MySQL Enterprise Edition Sales Battle Card:
How to Position & Grow Your Deal Size

ELEVATOR PITCH

MySQL Enterprise Edition includes the most comprehensive set of advanced features, management tools, and technical support to achieve the highest levels of MySQL scalability, security, reliability, and uptime. MySQL Enterprise Edition reduces the risk, cost, and complexity in developing, deploying, and managing business-critical MySQL applications.

MySQL ENTERPRISE EDITION VALUE PROPOSITION

- Your customers are probably already using MySQL
  - Tens of millions of existing users / thousands of new downloads everyday
  - Ask your MySQL channel manager for download reports for your top accounts
- 70% of Oracle Database users have MySQL in their environment
- MySQL fits into existing Oracle environments: certified with 10+ Oracle products
- Address database security concerns with enterprise security features like MySQL Enterprise Firewall
- Meet compliance regulations (HIPAA, SOX, GDPR, PCI, etc.) w/advanced Enterprise features
- Up to 90% TCO savings over competing databases

MySQL ENTERPRISE EDITION

Advanced Features

Management Tools

Support

MySQL COMMUNITY EDITION

OPEN SOURCE, FREE VERSION. NO SUPPORT INCLUDED.

KEY INDICATORS / TARGET CUSTOMERS

- Existing MySQL Community Edition users
- Development of new applications
- Oracle DB customers
- Use of other open source products
- Digital Transformation Initiatives
- ISVs

Please see other side for simple steps on how to grow your MySQL deal size

ORACLE®

MySQL Enterprise Edition –
How to Grow Your Deal Size

All installations of MySQL Enterprise Edition (MEE) must be under an appropriate commercial agreement with Oracle. These are the most common configurations and environments that will require a MEE license. Make sure to ask your customers how they plan to license them:

1 PRODUCTION:

Most common environment that end users will license. The server in which the application will run once it is deployed. The production database server is open for end-user access. The application must be tested and debugged on a QA database server before being deployed on the production database server.

2 TEST/DEV:

Shared by all developers and used to make sure all new and updated code are working together as expected before handing the application off to QA.

3 QUALITY ASSURANCE (QA):

Different from the test/dev server. Identical to the production environment and closely controlled so that software versions, permissions & config options match the production server. Including programmers, Sys Admins, & end users.

4 DISASTER RECOVERY (DR):

The server in which the production backup database will be restored. Will be replacing failed production.

MySQL uses a very straightforward per server pricing model where you simply need to license each server that will be running MySQL Enterprise Edition. No need to count cores like Microsoft SQL Server and other database offerings.

Helpful Questions to ask if your Customer only requests One MySQL Enterprise Edition Server License:

1. Are you going to run an integral database environment on only one server?

2. How is your solution architected on only one server?

3. What is the use case of this application? Is it mission or business critical?

4. What are your plans for test/dev/QA/DR environments?

5. Would you be interested in high availability out of the box that is fully automated?

The MySQL Channel team can provide an expert to support you on any calls with a customer.

PRODUCT	PER SERVER (1-4 sockets)
MySQL Enterprise Edition	$5,000 – 1 year subscription (MSRP)

For quotes and additional info contact your Oracle VAD or MySQL Channel Manager