



Enterprise Edition

Sales Brief



What is MySQL Enterprise Edition?

MySQL is the world's most popular open source database. The 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.



Why MySQL?

MySQL provides cost savings over 90% compared to Microsoft SQL Server, MySQL Enterprise Edition is the open source database of choice to reduce costs. Customers rely on MySQL database technology to provide, secure, high availability and scalability to meet the most demanding customer needs and support mandates such as GDPR. MySQL Document Store, now uniquely supports SQL and NoSQL, which provides the best of both Relational and Document models.



Who are MySQL customers?

MySQL is also the number one database for market disruptors like Uber, and Airbnb, web properties like YouTube Facebook, Twitter, Netflix and Booking.com.



By 2022, Gartner Predicts:

+70%

Of new in-house applications will be developed on an open source RDBMS.

50%

Commercial RDBMS instances will have been converted or will be in the process of converting to open source databases

Talk to your customers about
MySQL EE
today!

Key Features of MySQL Enterprise Edition

Oracle Ownership

Oracle ownership provides the largest MySQL engineering and support organization, drives MySQL innovations that result in new capabilities to power the next generation web, cloud, mobile and embedded applications. MySQL 8.17 has just been released with a host of new features including Automatic Node Provisioning for InnoDB Cluster, Great JSON additions, Major improvement in Group Replication, Optimizer, Router, and much more.

Cost Savings

The CIO/CFO always wants to know that they are saving money, DBA wants to show the CIO/CFO that they are saving money...utilise the TCO calculator even when MSFT and SYBS is not in the game. Identify how much money MySQL can save end customers over other databases.

<https://www.mysql.com/tcosavings>

Current MySQL Enterprise Edition per Server: **\$5,000**

Reliability

MySQL Enterprise Edition also improves reliability by providing atomic and trouble-free DDL with the transactional data dictionary. With this, the user is guaranteed that any DDL statement will be executed entirely or not at all.

High Availability

MySQL Enterprise Edition provides a native and integrated high availability solution for your databases with InnoDB Cluster. It tightly integrates MySQL Server with Group Replication, MySQL Router, and MySQL Shell, so you do not have to rely on external tools, scripts, or other components.

Security

As security features, OpenSSL is used as the default TLS/ SSL library for MySQL Enterprise Edition and MySQL Community Edition. MySQL Enterprise Edition also implements SQL roles. A role is a named collection of privileges. The goal is to simplify

the management of user access rights. For example, you can assign roles to users, assign role privileges, create roles, delete roles, and decide which roles apply during a session.

MySQL Enterprise Masking and De-identification provides an easy to use, built-in database solution to help organizations protect sensitive data from unauthorized uses by hiding and replacing real values with substitutes. All major industry regulations require data masking of PII (personally identifiable information), PANs (Primary Account Number) and other confidential data so that only authorized personnel can access the data.

Performance

In terms of performance, the new version of the RDBMS is up to twice as fast as its predecessor (MySQL 5.7), with better performance for read / write workloads, input / output workloads, etc.

The *MySQL Enterprise Monitor* and *MySQL Query Analyzer* enable you to improve the performance and availability of your MySQL instances, the applications that use them, and the supporting infrastructure. MySQL Enterprise monitor also provides metrics and alerts to developers and DBAs on significant deviations from the baseline performance trends.

Backup

MySQL Enterprise Backup performs online, non-blocking backups of your MySQL databases. Perform full, incremental and partial backups for all InnoDB data while MySQL is fully available for transactional operations. All backup operations are executed in parallel for quick results and also support compression options that reduce the size of backup images by 90%. Recovery options include backward compatible full recovery, precise one-click, point-in-time recovery and partial recovery for restoring a specific set of objects.

BENEFITS FOR VALUE ADDED RESELLERS

- Earn recurring revenue through easy-to-transact subscriptions and the unique opportunity to resell renewals
- Build from existing accounts and grow your deal size year after year
- Take advantage of simple licensing, making customer quotes quick and easy
- MySQL can be offered and installed on any BYOL Cloud platform
- Offer supporting services on top of license revenue
- Grow business by tapping into community users

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