



THE **NEW** IT ECONOMICS OF

INGRES

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Director Business Development, Ingres Corp.

Ingres Facts:

- 2nd largest independent Open Source Company worldwide
- Focus: business critical, open source data management
- There since 30 years!
- First worldwide Relational Database System (1974)
- Rebirth in November 2005
- Strategy: Community & Eco System
- 250+ employees
- 14,000+ commercial customers
- 58 countries



Michael
Stonebraker

Ingres – Business Critical Acknowledgement

Gartner

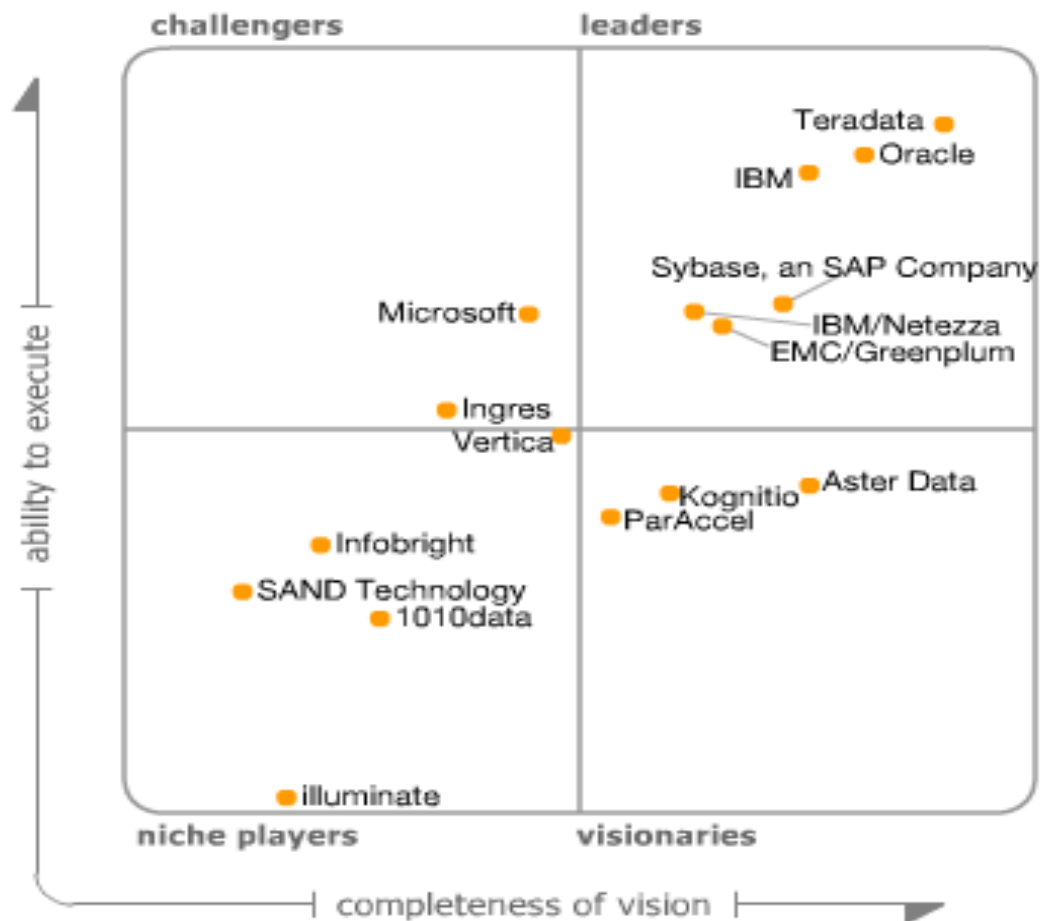
“The use of open-source DBMSs for mission-critical applications carries far more risk — [the exception is Ingres](#). Ingres has been available for over 25 years and has a broad base of customers with mission-critical applications today. Issues of scalability, reliability and maturity are not a problem for the Ingres DBMS.”

Gartner – Magic Quadrant, January 2011

“...Ingres is the [only one](#) of the open source RDBMSs that has functionality that make high availability and disaster recovery possible”

“Gartner - How Open Source Impacts the RDBMS, Jan 2009”

Gartner see's Ingres as Challenger!



As of January 2011

Agenda

Today's
Challenge

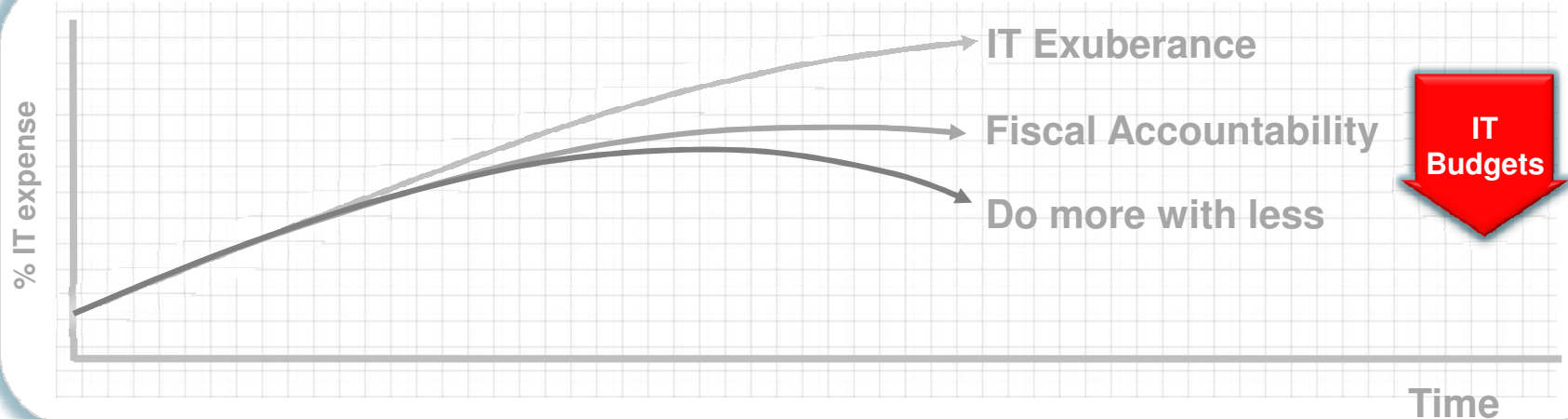
Old vs New
Economics

Vendor
Lock-in...
...and the
way out

The Path to
the New
Economics
of IT

Business
Critical
OSS

Today's Challenge

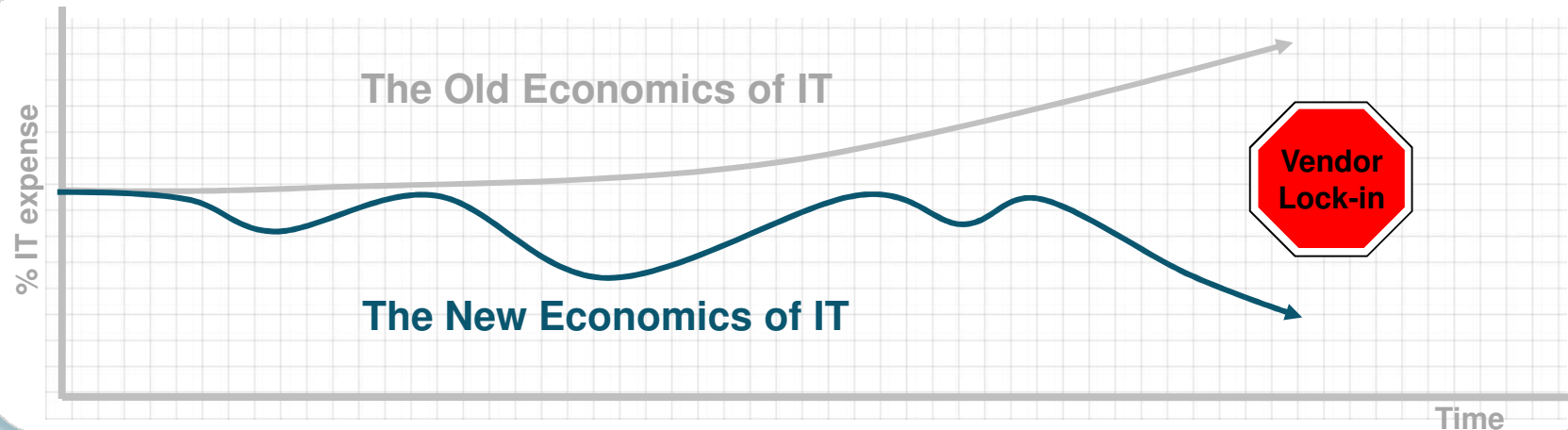


Where to make the cuts?...



Vendor Lock-in = Premium pricing for commodity technology

Old v's New Economics



The Old Economics of IT

- Premium pricing for commodity technology
- High up-front licenses
- Costs always escalating (renewal trap)
- Many hidden fees
- Only choice of support and maintenance
- Huge exit fees

Vendor
Lock-in

The New Economics of IT

- (CIO/CPO Investment preferences)*
- Commodity pricing (where appropriate)
 - No up-front licenses (releases capex)
 - Pay per use (matched to business needs)
 - Predictable on-going costs (no hidden fees)

To break the lock-in you need to understand what it is

Vendor Lock-In...

The collage features several news snippets and a central summary card. On the left, a snippet titled "Fury as SAP raises support costs" mentions that SAP users are angry over price increases and that SAP has raised support prices. In the center, a snippet titled "Oracle raises product prices by 15-20%" states that Oracle has raised the prices of its major products by between 15% and 20%. On the right, a snippet titled "Microsoft to raise Windows Small Business Server price 80 percent" indicates that Microsoft's price increase will be as much as 80%.

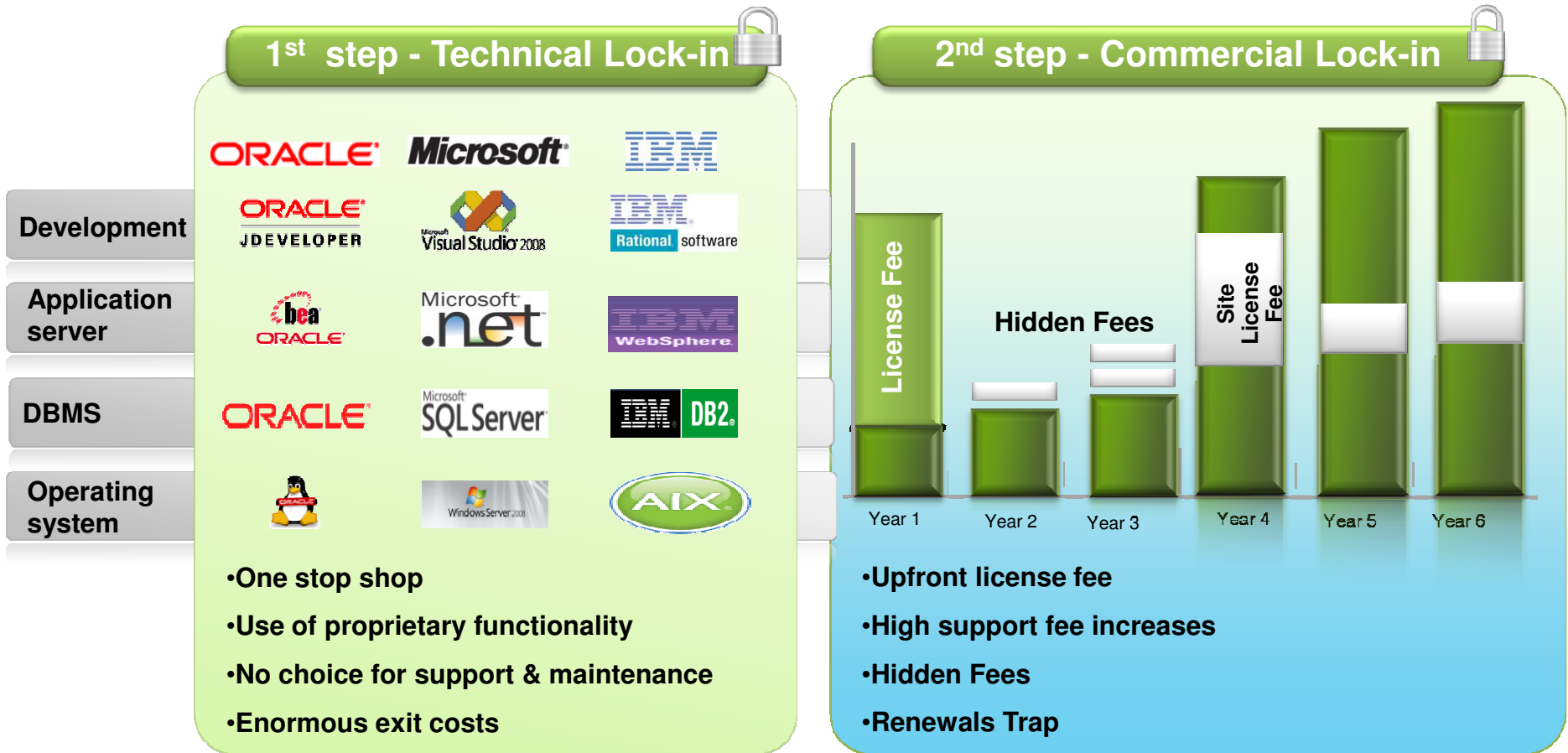
Oracle, SAP Raise Prices Because They Can
Source: [ZDNet](#) | Priority: [Maximizing IT Investments](#) | Topic: [Software](#)
Date Published: 6/24/2008 | Date Reviewed: 6/24/2008

TAKEAWAY: Oracle has raised the prices of its major product lines 15 to 20 percent, while SAP has increased support costs by 5 percent, according to this article. Talend's Bertrand Diard says these companies can get away with raising prices because "customers are locked in by the proprietary model."

> Read "[Oracle/SAP Increase Prices](#)" at ZDNet

It exists... but most of it is not public.

How Vendor Lock-In works



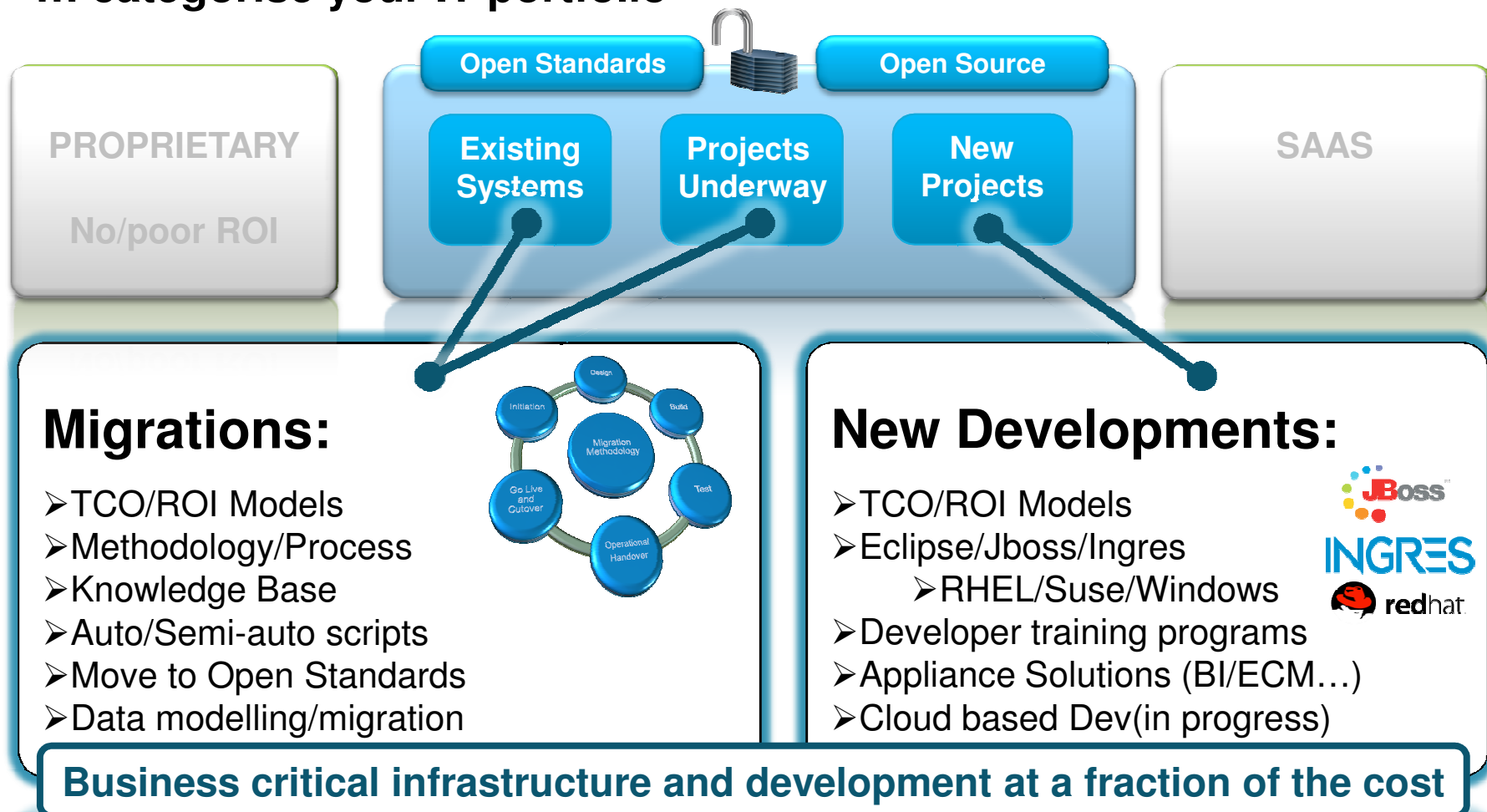
Escalating premium prices for commodity software products

Vendor Alternatives...



The Path to the New Economics of IT

... categorise your IT portfolio



Summary

THE NEW IT ECONOMICS OF

- Commodity pricing
- No up-front licenses
- Pay per use
- Predictable on-going costs

Open Source

Open Standards

Business critical
infrastructure and
development at a
fraction of the cost

What next ...?

Contact us to build a business case:

- TCO model
- Migration/Development estimates
- Proof of concept

eclipse



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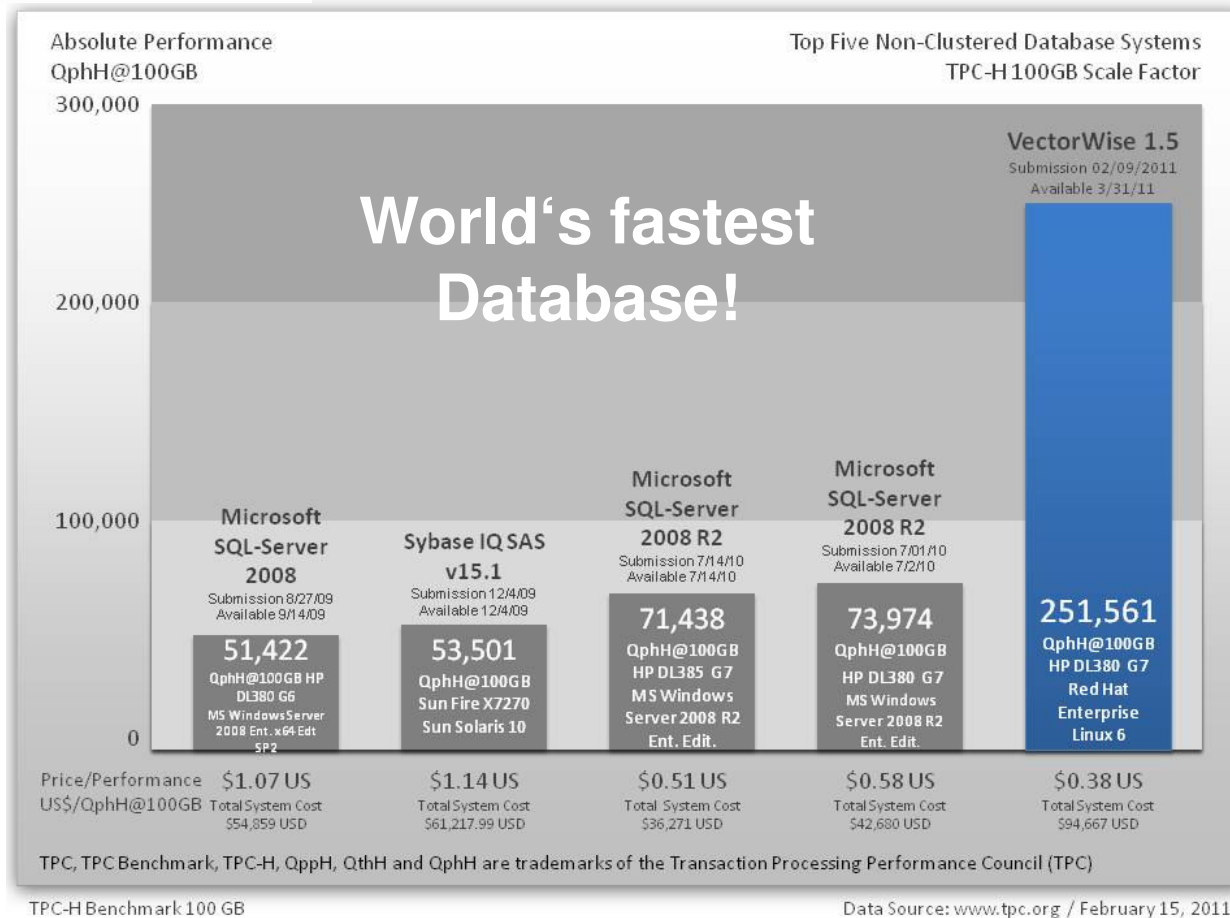


What's next?

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vectorwise

www.ingres.com/vectorwise



Any Questions?

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**Greater
Innovation**

**Reduced
Costs**