

MySQL Enterprise Edition Security

Campaign Guide for Partners

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Introduction – How to use the Security Marketing Campaign - Agenda

- **Who is Your Target Customer Provides**
 - **Positioning of MySQL EE**
 - **Partner Benefits**
 - **Target Profiles**
- **Customer Security Challenges (pain points)**
 - **Business Pain Points**
 - **Technical Pain Points**
- **MySQL Enterprise Edition Key Messaging**
- **Step by Step Flow and Actions for The Campaign (Slides 6-13)**

Determine Your Target Customers Profile for MySQL EE

Campaign Theme: Block attacks, boost efficiency: MySQL Enterprise Edition Security

Your Opportunities with MySQL Enterprise Edition for security

- Target companies using MySQL Community Edition - emphasize the additional security available with the Enterprise Edition
- 89% of organizations have experienced a data breach, according to research by the Ponemon Institute
- Many of these attacks are repeated after the first one
- The average cost of a data breach is \$141 per record or \$3.62 million per violation
- Fines imposed by regulatory authorities are vast and increasing
- Position MySQL Enterprise Edition as the best way to help ensure MySQL security – especially with its new features
- Get significant margins by selling MySQL Enterprise subscriptions

Ideal for:

- Assisting companies to – especially those using MySQL Community Edition – to step up database security with new features
- Reducing the risk of losses, financial penalties, and litigation
- Facilitating compliance with national and international data protection legislation
- Supporting developers creating applications that include built-in, robust security

Target Profile:

- Midsized to larger organizations needing to improve database security and prove that they have done so
- Companies using MySQL Community Edition and needing to take their security up to the next level
- Executive-level, including CEOs, CIOs, IT managers/directors; also CSOs and compliance officers
- DBAs and DBA managers

Understand The Customers Business And Technical Security Challenges / Pain points

Campaign Theme: Block attacks, boost efficiency: MySQL Enterprise Edition Security

Customer Pain Points

Business Pains

- Financial and legal risk of data breaches resulting from external attacks
- Difficulty in implementing measures to protect against insider attacks
- Need to demonstrate and prove to customers, partners, etc. the high level of implemented security on MySQL EE

Technical Pains

- Ensuring up-to-date security when staff and financial with already stretched resources
- **Need for an advanced enterprise firewall to secure potentially dozens of databases**
- **Potential liability and accountability if an attack or breach occurs**

MySQL Enterprise Edition: Security

Key Messaging

Campaign Theme: Block attacks, boost efficiency: MySQL Enterprise Edition Security

-MySQL Enterprise Edition has extensive and robust security features that cover all of the key areas required by business: authentication, authorization, encryption, firewall, and auditing

-New features in v8.0 make it easier and more efficient to assess risks, prevent vulnerabilities, and detect any attacks faster, as well as ensure compliance and regulations are met

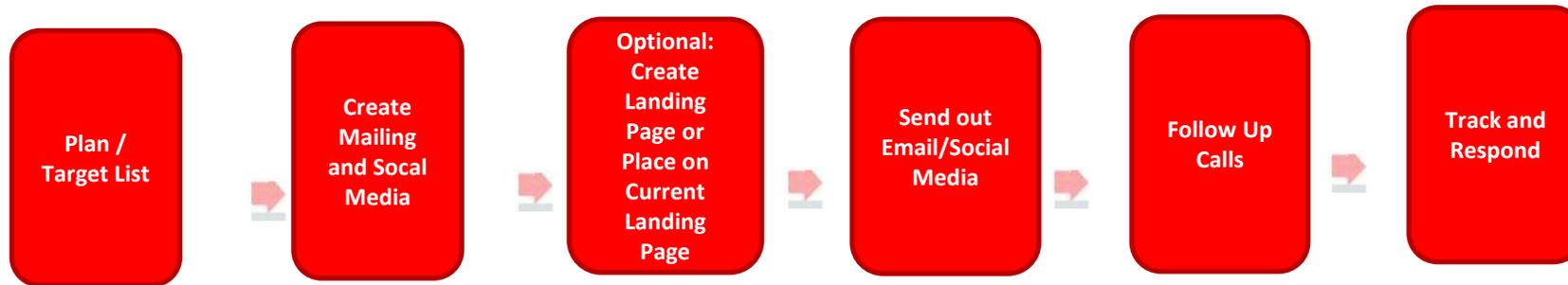
- **New features include:**

- **MySQL Enterprise Transparent Data Encryption (TDE)** Provides encryption, key generation, digital signatures and other cryptographic features to help organizations protect confidential data and comply with regulatory requirements.
- **MySQL Enterprise Masking and De-Identification** Provides an easy to use, built-in database solution to help organizations protect sensitive data from unauthorized users by hiding and replacing real values with substitutes.
- **MySQL Enterprise Firewall** Guards against cybersecurity threats by providing real-time protection against database specific attacks,
- **MySQL Enterprise Audit** Enables quick and seamless adding of policy based auditing compliance to new and existing applications.

- MySQL Enterprise Edition is certified for use with multiple Oracle solutions – integrates easily into an Oracle environment
- MySQL Enterprise Edition V8 security overview: <https://dev.mysql.com/doc/refman/8.0/en/mysql-enterprise.html>
- Webinar on MySQL Security (technical): https://go.oracle.com/LP=76174?elqCampaignId=172958&src1=:em:lw:ie:cpo:RC_MSQ181002P00046:SEV100750976
- MySQL Enterprise Edition datasheet: <http://www.mysql.com/products/enterprise/mysql-datasheet.en.pdf>
- MySQL TCO Savings Calculator: <http://www.mysql.com/tcosavings/>

Step-by-Step Guide To Running A MySQL Campaign

Email and/or Social Media Campaign



Telemarketing (demand generation call campaign using the scripts)



Step 1: Plan The Campaign

- Assemble a target list based on the target profile on slide 3
- Compile a list of email addresses from your records, or purchase one from a third-party vendor. Accurate, complete, and up to date information is critical to success
- Determine if you will use a landing page as part of your promotion, and leverage the landing page content and template

Step 2: Create Mailing / Social Media

- Leverage the content in the copy blocks, eblast text and/or social media posts to create mailing
- Tailor the text so that it's more relevant to your company and offers. If you're doing an email or social media promotion, don't forget to include a link to your new landing page (optional - see next step)!
- Make sure you have a strong call-to-action that makes your prospect want to find out more about your offering and/or want to get in touch with you for further information. Simplify this step for the mailing recipient by clearly stating your contact details!

Step 3: Optional: Create Landing Page

- A landing page is a web page (i.e. your company landing page) that prospects will be directed to when they click on or visit the URL included in your mailing or social media (optional).
- Leverage the landing page content provided and customize to best fit your campaign
- Include a call to action, such as one of the downloaded of a MySQL white paper or datasheet (from the current landing page) to capture lead contact information

Step 4: Send Emails

- Send out a mailing using the three emails in the “Email Campaign” Section

You might also be interested in executing a MySQL EE Security Email Campaign:



Email Template #1

Securely Develop, Deploy & Manage MySQL EE Applications



Email Template #2

Reduce Security & Regulatory Risks with MySQL EE



Email Template #3

Confidently Develop Secure, Modern Applications with MySQL EE

Step 4A: Send Social Media

- See Social Media Copy Blocks in the Additional Resources “copy blocks” section of the Landing page:

Additional Resources you might be interested in:



MySQL EE Social Media Copy Blocks

MySQL Security social media posts for Facebook, Twitter, and LinkedIn

Step 5: Track And Respond

- As a best practice, answer incoming responses within 24 hours! Also, note who responded and when – this helps you measure the success of the campaign afterward
- Utilize links in your emails and social media to send customers to your landing page, include tracking and collect information about who visited the landing page
- Track and follow up with those that return calls or answer the follow-up email from a call campaign

Step 6: Carry Out Follow Calls

- Increase your success rate, call each of the contacts you reached out to through the mailings
- Use the provided marketing prospecting scripts and battle cards to help you structure your call and ask the right questions