PERCONA

Why Businesses Trust Percona for Cost Savings

If you've ever listened to a podcast, you've probably heard of Patreon. They enable content creators to run subscription services. They're also a Percona customer.

With Percona, Patreon cut database management costs by more than 50% while optimizing their databases for peak performance. In other words, Patreon is now able to do more for less.

But Patreon isn't the only organization to choose Percona for cost savings. We've helped hundreds of businesses, of every size, across every industry.

Here's a look at some of the ways we do it.

Architecting and design

The Percona team is composed of the best of the best — recognized authors, contributors, and inventors for MySQL, PostgreSQL, MongoDB, and other open source databases. They can provide database design recommendations for efficient budget spending and also for ensuring performance, availability, functionality, resilience, and future capacity.

> **Appsuite** **When COVID-19 struck, Appsuite,** a leading provider of restaurant ordering, loyalty, and mobile app solutions, needed to rapidly implement online capabilities, adopt cost-saving measures, and enhance operations. **Percona guided Appsuite** through the design and implementation of a scalable, highly reliable database architecture — one that enabled them to meet new business needs **in the most cost-effective way possible.**

Performance tuning

With a Database Performance Audit, Percona will methodically and analytically review your current configuration and provide a detailed report of its current health and potential areas for improvement.

> **During one such audit** performed for **a large social media company,** Percona found that a simple tweak — changing the primary key for the company's MySQL database from an email address to a numeric key — could **improve performance** by a factor of three and reduce data size by a factor of seven. This resulted in a **net savings** of **more than $2 million.**

Managing peak traffic days and hot spots

The first reaction of many businesses to a database usage spike — say, on a busy shopping day like Black Friday — is to upgrade their hardware and then tune. However, the cost of the hardware upgrade could sink any potential cost benefits. Plus, what happens when those peak traffic days end? Do you scale down? Or are you stuck paying for more than you need? Percona can help you respond to usage spikes without unnecessary expense.

> **A Fortune 500 business** offers certification of professionals through a testing application. During a busy period, these certifications completely stopped, which delayed certifications for thousands of clients. Rather than spend thousands to upgrade their hardware, the company called Percona. By tuning and ensuring the proper indexing of tables, Percona was able to ensure the company's as-is **infrastructure could handle any usage spikes.**

Planning for regular, steady growth

Let's assume your database is growing along with traffic at a rate of about 5% per month. Eventually, your database server(s) will hit capacity. You could pay for additional servers, or you could turn to Percona to tune your environment, allowing your current infrastructure to subsist for longer.

For one customer in this situation, Percona was able to reduce space on the company's current servers by more than 20% and improve performance by 50%. As a result, this customer was able to delay upgrading servers for nine months, saving $15,000. Over four years, they saved around $75,000 in total.

Ensuring uptime and high availability

First, there's the cost of unexpected downtime to consider — most reports estimate the average cost to be in the range of $300,000 - $500,000 per hour. Then there's reputational damage and its impact on customer acquisition and retention. If your applications are down, and down often, how likely is it that a consumer will opt for a competitor offering a more stable experience?

Percona can help you architect, configure, and deploy highly available databases. Plus, our Support teams can troubleshoot any issues and help ensure that your software doesn't go down.

AfterMarket Auto Parts Alliance leaned on Percona to ensure their always-on-MySQL-based eCommerce system had absolute 24/7 high availability. The result? Highly available applications, faster response times, and improved service levels — without any increase in technology costs.

Augmenting your team

Hiring skilled DBAs can be expensive. Plus, there's the opportunity cost of hiring when your team could be focusing on more strategic initiatives. With flexible and on-demand support and services, Percona can either augment your current resources or provide a team to fully manage all of your requirements.

> "Percona has the best engineers in the world. Percona provides us with immediate 24x7 access to world-class MySQL engineering support. Avoiding the need to directly hire a skilled DBA has saved us a considerable amount of money.
>
> —Ross Hunton, Appsuite CTO

Eliminating licensing costs and other proprietary database fees

Proprietary database license fees can be very expensive, and annualized and arbitrary price hikes are a virtual guarantee. Plus, there's a strong likelihood you're paying for bundled technology you don't need.

Percona offers enterprise-grade open source alternatives for MySQL, MongoDB, and PostgreSQL. Our software includes enterprise-grade features – scalability, availability, security, and backup — without any licensing fees or vendor lock-in.

> **PATREON** Percona helped **Patreon** migrate from a proprietary DBaaS to open source enterprise-grade MySQL. The move enabled Patreon **to save more than 50%** on its infrastructure costs on a monthly basis. In fact, the financial savings realized by moving from DBaaS are so dramatic that even after including Percona Managed Services and Support costs, Patreon **spends far less on combined services and infrastructure** than they did on just infrastructure.

Simplifying support

Proprietary database vendor support costs are often extortionate, with few available alternatives, and chances are you're paying for support across multiple databases. With Percona, you can combine your MySQL, MongoDB, and PostgreSQL database support needs with a single vendor. Plus, our simplified contracts and flexible pricing options are designed to meet your budgetary requirements.

> **BRITISH LIBRARY** **The British Library** had used MongoDB, but when MongoDB's subscription model changed and support pricing skyrocketed, the library couldn't justify the expense. With Percona, the British Library was able to get the same enterprise-grade support coverage and maintenance tools without changes to their MongoDB infrastructure — **at a cost more suitable to their budget.**

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Discover how much you can save with Percona

We've highlighted a few of the ways we can help your business save big. To learn more about how we can help you, please contact us at **+1-888-316-9775** (USA), **+44 203 608 6727** (Europe), or via email at **sales@percona.com**.

For more information, please visit **Percona.com**.