTIONS TO ASK:

- 1 How do you ensure security and regulatory compliance for your MySQL Databases?
- 2 How do you protect your databases against SQL injections and other external attacks?
- 3 What is your encryption strategy to safeguard your data?
- 4 What steps have you taken to avoid internal misuse of information?
- 5 How do you manage authentication/user access to your various apps?
- 6 What are your data retention standards for MySQL?
- 7 What is your strategy to identify security loopholes?

