



### **Confidently Serve Customers**

Bring secure, high performing, and scalable applications to market quickly—while meeting customer and end-user SLAs with MySQL Enterprise Edtion (EE). Combining the most secure, scalable, "always on" version, MySQL EE includes online backup, monitoring, management, and improved security and scalability plugins.



### **Lowest TCO**

Minimize total cost of ownership (TCO) and reduce IT spend with up to 90% savings over competing databases. Enable maximum flexibility by combining traditional SQL relational data with NoSQL schema-free applications in a single database—eliminating the need for a separate database.



## **Most Popular & Trusted Database**

Global ISVs, OEMs and companies such as Adobe, ADP, AT&T, DIRECTV, Dell/EMC, and government agencies attribute their success to MySQL. Leveraged by 10 out of 10 of the most highly-trafficked websites in the world, MySQL is trusted for its exceptional reliability, scalability, and ease of use.

10x

"By upgrading to MySQL Enterprise Edition, we can resolve failure issues 10x faster and complete data backups in a few hours instead of days. The improved performance also allowed us to quickly deliver new services without additional development of new management functions and support future expansion." [1]

**Kentaro Kitagawa** 

DB1 Team, Database Department, IT Service Center, LINE Corp.

MySQL Case Study, LINE, <u>https://www.mysql.com/why-mysql/case-studies/line-database-availability-scalability-security-mysql.html المحافظة المحافظة</u>

ARE YOU MISSING OUT ON THE BENEFITS OF ENTERPRISE-GRADE POWER?

Upgrade from MySQL Community Edition to MySQL EE to improve performance, reduce risk and proactively address challenges that arise when new applications become vital to key business functions and revenue.

### Top Reasons to **UPGRADE** to MySQL EE



#### LEVERAGE OUT-OF-THE-BOX SECURITY

- Protect sensitive data and comply with regulatory requirements such as GDPR, PCI DSS, and HIPAA through monitoring, alerting, and blocking protection with <u>MySQL Enterprise Encryption</u>.
- Effortlessly implement strong security controls and policy-based auditing to help your company meet internal and external regulatory guidelines with MySQL Enterprise Audit.
- Leverage an easy-to-use, built-in solution that protects sensitive data from unwarranted risky exposure by hiding and replacing real values with substitutes through <u>MySQL Enterprise Masking and</u> De-identification.



#### **UTILIZE ON-DEMAND SCALABILITY**

- Serve millions of users and handle large-scale growth through MySQL Replication—the most popular and cost-effective way to deliver scalability and performance.
- Reduce overhead in managing client connection and statement execution threads while meeting sustained performance and scalability requirements from increased user access queries and data loads through the MySQL Thread Pool.



#### **SIMPLIFY BACKUP AND RECOVERY**

- Leverage hot, quick, online, and non-blocking, enterprise-grade backups and recovery on multiple platforms through MySQL Enterprise Backup.
- Simplify processes and prevent data loss by scheduling regular and future backups with <u>MySQL</u> Enterprise Workbench.
- Back up and restore all types of tables created by any storage engines supported by MySQL using a set of features to complete your backup and restore processes with speed and significant performance gains with MySQL Enterprise Backup.



#### **OPTIMIZE DATABASE PERFORMANCE**

- Evaluate, tune, and manage the performance and health of databases, including resource consumption, using MySQL Performance Schema metrics.
- Achieve database high availability and manage exponential growth in users and data with <u>MySQL</u> <u>Enterprise Scalability</u> and <u>Enterprise High Availability</u> features.



#### STREAMLINE USER MANAGEMENT

 Reduce risk by managing user credentials in one place through Single Sign On (SSO). Leverage company security rules and processes from centralized directories through MySQL Enterprise Authentication.

# Help at your FINGERTIPS

- Comprised of the industry's best MySQL developers, the MySQL Support team delivers unparalleled expertise, to quickly resolve issues, with first-hand and front-line experience.
- Technical support includes 24x7 availability, unlimited incidents, knowledge base, maintenance releases, bug fixes, patches, and updates.
- MySQL Support Engineers advise you on proper setup and tuning of your MySQL servers, schemas, queries, and replication setup to maximize performance and availability via MySQL Consultative Support.

TO GET STARTED

**CONTACT YOUR ORACLE VALUE ADDED RESELLER** 







