



# Enterprise Edition

Community Powered. Enterprise Grade.

Discover Untapped Opportunity



## Popular

The free version of MySQL (Community Edition) is the most widely-used open source database platform today with millions of installations. Many of your customers are already using MySQL, which opens new opportunities and revenue potential for the partner community.



## Reliable

MySQL Enterprise Edition (EE) is unmatched by the competition for its ability to support business critical database apps. Customers rely on MySQL for high-volume web-sites, enterprise and departmental applications, advanced communications networks, and more!



## Untapped

NOW is the time!

Help your customers upgrade from MySQL Community Edition to MySQL EE to handle the challenges that arise when applications become vital to key business functions and revenue.

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*

Why leave money on the table?

Talk to your customers about  
**MySQL EE**  
today!

# What's in it for YOU?



## ESTABLISH CONSISTENT REVENUE

- 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.



## LEVERAGE OPEN SOURCE POPULARITY

- MySQL is one of the most popular database platforms in the marketplace and continues to evolve at a rapid pace ([db-engines.com](http://db-engines.com)).
- As enterprise companies continue to embrace open source technology, partners are well positioned to act as their trusted advisors.



## GROW PROFIT THROUGH SERVICES

- Database staffs are shrinking, and customers are tasked to do more with less. Earn their confidence through high-demand advisory services.
- Subscription sales open a gateway to MySQL services expansion. Grow capabilities and earn higher margins.
- Maximize earning potential through consulting, DBA support, migration assistance, implementation, and managed services.



## EASILY ENGAGE YOUR CUSTOMER BASE

- Capitalize on the estimated 70% of Oracle Database customers that have MySQL somewhere in their environment.
- Increase sales by adding value for existing customers and reducing the expense of new customer acquisition.

# What's in it for CUSTOMERS?

### FLEXIBLE

Run on the most popular platforms and development languages.

### TRUSTED

Large innovative companies like Booking.com, Sony, Alibaba, Airbnb, Uber and more trust MySQL.

### 24x7 SUPPORT

Unlimited incidents and unmatched support—backed by seasoned MySQL developers.

### LOWER TCO

Reduce IT spend with up to 90% TCO savings over competing databases.

### INCREASED SCALABILITY

Handle exponential growth while offering unsurpassed performance

### ADVANCED SECURITY

Protect data against attacks with security features built for the enterprise.

### ACHIEVE COMPLIANCE

Help to meet regulations: HIPAA, SOX, GDPR, PCI, and more.

### INNOVATION WITH CONFIDENCE

Improve time-to-market with SQL + NoSQL.

## START SELLING!

- TRANSACT immediately without contracts or fees.
- INCREASE profitability by using a streamlined channel-only ordering process.
- EXPLORE the [Oracle PartnerNetwork](#) and [mysql.com](http://mysql.com).
- LEARN strategy advice, positioning, and best practices for growing your deals in this [webinar](#).
- GENERATE DEMAND and pipeline with on-demand training for sales, presales, and implementation.



## CONTACT

Your MySQL Channel Manager or Oracle VAD

**TO GET STARTED!**

