The Executive Playbook:
Strategic Value of EDB Data & AI Platform

Julian Moffett
VP, Value Realization
January 2026

Speaker Introduction

Julian Moffett, EDB
VP, Value Realization

15+ years in financial services

across infrastructure, engineering, and product management, plus business application delivery. Former CTO of Corporate Center & Data and Analytics at UBS

Expertise in building

enterprise-scale Postgres services and leading global database migrations from legacy providers to cloud/on-prem platforms

Connect on **Linkedin**

Agenda

- Introductions
- EDB understanding of JPMC goals
- EDB enterprise-ready, simplified data platform, portability
- EDB app migration journey—high-level methodology and mobilization
- Next steps

JPMC PRIORITIES & GOALS

CURRENT STATE	TARGET STATE	EDB OPPORTUNITY
AVAILABILITY AND CROSS-ENVIRONMENT RESILIENCY IS KEY	MOVE APPLICATIONS & DATA PLATFORMS BETWEEN ENVIRONMENTS WITH EASE	SUPPORT & TOOL SET FOR ENTERPRISE OPERATIONS
DATA CONTROL & SECURITY REMAIN PARAMOUNT	ENHANCED OBSERVABILITY, GOVERNANCE, CONTROL OVER DATA PLACEMENT	DECADES OF EXPERIENCE IN ENTERPRISE SECURITY
PLATFORM DUPLICATION, OVERLAP RESULTING IN COMPLEXITY	CONSOLIDATION TO DELIVER EFFICIENCY AND UNLOCK INNOVATION	OSS AT THE CORE, BUT BUILDING A MODERN DATA PLATFORM*
PORTABILITY ACROSS ON-PREMISES & CLOUD IS KEY	SEAMLESS DATA PLATFORM OPERATION ACROSS ON-PREMISES AND HYPERSCALERS	HYBRID BY DESIGN

* See further detail below: LINK

EDB POSTGRES AI

JPMorganChase

WHY POSTGRES?

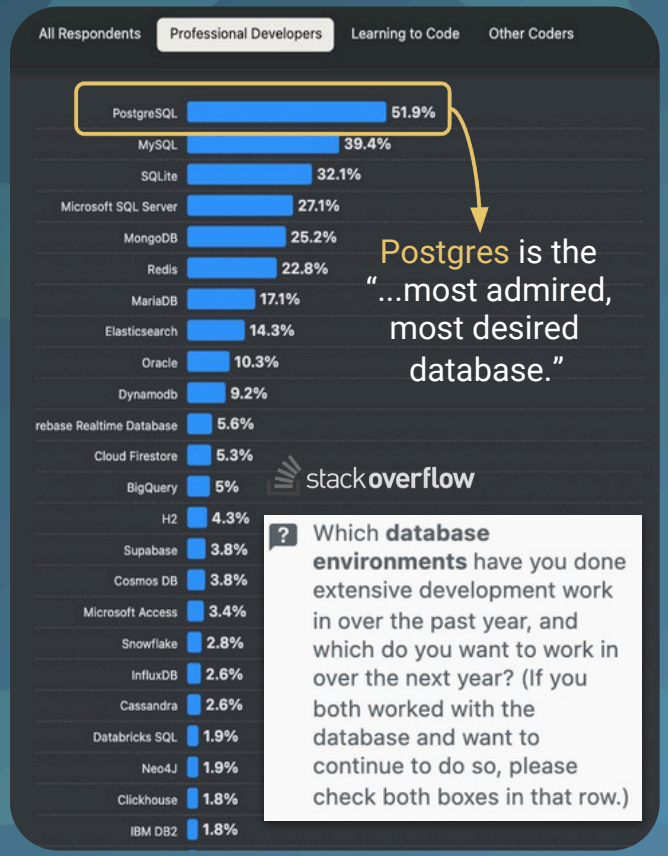
THE OSS STANDARD

DE FACTO CHOICE FOR DEVELOPERS & AI IMPLEMENTERS*

COST EFFICIENCY

RICH FUNCTIONALITY VERSATILITY (MULTIMODAL)

COMMUNITY & INNOVATION



WHY EDB?

20 YEARS OF DRIVING ENTERPRISE-GRADE POSTGRES

DEEPLY COMMITTED TO THE COMMUNITY OSS FOUNDATION

COMMITTED TO POSITIONING POSTGRES IN THE MODERN DATA LANDSCAPE

DELIVERED AN INTEGRATED, MODERN DATA PLATFORM IN 2025

* Stackoverflow, IDC, DB Engines

EDB POSTGRES AI

JPMorganChase

Legacy Modernization

Tool kit and copilots migrate Oracle in
5-20 days

Online assessment in
30 mins

65,000+
database migrations

98%
Oracle compatibility

99.999%
Extreme availability with geo-distributed, hybrid, active/active clusters to eliminate Oracle RAC

7x over Oracle
4x over SQL Server
150x MongoDB
Throughput price performance vs. commercial SQL & NoSQL databases

AI and Analytics Acceleration

3x
faster
Gen AI time-to-market versus DIY with AWS (days, not months)

6x faster
Postgres vs. community

Up to 90%
better value than cloud

100%
Automated AI embeddings, data pipelines, storage, and retrieval workflows with low-code RAG optimization

4.22X
faster

On average for queries per second compared to other vector databases

EDB POSTGRES AI

JPMorganChase

EDB Postgres AI Data Platform

Simplify the datalandscape

Deliver true portability

Deliver enterprise-grade security

EDB POSTGRES AI

JPMorganChase

EDB POSTGRES AI: ALL-IN-ONE PLATFORM

DATABASE

- ENTERPRISE POSTGRES SERVER
- ORACLE COMPATIBLE SERVER
- COMMUNITY POSTGRESQL SERVER
- MULTI-MODEL EXTENSIONS
- MANAGEMENT & OBSERVABILITY
- KUBERNETES OPERATORS
- SUPPLY CHAIN SECURITY
- MIGRATION TOOLS
- HIGH AVAILABILITY

ANALYTICS ACCELERATOR

- ANALYTICSENGINE
- LAKEHOUSE CONNECTOR
- SUPPORT - GREENPLUM WORKLOADS

AI FACTORY

- VECTOR ENGINE
- AI PIPELINE
- GENAI BUILDER
- AGENT STUDIO
- MODEL SERVING

HYBRID MANAGEMENT

- HYBRID OBSERVABILITY
- HYBRID DBAAS
- HYBRID MULTIMODAL DATA
- PERFORMANCE MGMT
- MIGRATION MGMT

DEPLOY ANYWHERE

- ENGINEERED SYSTEM
- HYBRID SOFTWARE
- MANAGED PLATFORM

SOVEREIGN ASSURANCE

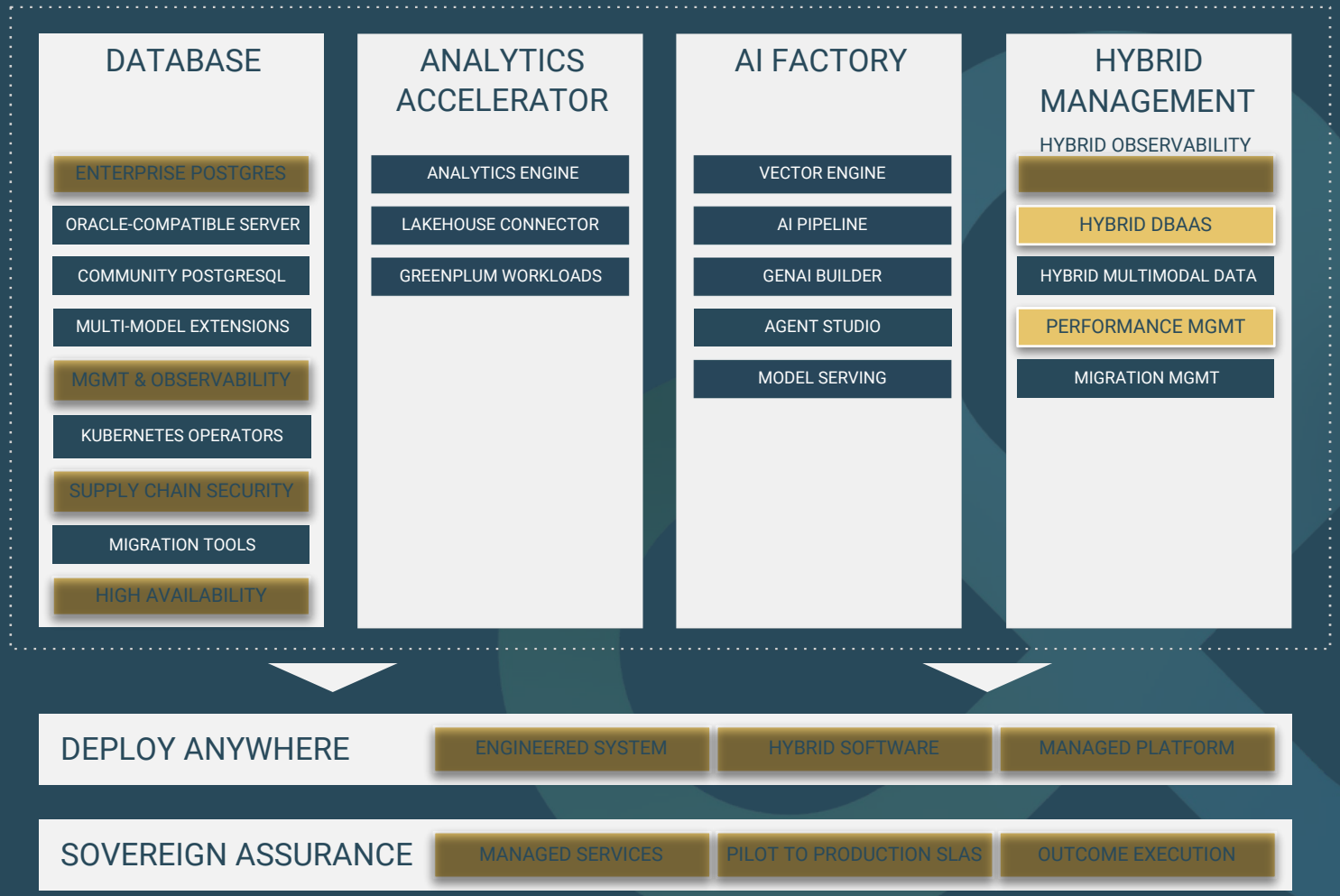
- MANAGED SERVICES
- PILOT-TO-PRODUCTION SLAS
- OUTCOME EXECUTION

EDB POSTGRES AI

JPMorganChase

ENTERPRISE POSTGRES

PRIOS
- RESILIENCY
- CONTROL & SECURITY
- ADDRESS COMPLEXITY
- PORTABILITY



ENTERPRISE POSTGRES

Superior Postgres support:
SLO-backed response, remediation, and resolution time

.....

DB security enhancements:
encryption (TDE), enhanced audit, privilege management

.....

High availability/resilience for mission-critical workloads and online maintenance

.....

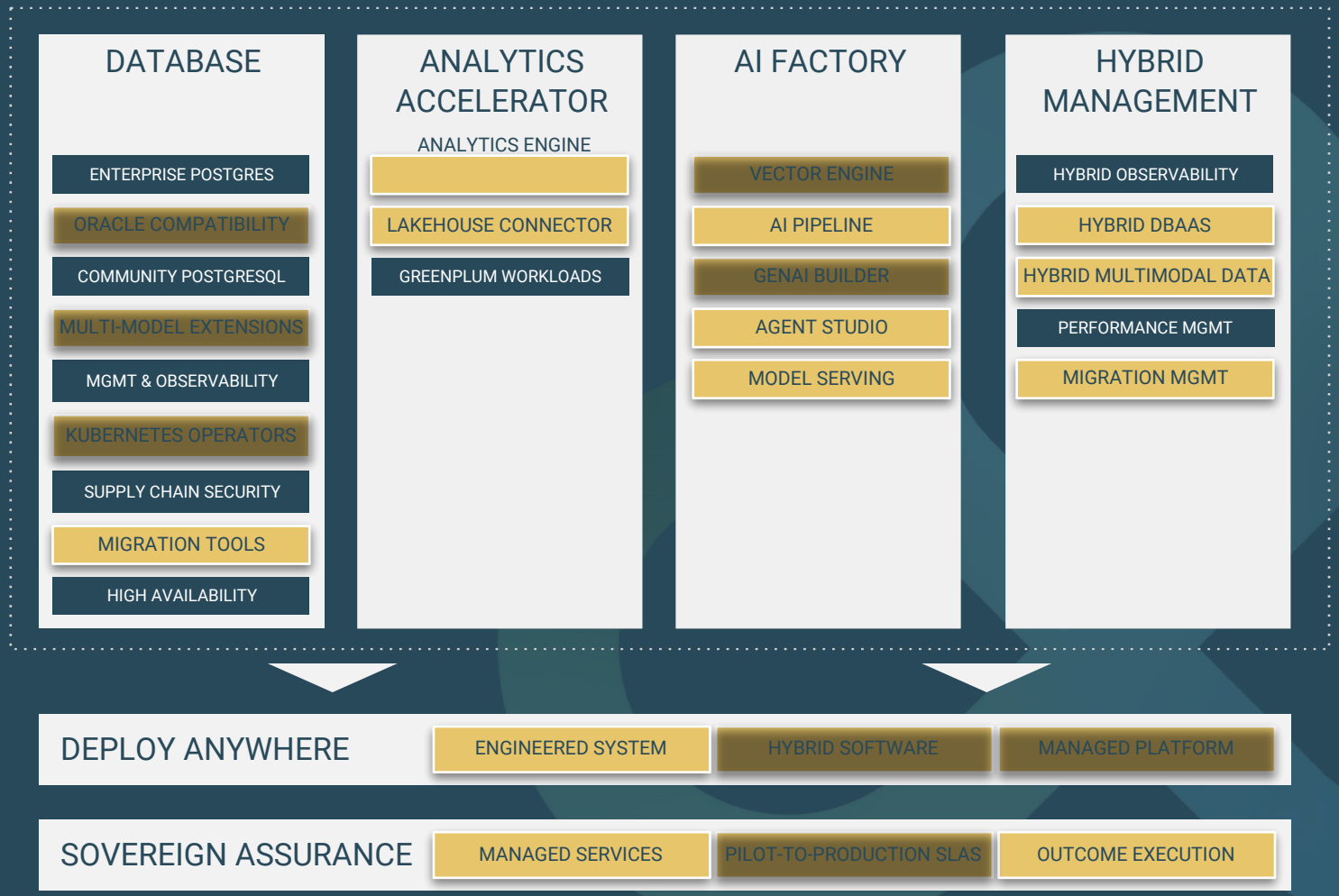
Tools for administrators to deploy, operate, and maintain estates; diagnose problems; minimize downtime

EDB POSTGRES AI

JPMorganChase

MODERNIZATION – CONSOLIDATION

PRIOS
- RESILIENCY
- CONTROL & SECURITY
- ADDRESS COMPLEXITY
- PORTABILITY



MODERNIZATION

Migration off legacy database platforms, with Postgres adoption exper tise

……

Automation, developer experience enhancement (K8s); cloud-native experience, hybrid/multi-cloud

……

Analytics on Postgres/Lakehouse implementation + DWH/MPP

……

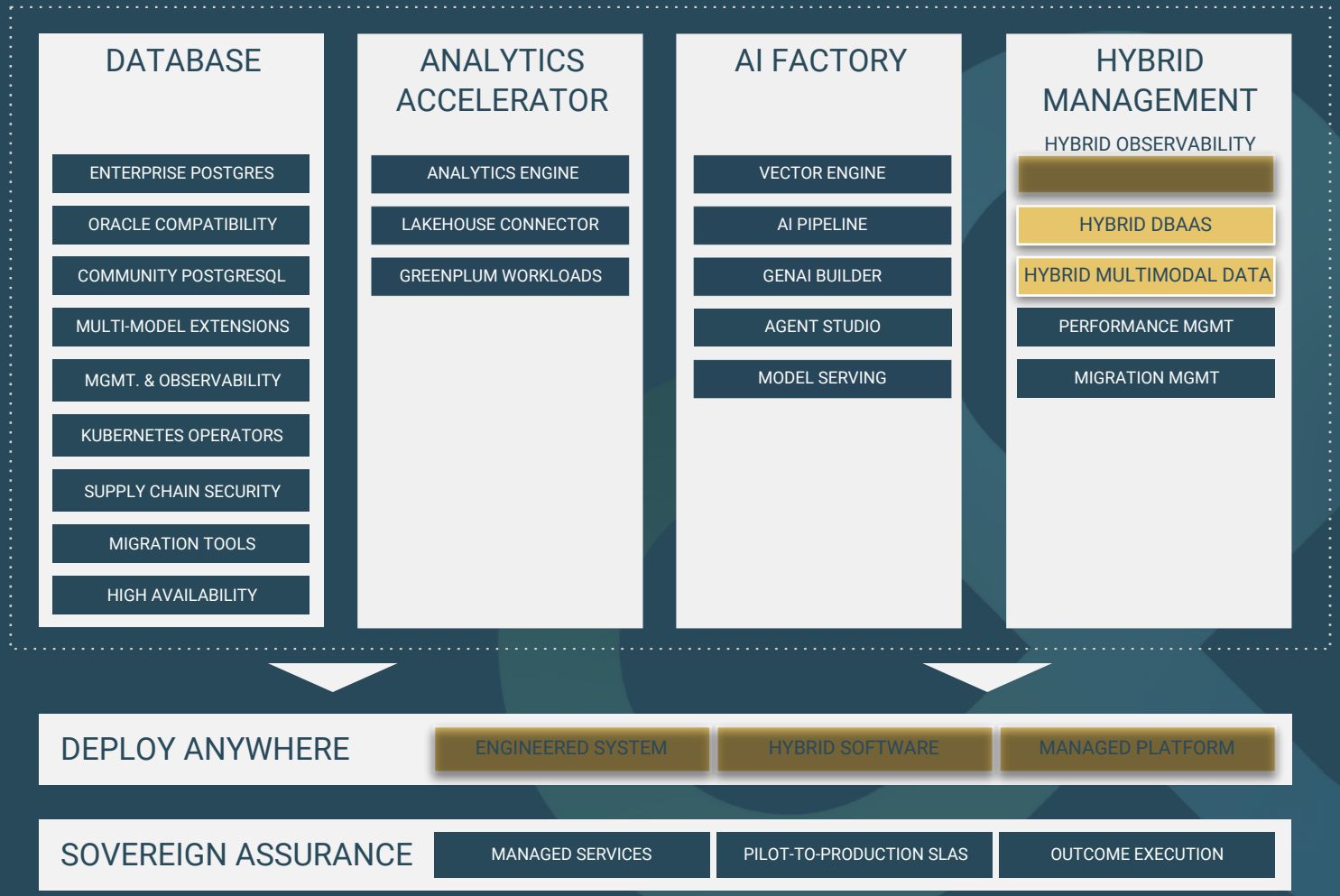
Accelerated GenAI/agentic AI implementation—no code/low code (Postgres huge here)

EDB POSTGRES AI

JPMorganChase

SOVEREIGN DATA & PORTABILITY

PRIOS
- RESILIENCY
- CONTROL & SECURITY
- ADDRESS COMPLEXITY
- PORTABILITY



SOVEREIGN DATA

Hybrid on-premises and public cloud support for data management

.....

Pre-built engineered system for DBaaS and AI workloads

.....

Sovereign AI: Critical industries with sensitive information “bring the models to the data”

EDB POSTGRES AI

JPMorganChase

OPPORTUNITY: UNIFIED QUERY ENGINE

MOVE FROM DATABASE TO DATA PLATFORM IN POSTGRES
- COMBINE STRUCTURED/UNSTRUCTURED & DIVERSE WORKLOADS

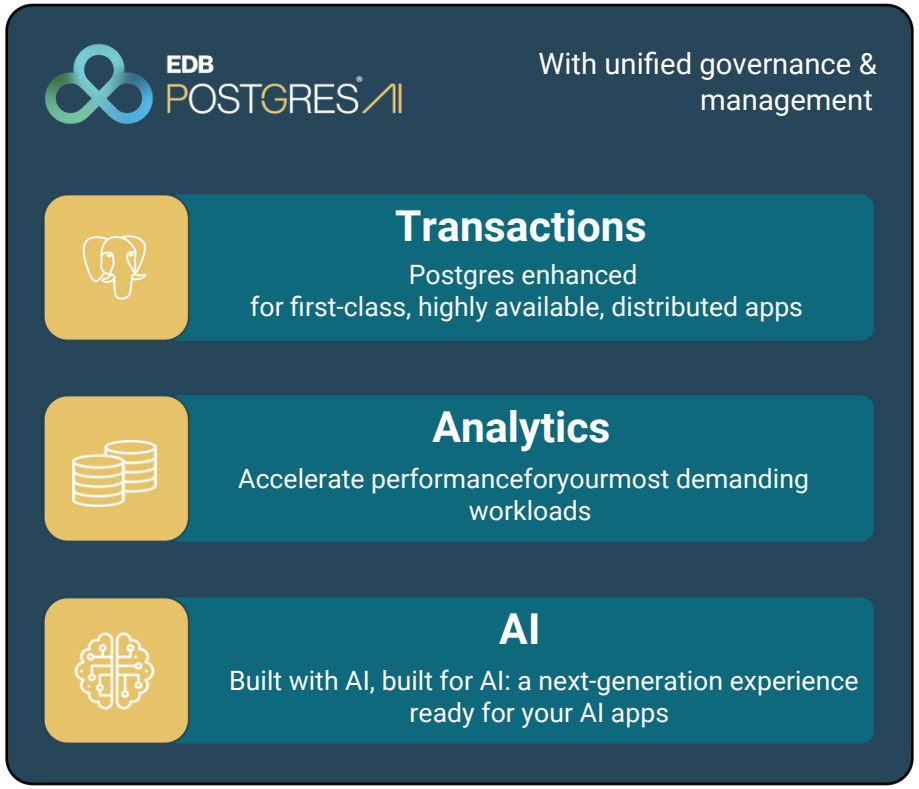
PRIOS
- RESILIENCY
- CONTROL & SECURITY
- ADDRESS COMPLEXITY
- PORTABILITY

Challenges

- Too many query engines
- Governance gaps
- Legacy silos and modern data stack fragmentation

EDB Postgres AI Solution

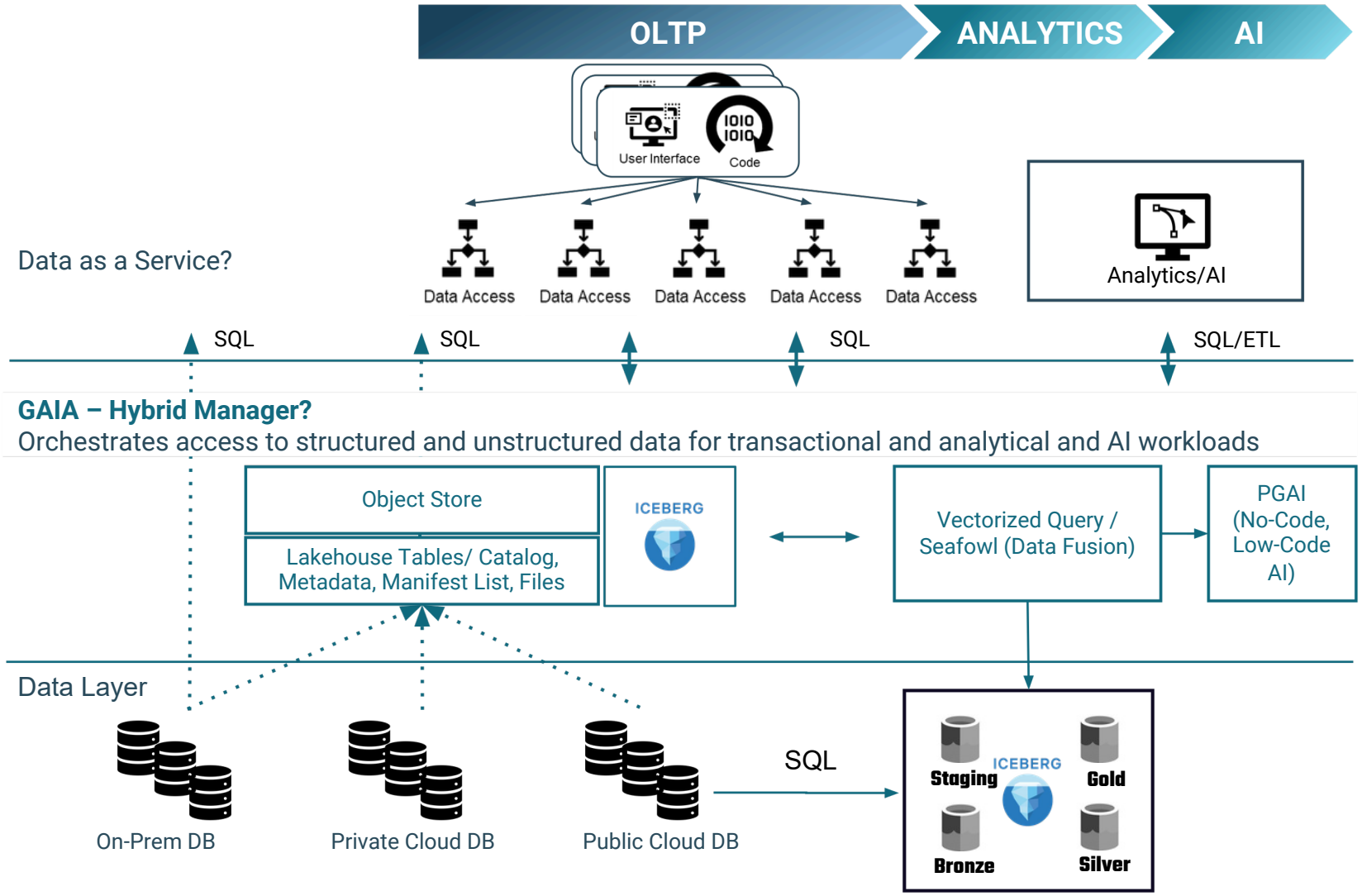
- **One platform** for querying across all data
- **Familiar Postgres interface**, no new skill sets required
- **Real-time data processing:** Improve efficiency, flexibility, scalability, and security



- **Building on Postgres**'s industry-renowned transactional workload support
- Postgres is extended for analytics workloads with significantly **faster** performance than traditional
- Data warehouse quality of service on **cheaper** storage without the need for expensive ETL
- **Reduced complexity** with a one-stop Postgres solution for transactions, data warehouse, and advanced analytics for AI-infused applications

SIMPLIFY DATA MANAGEMENT & MOVEMENT

PRIOS
- RESILIENCY
- CONTROL & SECURITY
- ADDRESS COMPLEXITY
- PORTABILITY



Value Proposition:

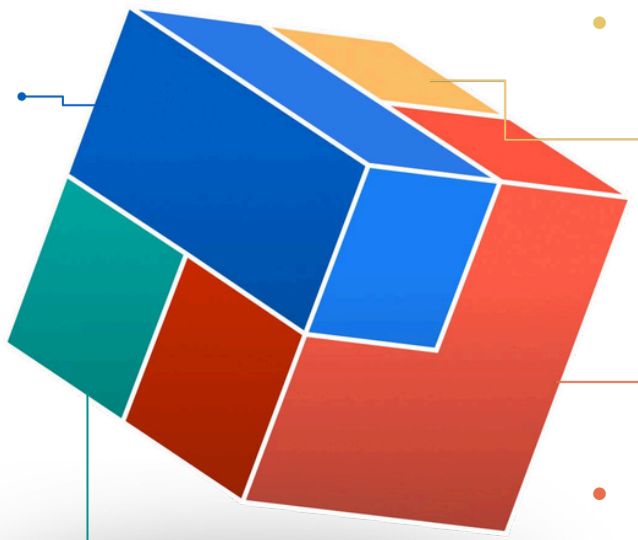
- Unified data interface across workload types and agentic/conversational AI applications
- Disaggregate storage and compute to allow independent scaling, leverage tiered storage for cost optimization of aged data
- Postgres observability with key KPI/metrics on a single pane of glass across systems
- Reduced TCO, complexity; improved sustainability

HYBRID & WORKLOAD PORTABILITY

PRIOS
- RESILIENCY
- CONTROL & SECURITY
- ADDRESS COMPLEXITY
- PORTABILITY

MODERN DATABASE ESTATESAREMULTIDIMENSIONAL
(and can be complex to deploy/manage and consume)

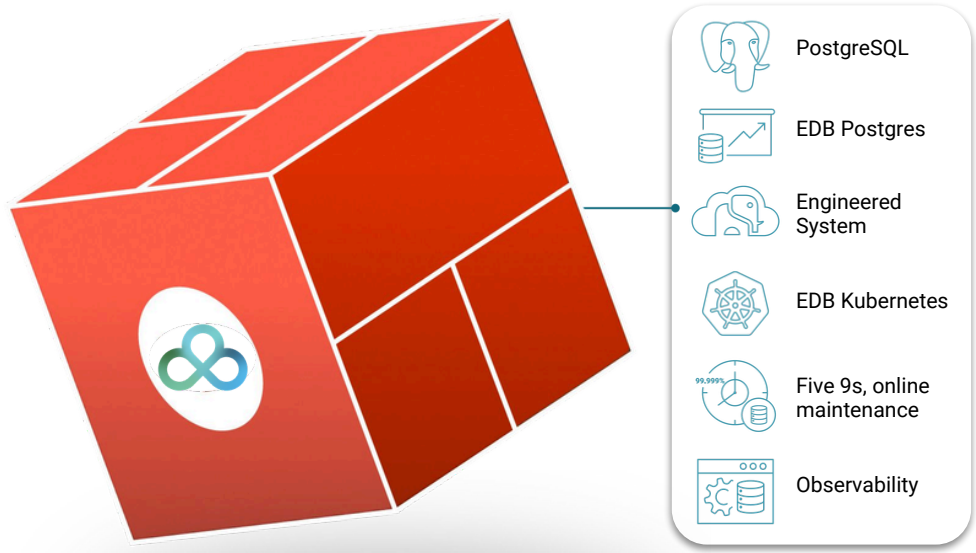
- You're managing Postgres **on premises**, in **AWS**, in **Azure**, in **GCP**.
- The required **skill sets** to deploy/ manage are simultaneously **multiplied** and **duplicated**.
- You're maintaining **multiple builds** because not all features/extensions are supported in all environments.
- **Monitoring** is inconsistent.



- The **pricing** is **inconsistent**.
- Real **costs** are inconsistent.
- Your **consumer experience** is inconsistent.
- You're **throttling** your **time-to-market**.

THE EDB APPROACH

- **EDB** has the databases, tools, and people to enable you to run Postgres **consistently anywhere**.
- Enable deployment on premises & hyperscaler deployment plus multi-cloud support—with consistent binaries & user interface.



- Single pane of glass to deploy, operate, and maintain your Postgres estate, on premises or in cloud or simultaneously in both

Migration Decisions

Finding a PathForward

Tools and Processes

Mobilize Migration for Your Organization

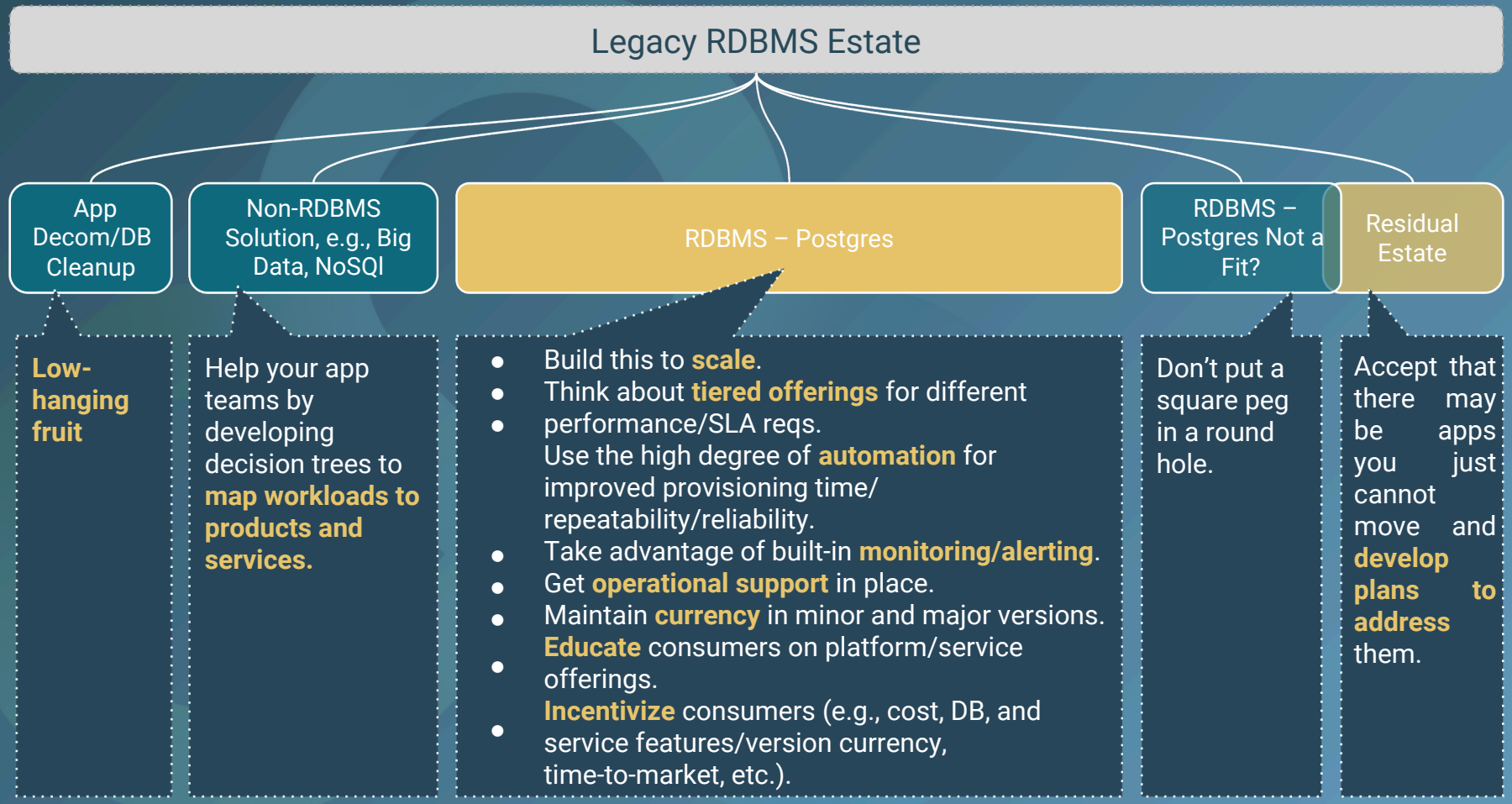
WHAT IS THE RIGHT PATH FOR YOU?

Thereare **many options**to reduce/exit a legacy database estate.

Our experience is that there is value in customers **investing (up front) time** to evaluate.

Understand which are **most applicable** to you.

Determine **readiness** of target platforms.



EDB MIGRATION TO POSTGRES JOURNEY

1 2 3

PREMIGRATION

DISCOVERY

- Drivers + Goals Validation
- Scope/Timeline/Priority
- Estate-Wide Assessment

BUSINESS CASE

GO/NO GO?

MOBILIZING

ESTABLISH PROGRAM

- Stakeholders, Governance
- Metrics and Targets
- Socialize

DESIGN + BUILD TARGET PLATFORM

DESIGN THE PROCESS

- Migration Process Definition
- Test / Iterate with Pilot Apps
- Teams, Roles/Resps

BUILD/MAINTAIN MIGRATION DEMAND PIPELINE AND SCHEDULE

EXECUTION

STEPS PER APPLICATION

- Detailed DB Assessment
- Schema Remediation
- Data Migration
- App Tier Remediation
- System + Application Test
- Performance Tuning
- Integration Testing
- Env Lifecycle Testing
- Prod Go-Live
- Legacy Env Decommission

EDB POSTGRES AI

JPMorganChase

JOURNEY OVERVIEW BUSINESS CASE

Generate a **graphical view** depicting movement of run **costs over time** and **saving/avoidance opportunities**.

<customer> MIGRATION ROI MODEL

This model provides customers with an estimate of cost savings that can be achieved by migrating from Oracle to Postgres. It is based on several assumptions and is only a preliminary estimate. A more comprehensive analysis, considering the customer's specific circumstances, is required for a more accurate result.

[+] INPUTS

Customer Estate Information
EDB Subscription Choice
EDB Support plan Choice
EDB Variables
Financial Model Parameters

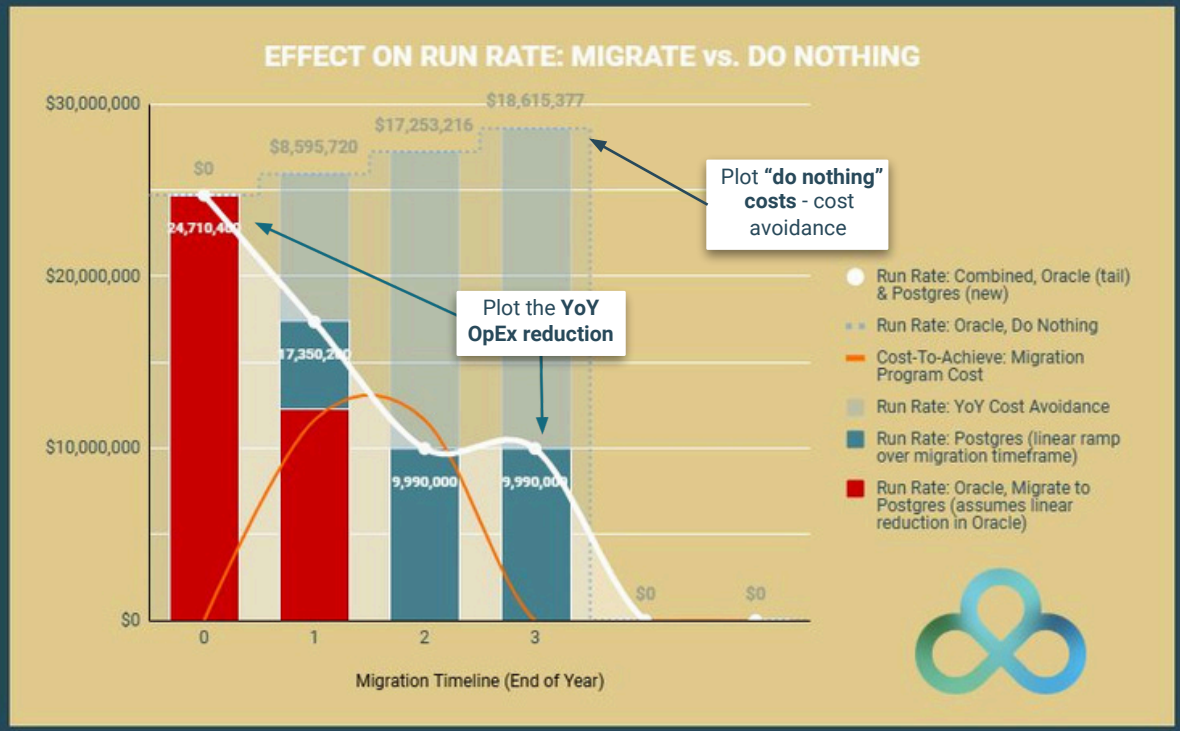
RESULT

For 1,000 applications, 6,000 databases, 24,000 cores of Postgres and 0 cores of PGD

(RECURRING) ANNUAL OPEX REDUCED FROM TODAY BY	60%
from	$24,710,400
to	$9,990,000
$$ reduction of	$14,720,400
CUMULATIVE COST AVOIDANCE OVER TERM	$44,464,313

COST TO ACHIEVE

Include DB only	☑
Include App also	☐
Deduct any cost that would be incurred anyway, e.g., Oracle version upgrade	☐
(ONE-TIME) MIGRATION COST	$23,296,500
Return on investment in year	2



MOBILIZING YOUR ORGANIZATION

TECHNICALCAPABILITIESAREKEY,BUTMAKESUREYOU **BUILD SUPPORT**

SOLIDIFY your **MIGRATION GOALS**

Are your **TARGET DB PLATFORMS** ready?

PROGRAM APPROACH (top-down, organic growth, other?)

STAKEHOLDERS and GOVERNANCE

BUSINESS CASE, contractual options and migration effort **FUNDING**

Define **METRICS**, set targets, and implement **TRACKING**

SOCIALIZE process, new platform capabilities; build pipeline

Mobilize **TECHNICAL MIGRATION PROCESS**

Application community **ENABLERS** and **INCENTIVES**

Partner with **OTHER INITIATIVES?** E.g., EOL remediation?

Topics can be workshopped with customers as required

Thank You

Please complete the survey for EDB Days Track 1 now.