

ORACLE

MySQL Database Service

—
Easy to use, secure, enterprise-ready



#1 Open Source Database in Oracle Cloud

Looking to drive digital transformation initiatives and deliver new modern applications? MySQL Database Service delivers the world's most popular open source database.

MySQL won the DB-Engines 2019 award for the most popular database among 350 database systems.¹



MySQL Database Service is built on the very same popular MySQL. It is the only cloud service 100% developed, managed, and supported by the MySQL Team.

Powered by Oracle Gen 2 Cloud Infrastructure, MySQL Database Service delivers a secure, cost-effective, and enterprise-grade database service with all the essential features to help you rapidly pioneer innovative applications.

MySQL Database Service is easy to use, secure, and enterprise-ready.



¹ DB-Engines, January 2020: [MySQL is the Database of the Year](https://db-engines.com/en/ranking)

Open Source in the Enterprise

The 2020 survey published in The State of Enterprise Open Source report² found that among developers and businesses:

- 95% said that enterprise open source is important
- 86% associated open source with innovation
- 77% planned to increase their usage of open source



By 2022, according to Gartner's State of the Open-Source DBMS Market Research Report, more than 70% of new in-house applications will be developed on Open Source Database Management Systems (OSDBMS), and 89% of the organizations surveyed reported to already use an OSDBMS.

Open source technologies are often adopted to get applications into production faster. Projects are frequently unfunded or need instant IT approval. Projects start small and solve an immediate need, but over time many evolve into critical applications. Success with the initial use of MySQL generally translates in additional MySQL projects.

As organizations consolidate and standardize on a select few IT technologies, MySQL becomes a strategic part of their technology infrastructure.

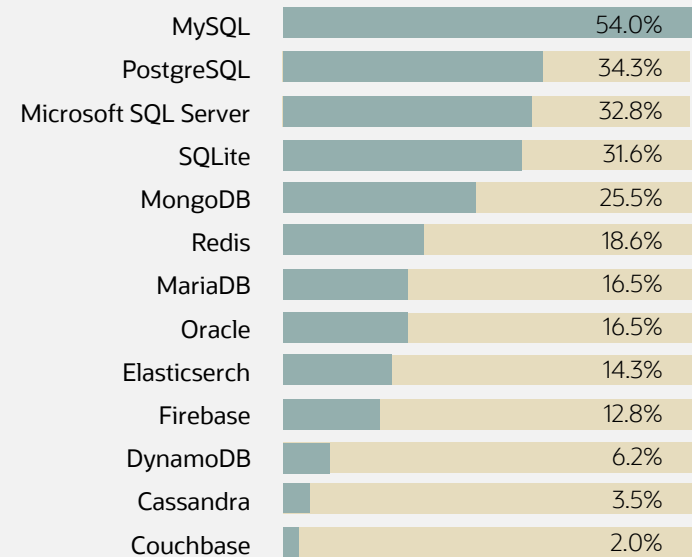
² Red Hat, February 2020: [The State of Enterprise Open Source](#)

The #1 Choice for Developers



Surveys from Stack Overflow and JetBrains rank MySQL as the most popular database among developers. Its clear leadership position comes with an entire ecosystem of tools and applications that support MySQL, as well as numerous developers and DBAs with an extensive MySQL experience and skills.

Stack Overflow: Developer Survey 2019



JetBrains: The State of Developer Ecosystem 2019



³ Stack Overflow, [Developer Survey Results 2019](#)

⁴ JetBrains, [The State of Developer Ecosystem 2019](#)

The Most Innovative Companies Rely on MySQL

MySQL is the database platform of choice for web developers, and as such, it is being used by the world's most innovative companies, including Facebook, Booking.com, Twitter, Netflix, and Uber.

These companies started with a simple MySQL application. Today they are disrupting multiple industries and are operating MySQL at a global scale.

These are nimble organizations where developers have the power and resources to quickly evolve products and services and shape the user experience in new ways. This new generation of startup disruptors are using MySQL to innovate faster.



MySQL Powers SaaS Companies

SaaS is one of the main cloud computing categories. The SaaS market is forecasted to reach \$157 billion by 2020.

Some of the most innovative ISVs are delivering their applications using MySQL in a SaaS model.

They benefit from faster time to market, low up-front costs, better security, and more flexibility.



Growth of Cloud Database Market

DBMS Market Size

\$46B

Fastest Growth in a Decade

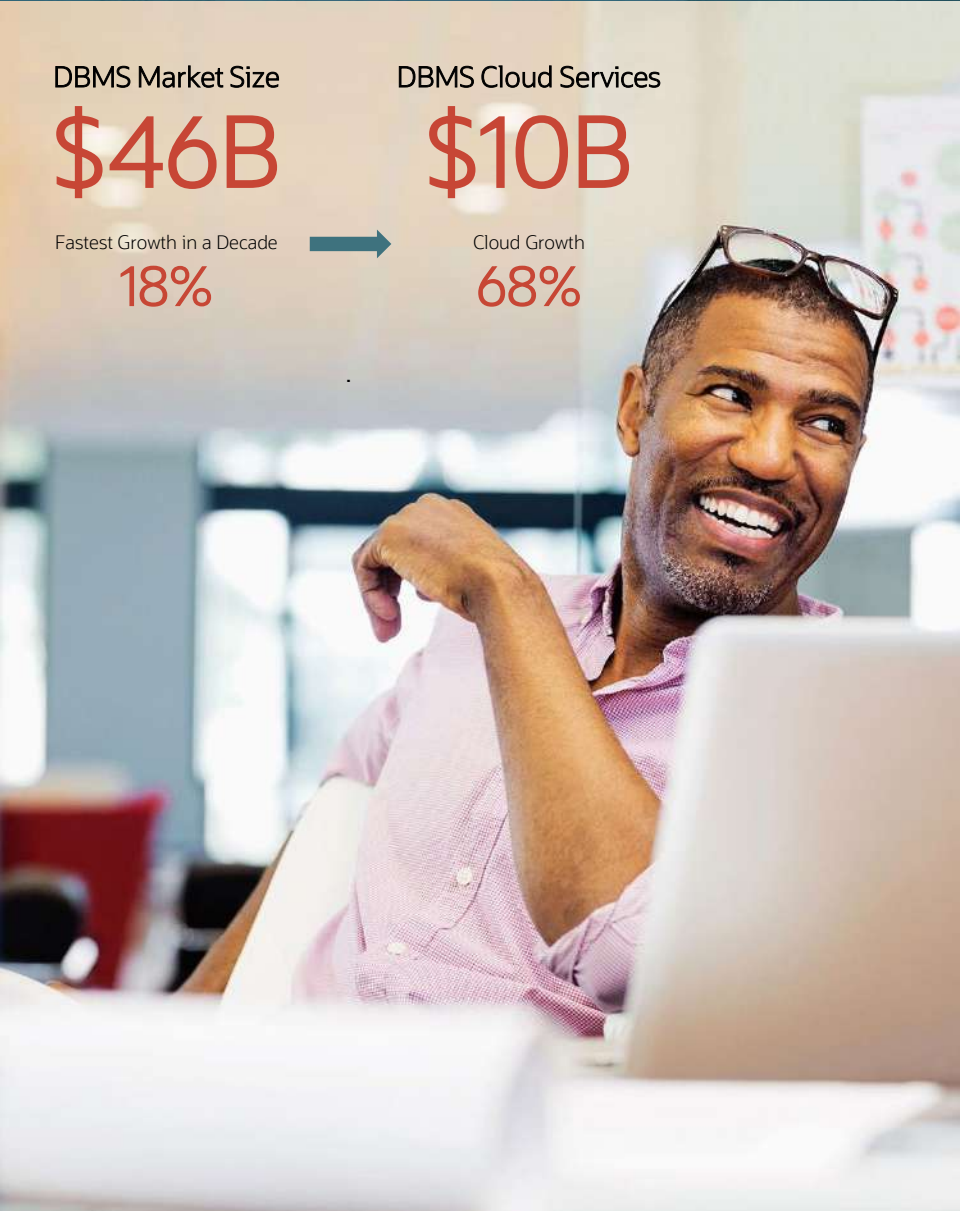
18%

DBMS Cloud Services

\$10B

Cloud Growth

68%



The move to the cloud is the most significant technology shift that organizations will face over the next decade.

Gartner projects the cloud services industry to grow exponentially by 2022.⁵ More than \$1.3 trillion in IT spending will be directly or indirectly affected by the shift to the cloud. In fact, the market size and growth of the cloud services market is nearly 3x the growth of overall IT services.

For the DBMS market, similar growth rates and shifts in spending are also taking place. Gartner states in its report *The Future of Database Management Systems Is Cloud*⁶ that:

- The overall DBMS Market grew to \$46B in 2018. Its 18% increase from 2017 to 2018 represents the fastest growth in a decade.
- \$10B of the DBMS market is from DBMS Cloud Services, which accounted for 68% of that growth.

⁵ Gartner, October 2019: [State of the Open-Source DBMS Market](#)

⁶ Gartner, June 2019: [The Future of Database Management Systems Is Cloud](#)

Top Investment Priorities for CIOs



1. Security
2. People/Talent
3. Digital Transformation
4. Analytics/BI/AI
5. Cloud
6. Improve Applications & Infrastructure
7. Low Code/No Code
8. Business/IT Continuity
9. Application Upgrades
10. Getting More Value from Investments

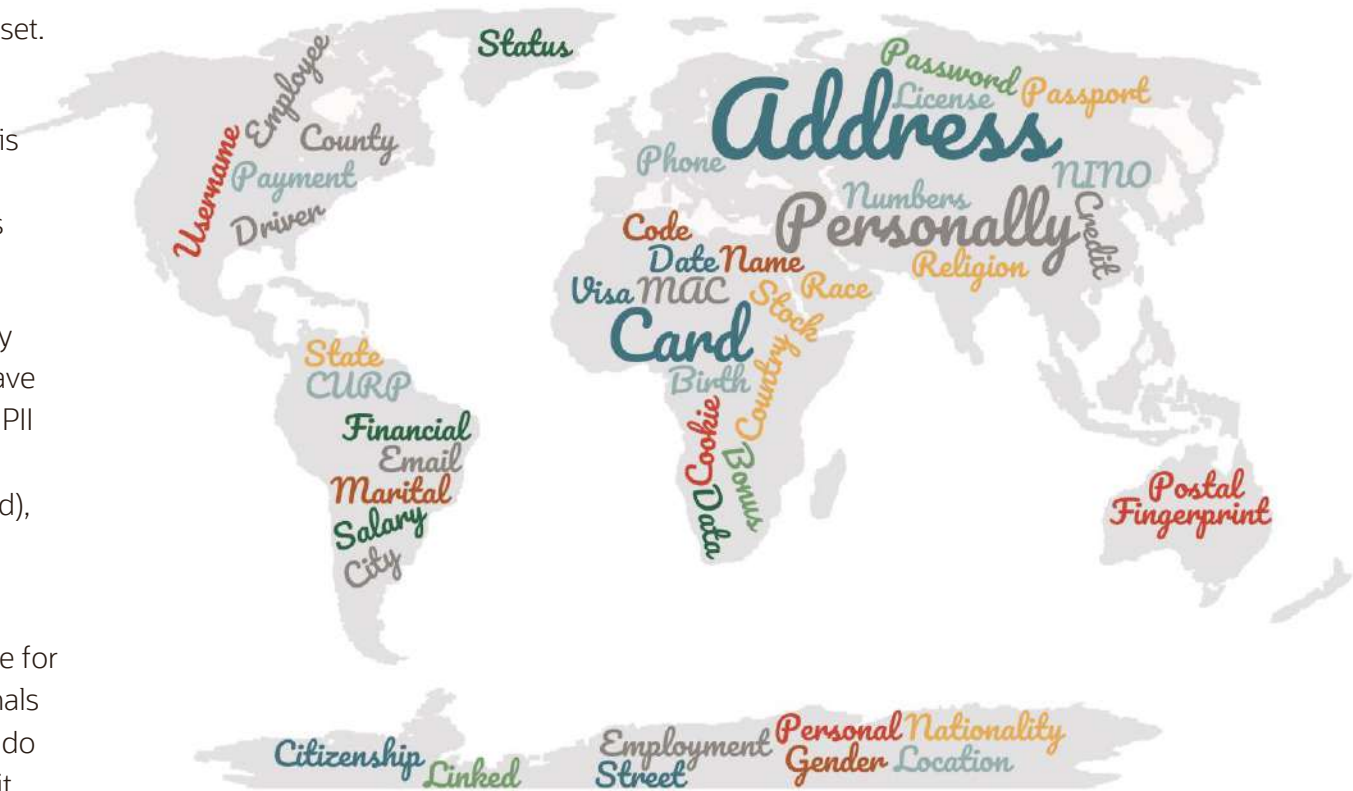
Data: Your Most Valuable Asset

In today's digital world, data is your organization's most valuable asset.

Data is about your customers, employees, and partners. Data is about your IP, mergers and acquisitions, strategy, and sales figures.

The data might be generated by your organization or it might have been entrusted to you, such as PII (Personally Identifiable Information), PCI (Payment Card), or PHI (Personal Health Information) data.

Your data presents a great value for thieves, state-sponsored criminals and malicious insiders who will do anything to get their hands on it.



Recent Data Breach Statistics

7.9 billion

records stolen in 2019, up by 33%

1.76 billion

records leaked in January 2020

48%

of breaches are malicious attacks

\$3.86 million

average cost of a data breach

7 out of 10

businesses are not prepared to react

\$2 trillion

global cost of cybercrime in 2020

Security and Compliance

Always Up-to-Date with the Latest Security Fixes.

Get the latest MySQL security updates from the MySQL Team to limit your exposure to security vulnerabilities.

Advanced Security Features to Help Meet

Regulatory Requirements. Access built-in MySQL security features to comply with governments' data privacy laws and regulatory requirements for GDPR, HIPAA, etc.



Native to Oracle Gen 2 Cloud

MySQL Database Service is designed to work natively with Oracle Gen 2 Cloud.

Leverage the only zero-trust architecture where tenants are isolated from one another. Its core infrastructure includes total encryption, least-privilege identity, access management as well as granular resource and network control.

MySQL Database Service is tightly integrated with Oracle Technologies.

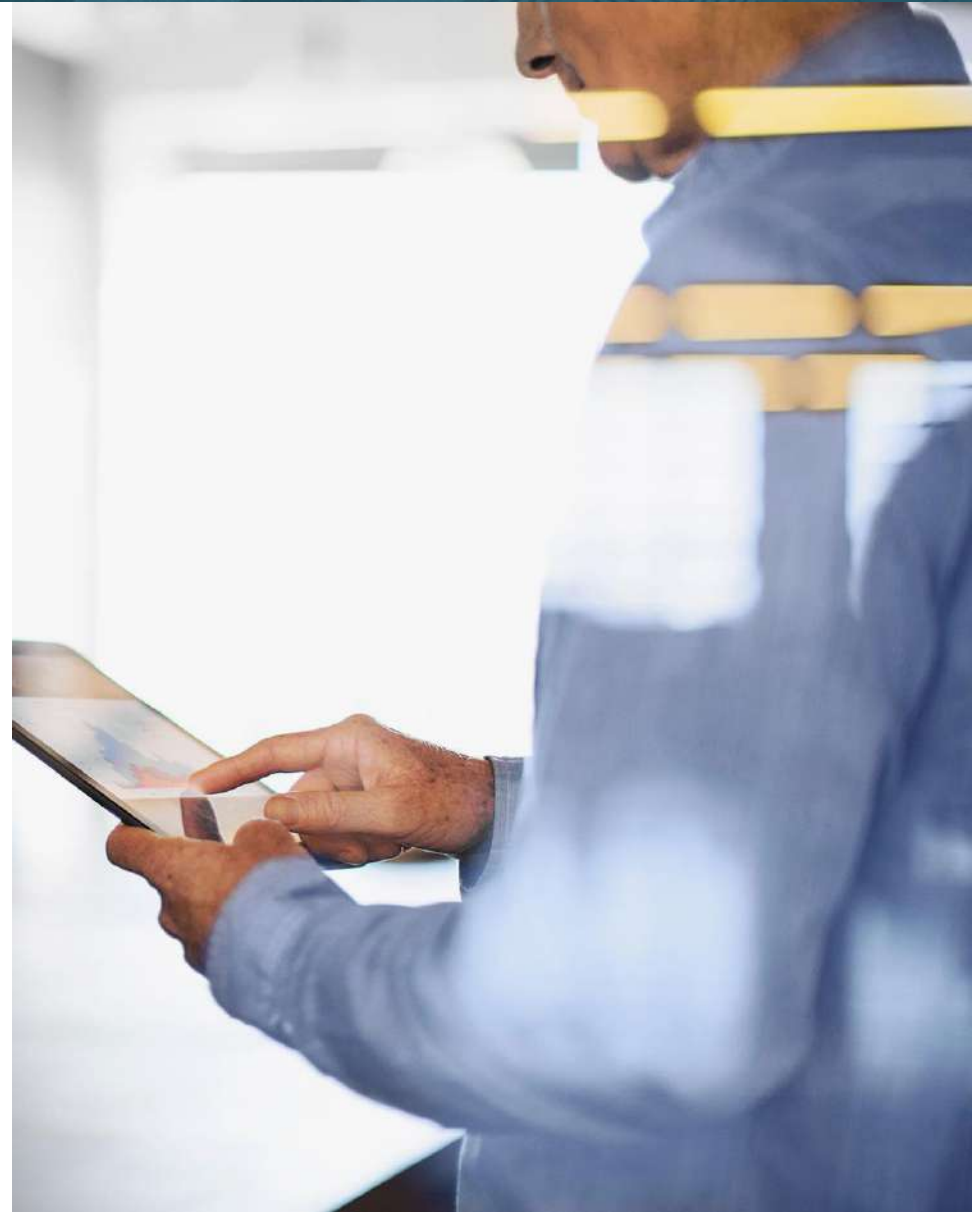
Fully integrated with Oracle technologies such as Oracle Golden Gate, Oracle Data Integrator, Oracle Audit Vault, Oracle Container Engine for Kubernetes, Oracle Analytics Cloud, and more.



A Fully Managed Service

MySQL Database Service is a fully managed service, running on Oracle Gen 2 Cloud Infrastructure. It enables you to:

- Instantly provision MySQL instances and connect to a production ready, pre-configured MySQL database.
- Automate database specific tasks such as configuration, security patching, backup, and monitoring.
- Choose from multiple compute shapes, depending on your application and capacity requirements.
- Provision fast, reliable, and secure cloud storage for all enterprise workloads.
- Set up fast, predictable networking with end-to-end network security, including a Virtual Cloud Network (VCN).
- Monitor the health of your resources, optimize the performance of your applications, and respond to anomalies in real time.
- Access dozens of additional Oracle Cloud Services for a faster transition to the cloud.
- Free up time of developers, DBAs, and DevOps to focus on value added tasks that are core to your business.



MySQL On-Premises vs MySQL Database Service

- fully managed
- manual



		MySQL On-Premises	MySQL Database Service
Database	Scaling	●	●
	Backup	●	●
	Security Patch & Upgrade	●	●
	Provision & Configure	●	●
OS	OS Security Patch & Upgrade	●	●
	OS Installation	●	●
Server	Hardware Purchase & Maintenance	●	●
Storage	Storage Purchase & Maintenance	●	●
Data Center	Rack & Space	●	●
	Power, HVAC, Networking	●	●

Benefits Across the Organization

Developer

- Provision database instances in minutes to get apps into production faster
- Focus on development, not infrastructure or database administration
- Get the latest MySQL features to develop modern applications and scale these applications according to your needs



DBA

- Improve productivity with a fully managed database cloud service
- Get the latest updates, security fixes, and features from the MySQL Team
- Manage and monitor the entire environment using a single pane of glass

VP of IT

- Protect data and help ensure regulatory compliance with advanced security features
- Focus on your business to accelerate innovation and time to market
- Transition to the cloud with the same database for cloud and on-premises

Ready for the Enterprise

Move Workloads to the Cloud. Move MySQL workloads to the cloud to free up resources and focus on your business while improving security. MySQL Database Service uses the same database as MySQL On-Premises. Additionally, it integrates with your existing Oracle technologies.

Develop New Cloud Native Applications. Improve business agility by developing modern, cloud-native MySQL-based applications. Developers can provision resources quickly and easily without the IT bottleneck. DBAs and DevOps can focus on value added projects using a fully managed database service and automating time-consuming tasks, such as patching, upgrades, security fixes, and more.

Hybrid Cloud Deployment Flexibility. MySQL Database Service is 100% compatible with MySQL on-premises, giving you complete deployment flexibility between on-premises, cloud, or hybrid models for different workloads. Move your MySQL workloads seamlessly without lock-in.

SaaS Applications. MySQL has long been an extremely popular embedded database for ISVs. It powers numerous SaaS offerings today. As an ISV, you can scale your SaaS applications globally by leveraging Oracle Cloud Infrastructure and MySQL Database Service.



100% Supported by the MySQL Team



Get the highest level of MySQL expertise.

MySQL Support together with Oracle Premier Support and the industry's most experienced MySQL Engineers provide a unified support solution for both cloud infrastructure and MySQL. It includes:

- 24/7 production support in 29 languages
- Unlimited support incidents
- Knowledge base and maintenance releases
- Bug fixes, patches, and updates
- MySQL consultative support

No other cloud vendor can deliver such comprehensive support for the MySQL database.

Conclusion

You already know that MySQL powers the leading eCommerce and SaaS companies. You also know that MySQL has a well-earned reputation for being easy to use, highly scalable, and cost-effective.

You've experienced the pain and cost of managing your database instances on your own infrastructure. Data security is very important to you, so you have decided to move your applications to a cloud model with a fully managed and secure service.

Next, you have to choose the right cloud platform for your business.

Unlike proprietary forks of MySQL available in other cloud services, Oracle MySQL Database Service is the only cloud service that is 100% compatible with on-premises MySQL for a seamless transition to cloud, on-premises, and hybrid deployments.

It is the only cloud service 100% developed, managed, and supported by the MySQL Team.

This ensures new features and security fixes at a faster pace with a unique tight feedback loop to the MySQL Engineering Team. You'll also receive the highest level of MySQL expertise with a unified 24/7 support solution for both cloud infrastructure and MySQL.

In addition, the Oracle Gen 2 Cloud infrastructure delivers a highly secure and integrated cloud environment.

The very competitively priced MySQL Database Service on Oracle Gen 2 Cloud will enable your business to easily deploy modern applications globally with a secure, managed, and supported cloud service from the MySQL Team.

Start Now!

Learn More

Start Now

Contact your Oracle/MySQL Reseller Today



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