

ASK THE EXPERT:

How Database Transformation Accelerates  
Your Business Journey

**14th September 2022**

# OUR SPEAKERS



HOST

**Kevin Li**  
Director Sales  
Engineer, EMEA



SPEAKER

**Herve Timsit**  
GM & VP, EMEA

# About me



- GM & VP, EMEA
- Experience on Open Source
- IT Market
- Why EDB

# AGENDA

- What are the Database Management Challenges – and How to Solve Them?
- Why Open source & Postgres?
- What are the benefits?
- Real-life case studies of Postgres in action



**Best question to win €25 giftcard!**

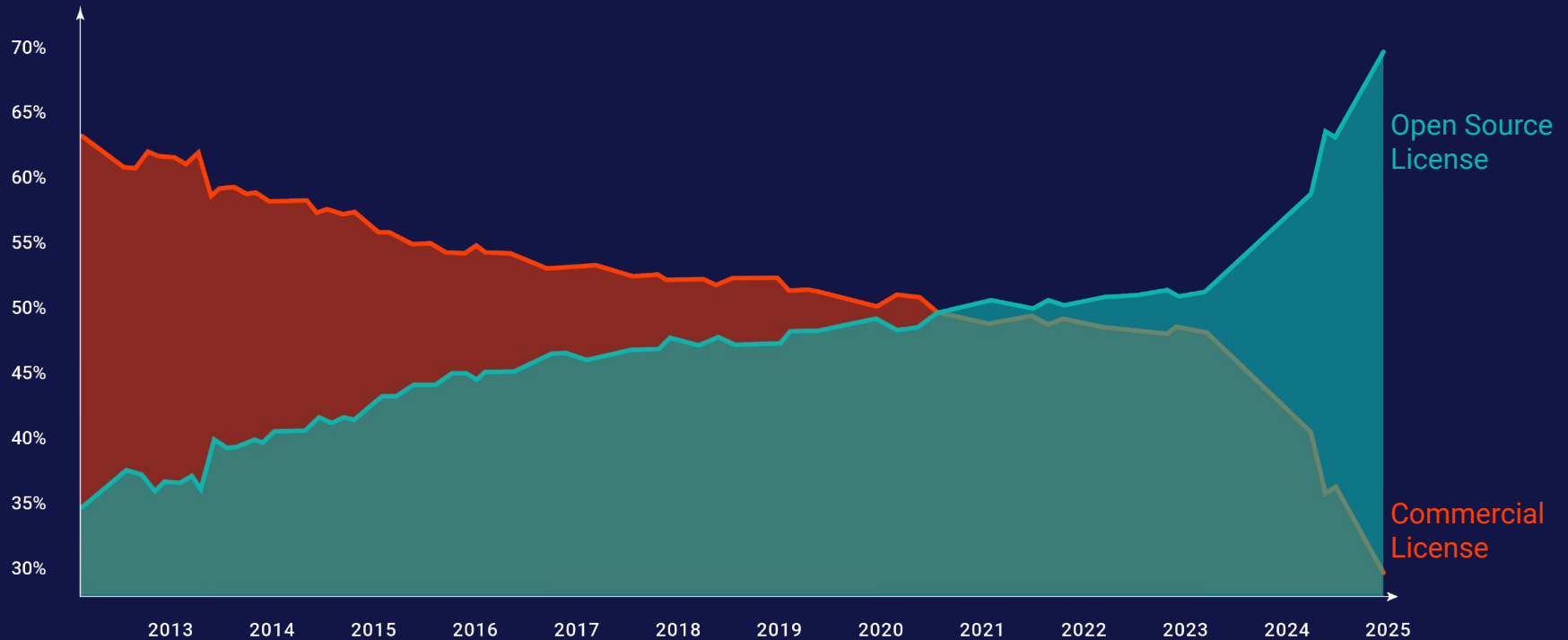
Winner to be selected at the end of the webinar by the speaker.



# Why Open Source

# A TIPPING POINT

## Open source database licences now outpace legacy



source: db-engines, IDC





# Why Postgres

# A NEW WORLD HAS EMERGED

Companies must shift to new **digital** operating models to compete and **stay relevant**

- Data is the currency
- Data ownership is an economic advantage
- Databases are a strategic asset



# POSTGRES IS THE DRIVER OF THIS TIPPING POINT

## The Standard

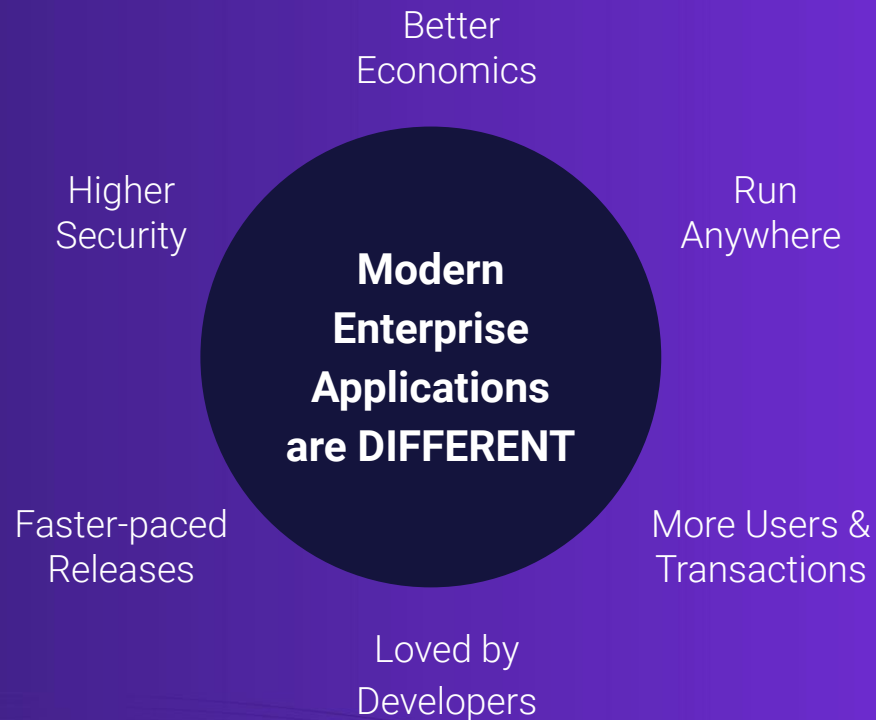
Postgres is the  
database of choice

- #1 Fastest growing database platform
- #1 Most loved database by developers
- #1 Largest developer community



WHY IS THIS  
HAPPENING?

Applications must  
be **modernized** to  
stay **competitive**



# MODERN APPLICATIONS MODERN DATABASES

The Postgres technology and community are **uniquely suited** for powering modern enterprise applications

## Range of Applications and Use Cases

- System of record, support for modern data types

## Unbeatable Tech Foundation

- Performance, reliability, enterprise scale, security

## Better Software, Faster

- Continuous pulse of innovation, power of the crowd

## Large Talent Pool

- Vibrant open source development community

## More Freedom

- Unencumbered by lock-in, more vendor options

# THE GREAT ACCELERATION

Why are companies **not**  
powering more modern  
enterprise applications  
with Postgres?



# KEY QUESTIONS FOR ACCELERATION

How do we **power more** modern enterprise applications with Postgres?

How do I **choose and prioritize** the right applications?

How do I **manage** hundreds or even thousands of Postgres databases?

How do I harden resiliency with above average **availability** at five 9s?

Can I run applications **where** they make most sense? Multi-cloud, on-prem, hybrid?

How do I **migrate** from a legacy database to Postgres?

Where do I find Postgres best practices and **Tier 1 expertise**?

How do we know if we are doing the best we can with Postgres?

# Why EDB



Accelerate your open source transformation

**Business leaders  
who see data as  
strategic**

**Technologists  
who want the  
most versatile  
technologies**

**CFOs who want  
to free up budget**

We know closing the gap  
requires a

**Postgres  
Acceleration  
Strategy**

for powering modern  
enterprise applications

- **Business Continuity**
- **Risk Mitigation**
- **Cost Saving**
- **Retain & Attract talent**
- **Flexible Deployment Choice**
- **Customer Satisfaction**



## The heartbeat of Postgres

**75% of F500** Postgres customers

Most strategic usage

**30%** of Postgres code contributed

Source of innovation

**1400+** Global customers

Customer requirements influencing the future direction of Postgres

**>300** Dedicated Postgres engineers

Unparalleled expertise

**3 of 7** Postgres Core Team Members

Central source of community influence and expertise







# Customers use case



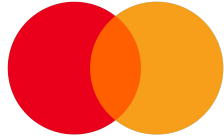
# Success Stories



Department  
for Work &  
Pensions



**FNB**  
First National Bank



mastercard



**LONDON**  
& PARTNERS





# LONDON & PARTNERS **London & Partners**

## Use case

### Company profile

London & Partners ([visitlondon.com](http://visitlondon.com)) is the business growth and destination agency for London. Their mission is to create economic growth that is resilient, sustainable and inclusive. First organization brings together tourism and convention outreach, as part of that leadership, the agency relies on technology and innovation to generate and deliver a consistent, rich and value-driven brand experience at every stage of a visitor's engagement.



Multi-Version Postgres Upgrade While Migrating to the Cloud without disruption



20-30% increase in website traffic, but development team, it was business as usual

### Summary

Use Case	Upgrade & Migrate to Cloud
Workload	Web search / Cloud
Application Name	Visitlondon.com search website
EDB Tools of Interest	Community 360 + Remote DBA

### Challenges

- “visitlondon.com is really a shop window for London, we need that database to be up, available and responsive 100% of the time
- In-house database architect left, require remote DBA support
- Upgrade while migrating to Cloud

### Results

- Complete cloud migration to Azure & Upgraded to Postgres 12 without disruption
- EDB Remote DBA to free internal time & resources
- Eliminates the stress of maintaining always-on, always-performant application
- Support 2 million visitors on complex search

### Quote

“Every time we have an issue with the database, it's been solved very quickly. Usually we don't even have to tell them something's wrong—they've addressed issues even before we're aware of them.

*Cadavid Somoza, Senior Software Development Manager*





# stc pay STC Pay (FinTech)

## Use case

### Company profile

Middle East's leading digital wallet, STC Pay offers innovative digital fintech and payment solutions to customers throughout the region. Founded in 2018 and headquartered in Riyadh, Saudi Arabia, the payment software provider is "determined to build a digital economy in which all customers' finances are safe, secure and simply fulfilled."



Modernizes Software Architecture While Reducing Risk and Lowering Costs with PostgreSQL



Builds customer trust with consistent & reliable payment platform

### Summary

Use Case	Migration & High Availability
Workload	OLAP
Application Name	Core FinTech Application
EDB Tools of Interest	EDB Failover manager, Enterprise Manager

### Challenges

- High Availability and Security were top priorities
- Handled massive amounts of data and hosted a large number of transactions on a daily basis
- Guaranteeing payment information was kept secure

### Results

- Migrate core application on MS SQL to Postgres
- Constant uptime and accessibility
- Lower the database costs without putting financial strain on the company
- Rapid, Reliable, "Always On" customer experience

### Future

- Support user growth from 700k to 8 million
- Attract talent to build new team



THANK YOU FOR  
ATTENDING!