

# **The MySQL Business Model**

## **how and where we thrive**

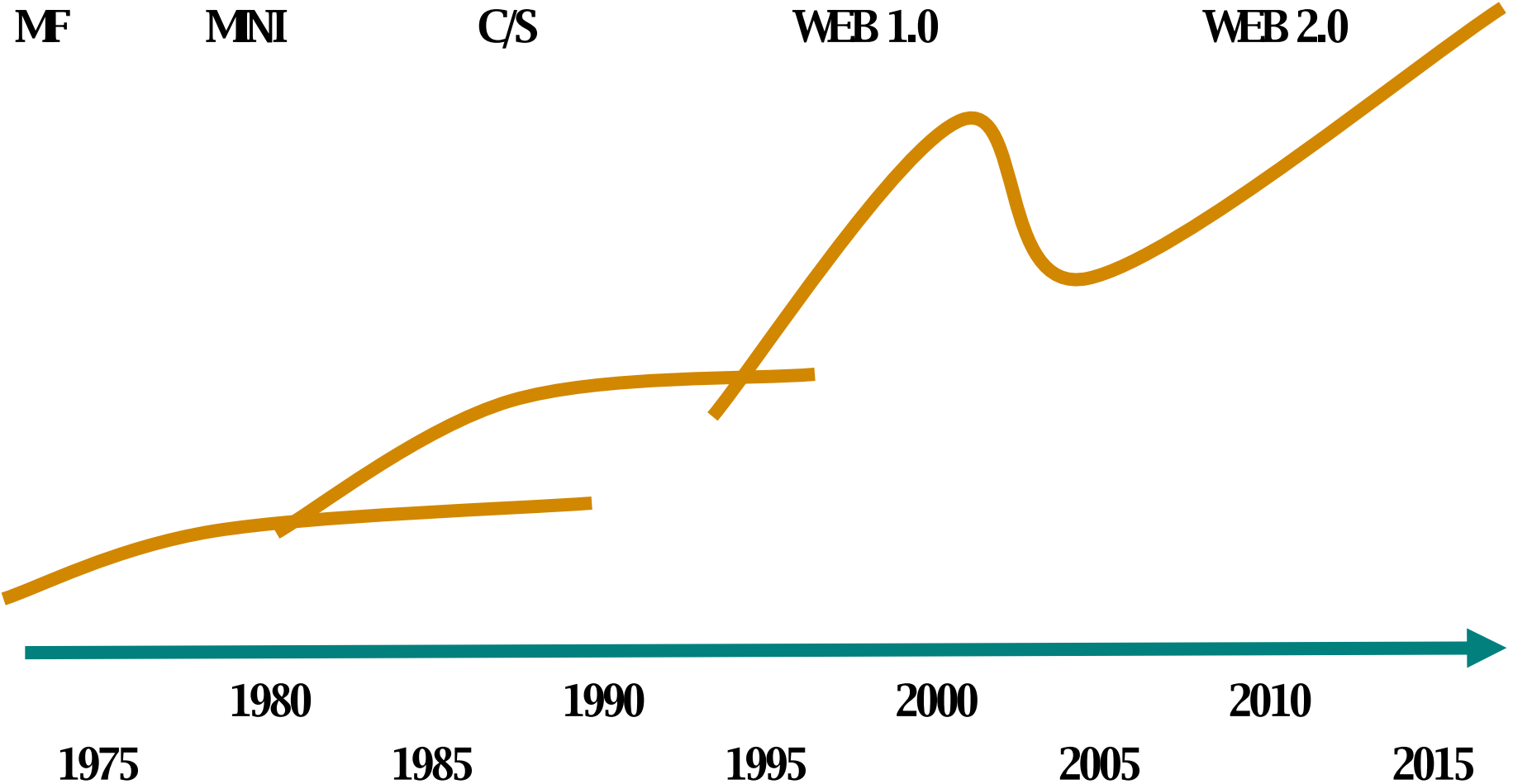
**Lenz Grimmer** <lenz@mysql.com>

**Community Relations Manager**  
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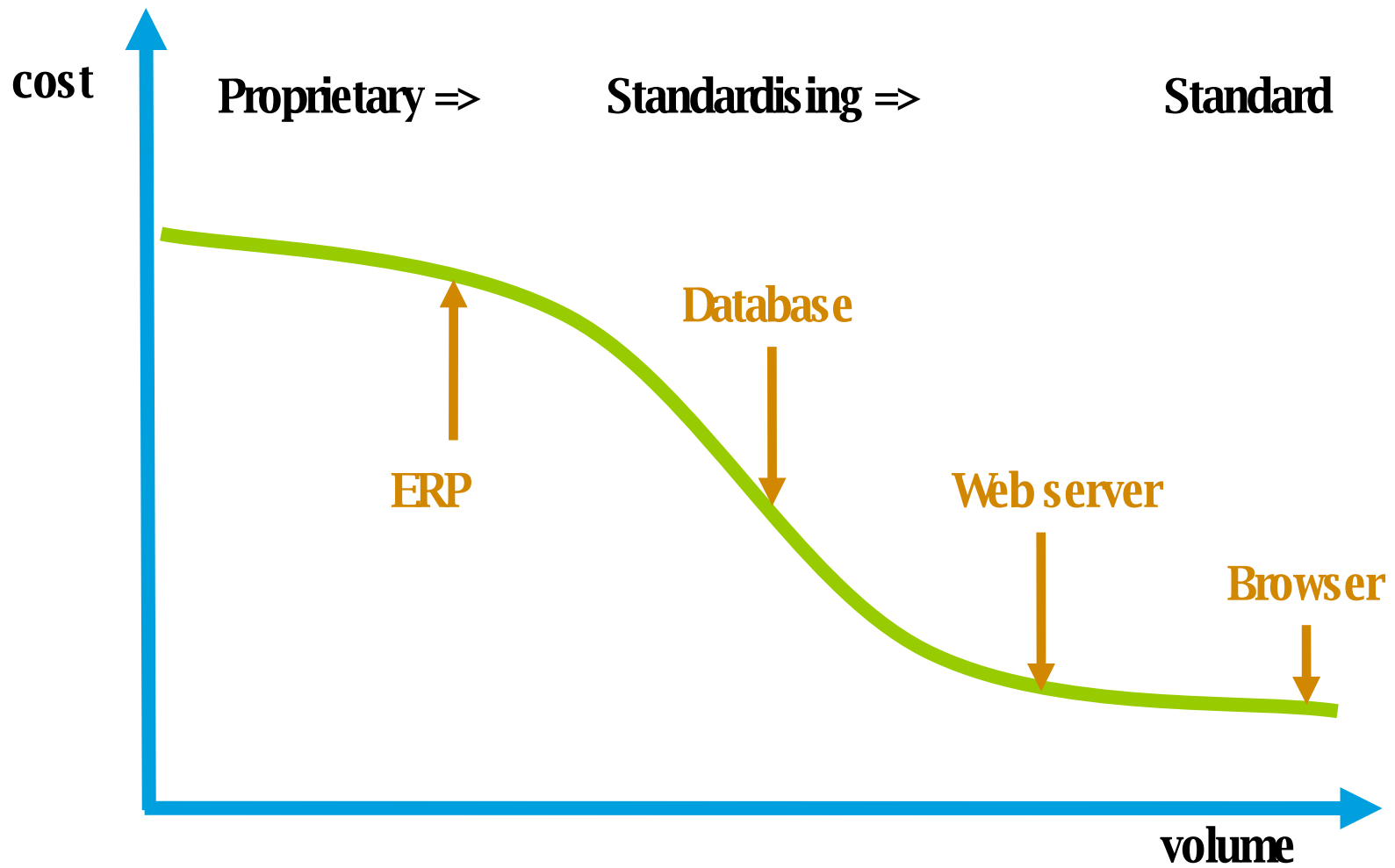
Free and Open Source Software Conference  
Bonn/Rhein-Sieg, Germany

24./25. June 2006

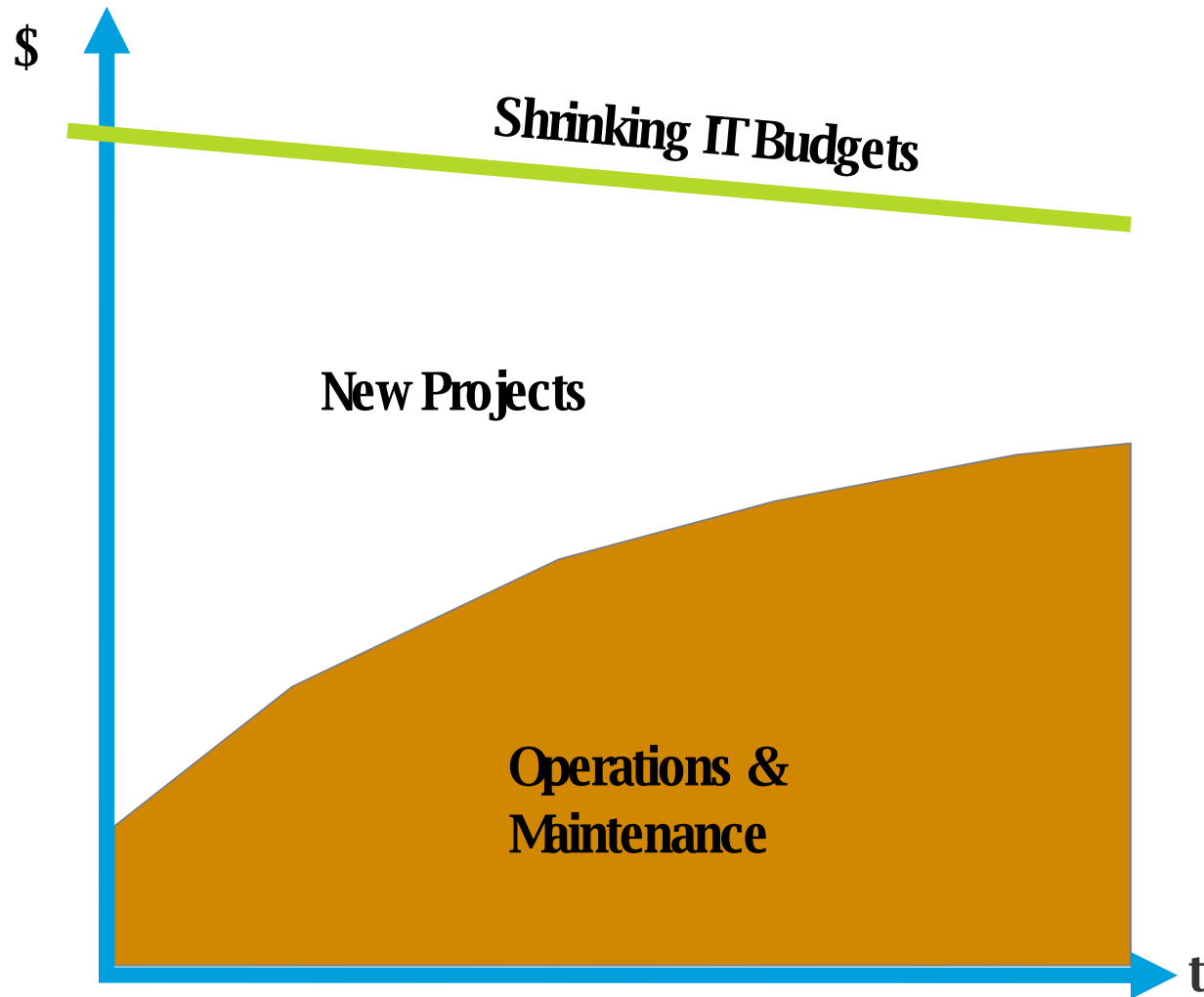
# Software Industry Growing Up



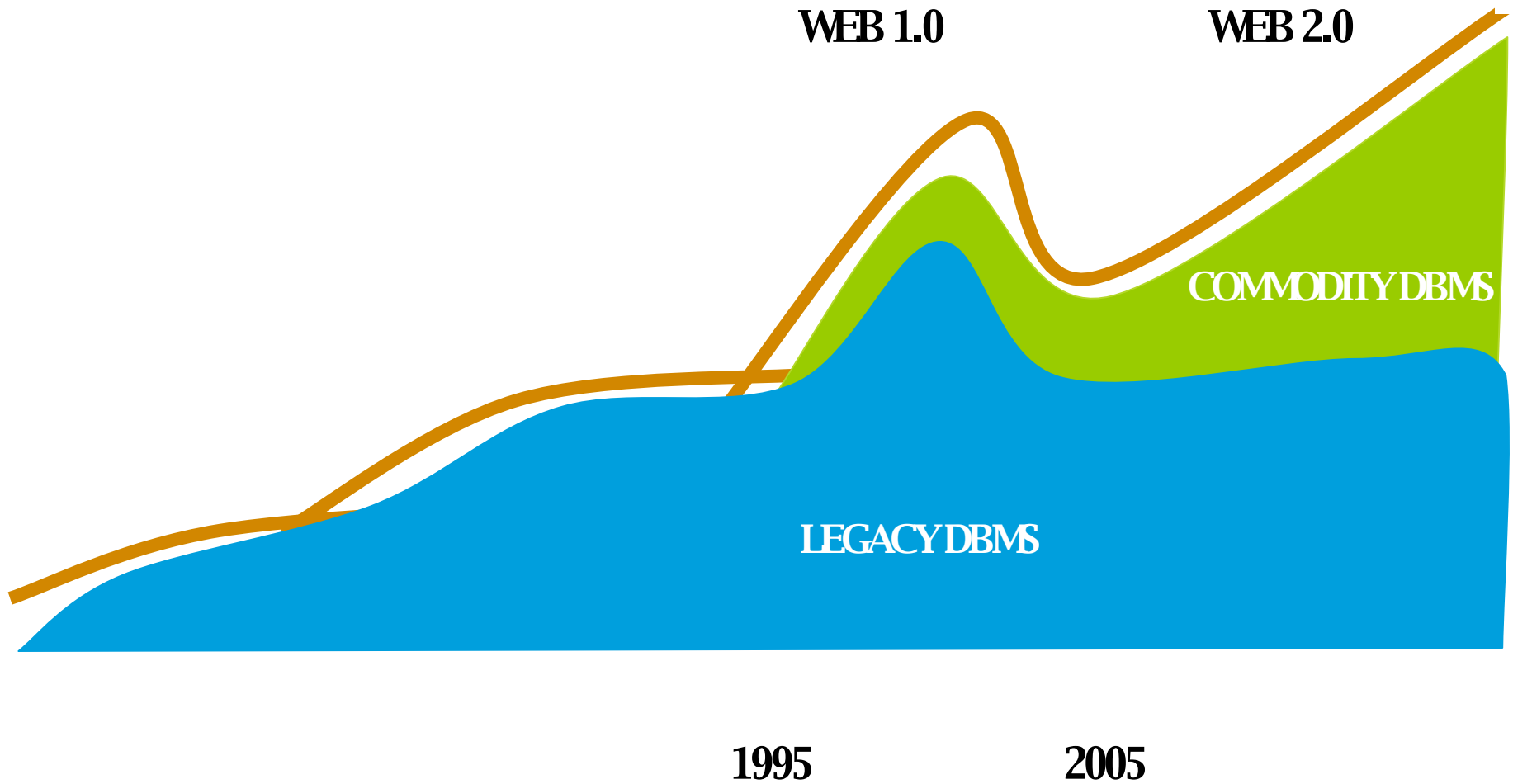
# Standardisation



# Economic Realities



# Database Need



# MySQL: Three Software Priorities

## ▶ PERFORMANCE



MySQL, Sun and BEA WebLogic Set  
**New World Records for Speed &**  
Price/Performance in SPEC Benchmarks

## ▶ RELIABILITY



Study: **Few bugs in MySQL database.**

By Robert Lemos CNET News.com Feb 4, 2005

## ▶ EASE OF USE

### **15 Minute Rule**

Download, install and have MySQL up and running  
in just a quarter-hour.

# Dual Licensing – our “old” revenue model

## GPL Licensed

- Server
- Client libraries
- Tools

## Non-GPL Licenses (50%)

- Non-OSS linking, embedded
- Pricing per server installation
- Commercial warranty

## Professional Services (50%)

- Support (25%)
- Training (25%)
- Consulting

## Other Activities

- Certification
- Partnerships
- MySQL Press



# MySQL Network

- Subscription-based
- Certified binaries
- Maintenance updates
- Update advisor
- Technical alert advisor
- Knowledge base
- Production support
- Consultative support
- Warranties & indemnification
- Multi-vendor support (TSAnet)
- Optional non-GPL license
- Certified partners
- Available via resellers



# Community & Customer

## 1. First Community

Those who *spend*  to *save* 

## 2. Then Customers

Those who *spend*  to *save* 

You may want to do some of each!

## Community support

- Downloads of all products from <http://dev.mysql.com/>
- Support available via
  - Mailing lists <http://lists.mysql.com/>
  - Forums <http://forums.mysql.com/>
  - News groups (e.g. comp.databases.mysql)
- Active community
  - MySQL Forge <http://forge.mysql.com/>
  - Planet MySQL <http://www.planetmysql.org/>
  - BugsDB <http://bugs.mysql.com/>

## In the early days

- MySQL was created with the intention to make money from the very beginning but keeping the Free Software spirit in mind.
- 1995: MySQL Free Public License
  - Did not apply to MySQL on MS Windows
  - Free to use, distribute and modify as long as no money changes hands
- Commercial Licenses for selling MySQL as part of a product
- Basic support via email
- Extended support covered login and phone support
- Widespread adoption due to liberal licensing terms