

EDB PARTNER ACADEMY:

MILAN

6 MAY • MILAN



Agenda

TIME	DURATION	SESSION
10:00	30 min	Arrival and Networking
10:30	15 min	Welcome & Leadership Opening - Marco Cesare (MED Region Lead)
10:45	15 min	The Opportunity, The Pathway, and How to Make Money - Andrea Fumagalli (Enterprise Lead)
11:00	15 min	EDB Postgres Al - The Business Value Driver - Roberto Serravento (Public Sector Lead)
11:15	30 min	EDB Postgres Al - The Technical Solution - Davide Tammaro (Senior Sales Engineer)
11:45	15 min	Break
12:00	60 min	EDB Postgres Al - The Technical Solution Cont'd & Roadmap - Davide Tammaro (Senior Sales Engineer)
13:00	20 min	The Customer Journey - Roberto Serravento (Public Sector Lead) and Andrea Fumagalli (Enterprise Lead)
13:20	10 min	Action Takeaways: Moving Forward Together - Marco Cesare (MED Region Lead)
13:30 EDB Postgres for the Al Generation	60 min	Lunch ©EDB 2025 – ALL RIGHTS RESERVED.
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Welcome & Opening



Marco Cesare
MED Region Lead



The Opportunity, the pathway and how to make money



Andrea Fumagalli Enterprise Lead



From Postgres the database to **Postgres the platform**



Postgres is the most desired

35% of enterprises (150+ employees) will consider Postgres for their next project.*



EDB remains the leading contributor to Postgres

150+ database engineers3 core team members6 committers20+ named contributors



Transactional Postgres is not enough in today's market

Moving beyond transactional: Al & analytics are key

New lakehouse & Al capabilities for analytics and Gen Al development. Seamless synchronization of data from transactional stores to lakehouse



New Hybrid by design for enterprise customers

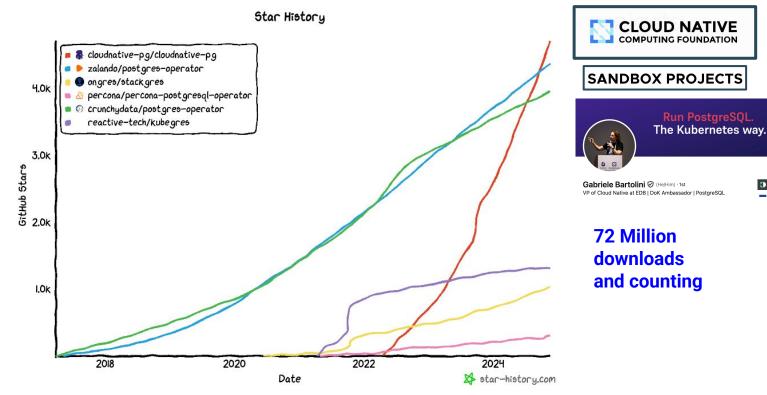
New hybrid control plane

streamlines provisioning, operations, and maintenance with a consistent user experience across on-premise and public cloud.

New form factors support on-premises, hybrid, and public cloud environments.



The world's most popular Postgres operator for Kubernetes





Did you know?



More than 50% of the current users of PG have less than 5 years of database experience.



State of Postgres Survey

In fewer than three years, 15% of the economy will be dependent on the way AI and data interact. That's 1 in 7 dollars in the economy.



The world is evolving ... Are you?



Join the \$80B database market with EDB The Leader in enterprise-grade open-source PostgreSQL solutions.

Let's grow bigger deals, faster, together.

Al + Data = \$ Every Day











STORAGE

SERVICES

NETWORKING

SERVERS

APPS

The

CONSULTING



SOFTWARE LICENSES



SECURITY



RENEWALS



THE OPPORTUNITY



35%

Thirty-five percent of Enterprises will consider Postgres for their next project



#1

EDB, Enterprise DB is the Number One Contributor to the fastest growing and most loved Db (StackOverlow) in the world

THE TIMES THE SUNDAY TIMES

How the UK is poised to become an Al and data platform leader



The Growth Mindset:
The Hidden Driver of Al
Success



Seeing the Future Clearly: Why Your AI and Data Need the Right Lens



2025 in Focus — 5 Key Predictions for the Future of Data and Al Sovereignty



The 20 Coolest
Cloud Software
Companies Of The
2025 Cloud 100

INTERNATIONAL BUSINESS TIMES

Is Data And Al Sovereignty
The Defining Debate Of
2025?

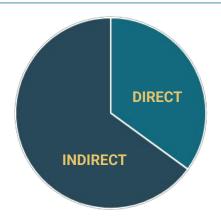


67%

Sixty seven percent
Of enterprise grade
workloads are living in a
sovereign (Hybrid)
architecture

71%

Seventy-one percent of Enterprises using Postgres are infusing these workloads with Al



EDB GTM INVESTMENTS GOING FORWARD





Source: 2024 research EDB

EDB Postgres AI - The Value Driver

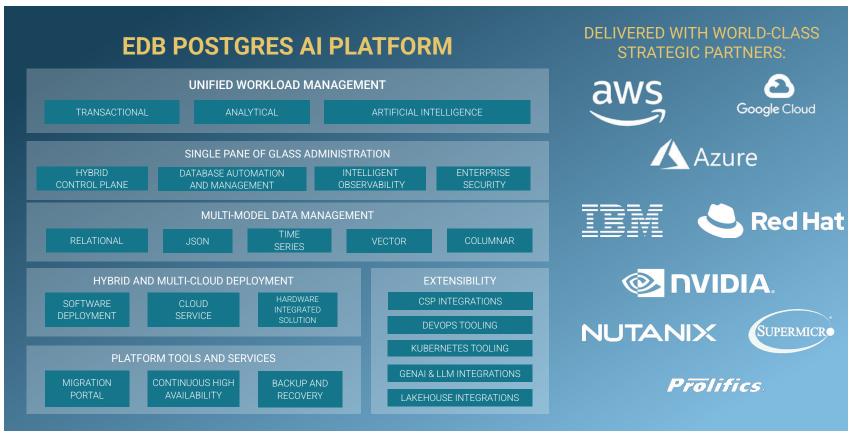


Roberto Serravento Public Sector Lead



What if you could access transactional, analytical, and AI data systems across cloud, hybrid, and on-premises environments — all through a single pane of glass?







Fit application and business requirements the Enterprise way

EDB Community 360 Plan

Protect PostgreSQL with EDB Expert Support

Ideal for organizations with an OS first strategy as well as those using PostgreSQL for admin and operational applications

EDB Standard Plan

Strengthen and extend PostgreSQL with enhanced security, resiliency, reliability and optimization

Perfect for organizations that want to use Postgres with best of breed tools for business-critical applications

PostgreSQL Transparent Data Encryption PostgreSQL

- Open Source Tools
- Community PostgreSQL
- EDB & Community Support
- Cloudnativepg Kubernetes Operator

- Open Source Tools
- Community PostgreSQL
- EDB & Community Support

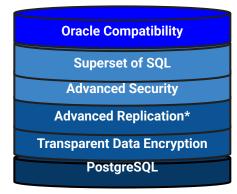
Advanced Replication*

- EDB Postgres for Kubernetes
- EDB Tools & Extension including PEM
- EDB Postgres Distributed Add-on*

EDB Enterprise Plan

Migrate costly Oracle workloads to Postgres or elevate Postgres to enterprise-grade with advanced security, reliability and much more.

Best choice for Oracle modernization and savings, mission critical applications and systems of record.



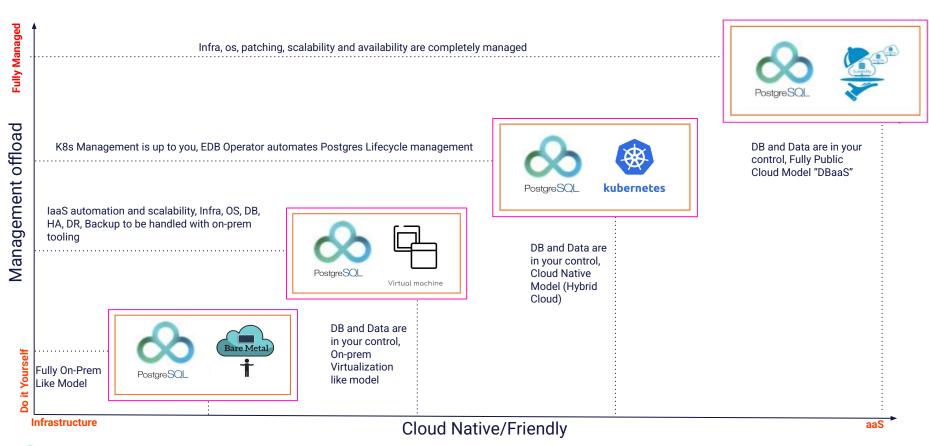
- Open Source Tools
- Community PostgreSQL
- EDB & Community Support
- EDB Postgres for Kubernetes
- EDB Tools & Extension Including PEM
- EDB Postgres Distributed Add-on*
- EDB Postgres Advanced Server



		SUBSCRIPTION PLAN			
		PREMIUM	PRODUCTION	BASIC	
AVAILABILITY		24 hours x 7 days	24 hours x 7 days	8am - 6pm / Mon - Fri	
Initial Response Service Level Objective	Severity-1	15 minutes	30 minutes	N/A	
	Severity-2	30 minutes	60 minutes	N/A	
	Severity-3	60 minutes	2 hours	4 hours	
	Severity-4	1 business day	1 business day	1 business day	
Remedy Service Level Objective	Severity-1	4 hours	24 hours	N/A	
	Severity-2	8 hours	48 hours	N/A	
	Severity-3	10 business days	15 business days	20 business days	
	Severity-4	30 business days	45 business days	60 business days	
Resolution	Severity-1	24 hours	N/A	N/A	
Service Level Objective	Severity-2	5 Days	N/A	N/A	



EDB Postgres Hybrid Portfolio & Services





Analytics Acceleration

Legacy Modernization

18X cost-effective

Object storage vs. solid state drives (SSDs)

30X

faster

On average for analytical queries compared to Postgres Migrate in

less than 20 days

95%

Reduction in application rewrites

5X smaller On disk Lakehouse tables vs Postgres tables and indexes

99.999%

Availability with geo-distributed, active/active clusters

4.22X



On average for queries per second compared to other vector databases

80%

Reduced TCO versus traditional commercial databases





EDB PostgrestA











CUSTOMER SUCCESS STORIES

Meridian Delivers
the Future
of Customer
Service with EDB
Postgres AI











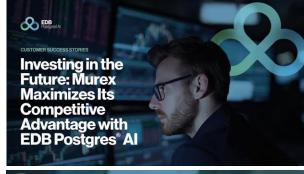
























5 TARGET CUSTOMERS

EDB Postgres Superpowers

SOVEREIGN CONTROL

Cloud service automation in private customer-controlled environment (Hybrid DBaaS)

LEGACY MODERNIZATION

Oracle compatibility mode and migration assistance.

Up to 7x lower TCO (McKnight)

SECURE SUPPLY CHAIN

Mitigate open-source vulnerabilities.
Software Bill of Materials

HYBRID OBSERVABILITY

Monitoring and management across clouds and on prem.Up to 30% productivity boost

GLOBAL HIGH AVAILABILITY

Up to 99.999% uptime. Active/active distributed clusters serving global users

AI ACCELERATION

Power GenAl and Agentic Al with sovereign Postgres.Up to 4x performance

ENTERPRISE SECURITY

Protect your data: Transparent data encryption, SQL protection, audit

CLOUD-NATIVE DEPLOYMENT

The #1 most popular Kubernetes operator.
PG on K8s with confidence

ANALYTICS ACCELERATION

Consolidate petabyte-scale analytics workloads in Postgres. Up to 30x faster queries



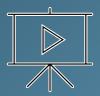
EDB Postgres Al -The Technical Solution



Davide Tammaro Sr. Sales Engineer

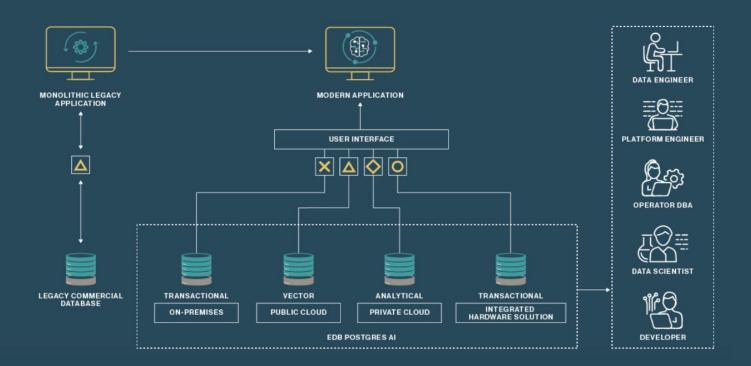


Legacy Modernization





Legacy app modernization at a glance





Unlock powerful business outcomes



Grow revenue Increase ROI, release legacy licensing budget, faster GTM for new apps and services to beat the competition.



Innovate faster Capitalize on new transactional, analytical, and AI workloads. Enable engineers to move faster with open source and cloud-native technologies.



Operate Efficiently Zero-risk migrations that reduce TCO, expand deploy options, and promote the development of AI and omni-data applications.

Why do legacy application modernization efforts fail?



Vendor Lock-In

- Legacy apps are often only compatible with commercial relational databases with high legacy licensing costs
- Difficulties integrating with modern tools



Security and Compliance

- Support for older systems slows as technology progresses
- Community PostgreSQL is great, but the latest security capabilities are only available in commercial software



Innovation Needs

 Legacy apps lack accessibility, interoperability, and cost benefits provided by open standards



What do we have to demonstrate today?

Oracle Migration Portal + Compatibility Assessment + Migration Tools

Demo: Accelerate Legacy App Modernization

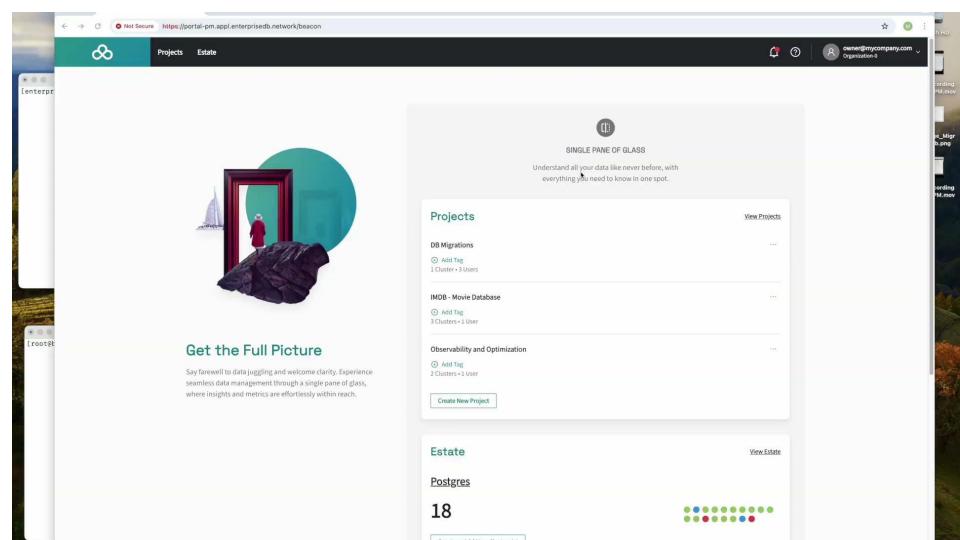
- Viewing migration assessment on Migration Portal / HCP
- Migrating data from Oracle database to EPAS



Demo







RESULTS

Get the fastest on-ramp to Application Modernization with EDB Postgres Al Oracle Compatibility and Migration Tools 80%

TCO savings vs. Oracle licensing

<20 days

Oracle database migration cycles

95%

Application rewrite reduction

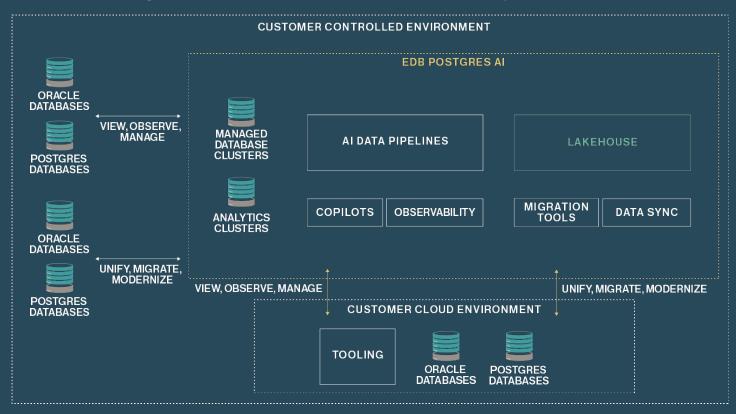


Hybrid DBaaS





Hybrid DBaaS at a glance





Unlock cloud agility in any environment



Operate efficiently through centralized management, observability, and automation. Simplify complex management of disparate systems and day-to-day operations to do more with less resources in your environment of choice – public or private clouds, multi-cloud, or on-premises.

DBAs spend **30-50%** of their time on administrative tasks



Key Challenges



Complex Hybrid Management

- Data lives across clouds and on-prem deployments
- Growing database environments are hard to track
- Data sprawl makes administration daunting



Lack of Deployment Flexibility

- Public cloud lock-in from cloud DBaaS solutions
- Legacy infrastructure lacks compatibility with modern OSS stacks and limits innovation



Untapped Value (Performance and Cost)

- Problematic queries stifle performance
- Lack of visibility slows decision making
- Cloud is costly but on-prem solutions lack agility



Enabling a Hybrid DBaaS can help customers...



Grow with Flexibility and Data Sovereignty

- Deploy on your environment of choice
- Enable efficient, hybrid environments
- Prevent data sprawl with a single solution



Improve Operational Efficiency

- 30% productivity boost
- Simplify management of 1000s database clusters
- Deploy in minutes, not hours or days
- Ensure 99.999% availability



Take Action Faster

- Enhance visibility into 200+ metrics
- Accelerate app performance up to 8x
- Identify problems and bottlenecks up to 5x faster



Maximize ROI

- Consolidate workloads, eliminating legacy fees and cloud consumption
- Enable DBAs to manage more databases with less effort
- Achieve up to 90% better value than cloud databases



Demo





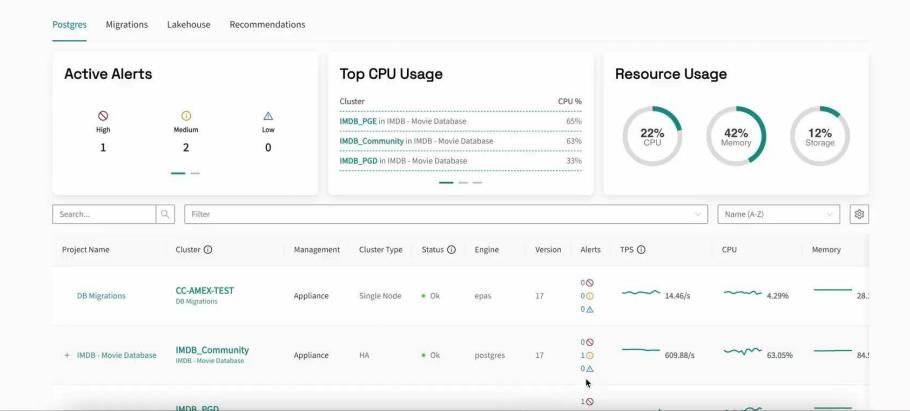






Estate





RESULTS

Optimize your hybrid strategy with more efficient operations, lower costs, and higher performance.

30% boost

to operational productivity

5X

faster

problem identification v. command line tools and scripts

8X

faster

application performance using query diagnostic recommendations

90%

value when running on dedicated hardware

better



Sovereign Al





Solve these challenges with EDB Postgres Al



Full control

- Cutting-edge GenAl with strong data governance
- All data and models in a controlled, observable environment



Greater flexibility

 Flexible, private deployment options cloud, on-prem to respond to market, regulatory, or operational changes



Security and compliance

 Enable AI functionality without exposing sensitive data to the cloud to ensure regulatory compliance and minimize security risks

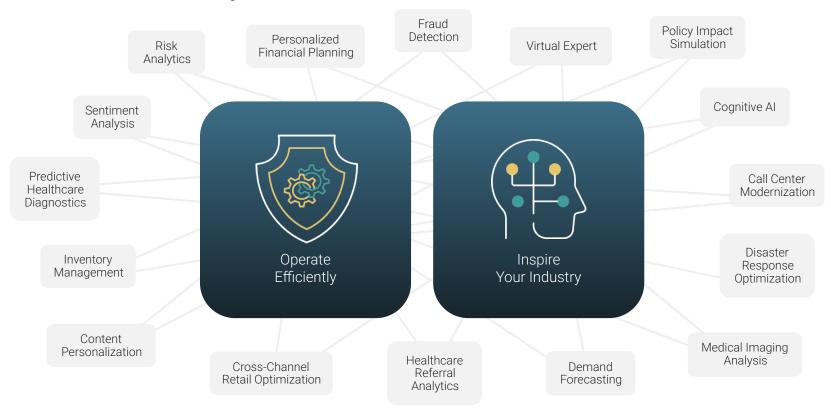


Greater ROI and reliability

- Zero cloud access fees
- Up to 90% better price-performance vs. cloud compute



What value can your data unlock?





See how EDB delivers Sovereign Al

Simplify and accelerate end-to-end generative AI with EDB Postgres® AI and Griptape.

Virtual Expert
Chatbot

EDB Postgres AI Accelerator

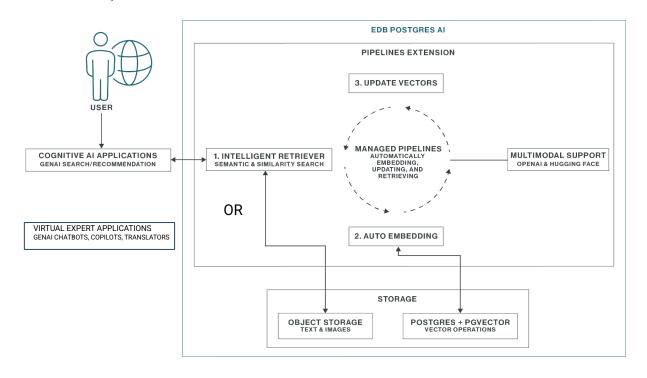
Agentic Al

EDB Postgres Al Accelerator with Griptape





Virtual Expert Chatbot





Demo







land Manageral Property

Deliver private GenAl inferencing where your data resides, ensuring complete control over Al operations.

4.22X faster



on average for queries per second compared to vector databases

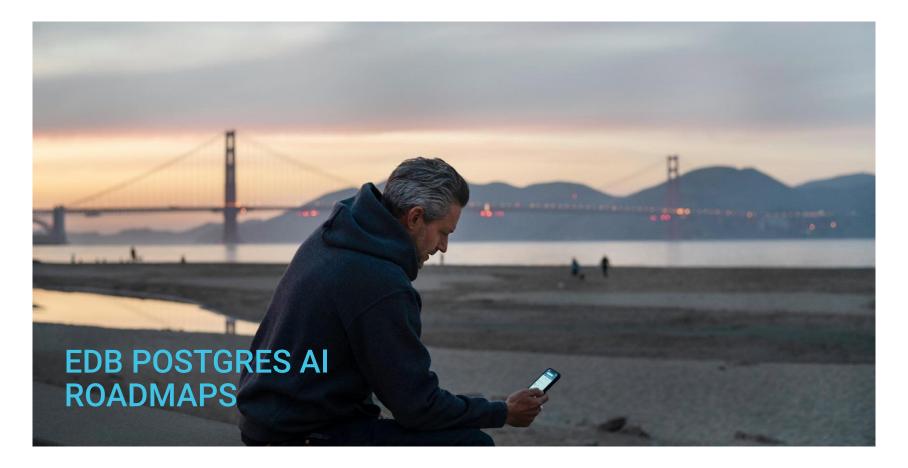
5 lines of code Instead of 135+

accelerate vector workflows for faster testing and production deployment of GenAl

90% better

value when running on dedicated hardware





Legacy App Modernization

1H 2025 Generally Available (Q2) **EDB Postgres AI - Software & Hardware Deployments** ROADMAP A centralized management, automation, and observability solution for transactional, analytical and AI workloads. Deployed Anywhere. Kubernetes-Optimized Al Accelerator with Griptape Simplified High Large-scale warehouse analytics **Backups & Simplified** Availability with PGD with Greenplum Faster time-to-market to **Upgrades** improved compatibility accelerate GenAl Analytics Accelerator: Faster 5x Faster workloads on Postgres **Automated** Oracle time to insights with open Troubleshooting with Migration Assessments **WatsonX LLM Support** Lakehouse analytics **Query Diagnostics** Integration for Flexible & Simple High customers to bring their **Availability Architectures** data to foundation models of their choice Reduced Risk with 5 9s of Availability & 30% Boost in Operational Efficiency 5 lines of code compared to 100s 30x Faster Analytical Queries **Reduced Cost for Migrations** 2H 2025 Proactive fixes with Reduced downtime & **GPU Acceleration for AI Search** Petabyte-scale warehouse Migration Co-pilot risk with Blue/Green analytics reducing the level of Model serving for more Deployments effort for customers complex workloads like Faster time to business audio and video LLMs Multi-cloud insights with Greenplum observability for your BI integrations database estate **End to End AI Observability Performance Co-pilot:** Monitor GenAl Index & statistics workloads, measure recommendations performance, & reliability

Sovereign Al

Omni-Data Platform

Hybrid DBaaS

Recap & The Customer's Journey



Andrea Fumagalli Enterprise Lead



Roberto Serravento Public Sector Lead



Unlocking Business Value with EDB Postgres Al

- Drive Revenue: Modernize with scalable database technologies.
- Drive Operational Efficiency: Reduce complexity with automation.
- Innovate Faster: Empower faster time-to-market for applications.
- **Inspire Industries**: Enable leaders to set benchmarks with AI and data strategies.

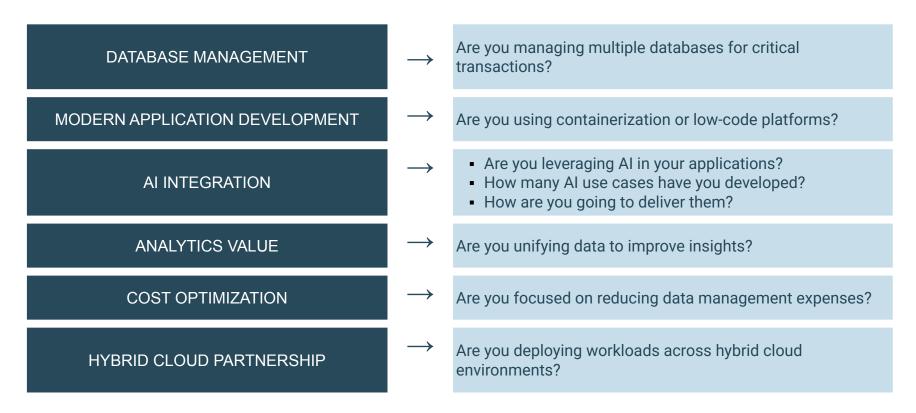


Look in these industries

- Financial Services: Ensuring secure and reliable financial transactions.
- Telecoms: Powering large-scale Telco infrastructure
- Gov/Federal: Enabling secure IT infrastructure and modernization efforts.
- Industrial: Powering industry infrastructure and modernization efforts.
- Healthcare: Supporting critical applications in hospital systems.
- Retail: Running point-of-sale systems and customer-facing applications.

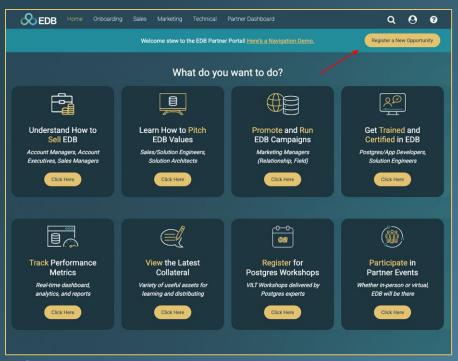


Ask these Questions to Uncover Opportunities with Your Customers





If you hear yes to any of the questions...



⇔ EDB	Home	Onboarding	Sales	Marketing	Technical	Partner Dashboard		Q	9	8
		We value	your feedb	ack Please t	aka a minuta t	o answer our two question survey.	Provide Feedback			
lew Dea	I							(Submit	Deal
Deal Details										
Deal Name *						Account *	Reques	New Ac	count	
						Please Select				•
Reseller Name *						Reseller Contact Name *				
Reseller Contact Email *						Reseller Contact Phone Number *				
Reseller Contact Business Title *					Reseller Website Address *					
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Opportunity Description *					Is Budget Allocated? *					
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Estimated New A	RR*					Subscription Type *				
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Who is the Product Competition? *						Does this need to Co-Term? *				
Amazon Aurora Amazon RDS Microsoft Azure Google AlloyDB					1	Please Select				~
Ctrl+click to select						How Many Development Cores?	*			
						How Many Product Cores?*				



Join the \$80B database market with EDB The Leader in enterprise-grade open-source PostgreSQL solutions.

Let's grow bigger deals, faster, together.



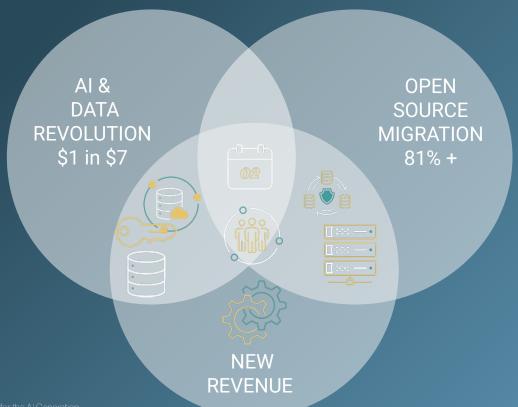
NEXT STEPS



Marco Cesare
MED Region Lead



This Is The Moment To Make More...



INFRASTRUCTURE From \$1 to \$2

MARGINS From 5% to 35%

COMMISSIONS From 7.5K to 60K





