



AZURE DATABASE FOR POSTGRESQL

Partner Webinar



Charles Feddersen

Director of Product Management – PostgreSQL on Azure

Frederico P. Rezende

Azure Database for PostgreSQL and MySQL and Azure SQL Hyperscale GTM

Shantanu Mane

Azure Partner Strategy, Linux on Azure
Global Partner Solutions

Agenda

- Market Opportunity
- Microsoft's investment in Open-source databases
- Azure Database for PostgreSQL Business Priorities and Roadmap
- Where partners can play with Azure Database for PostgreSQL
- How Microsoft will support partners
- Q&A
- How you can engage

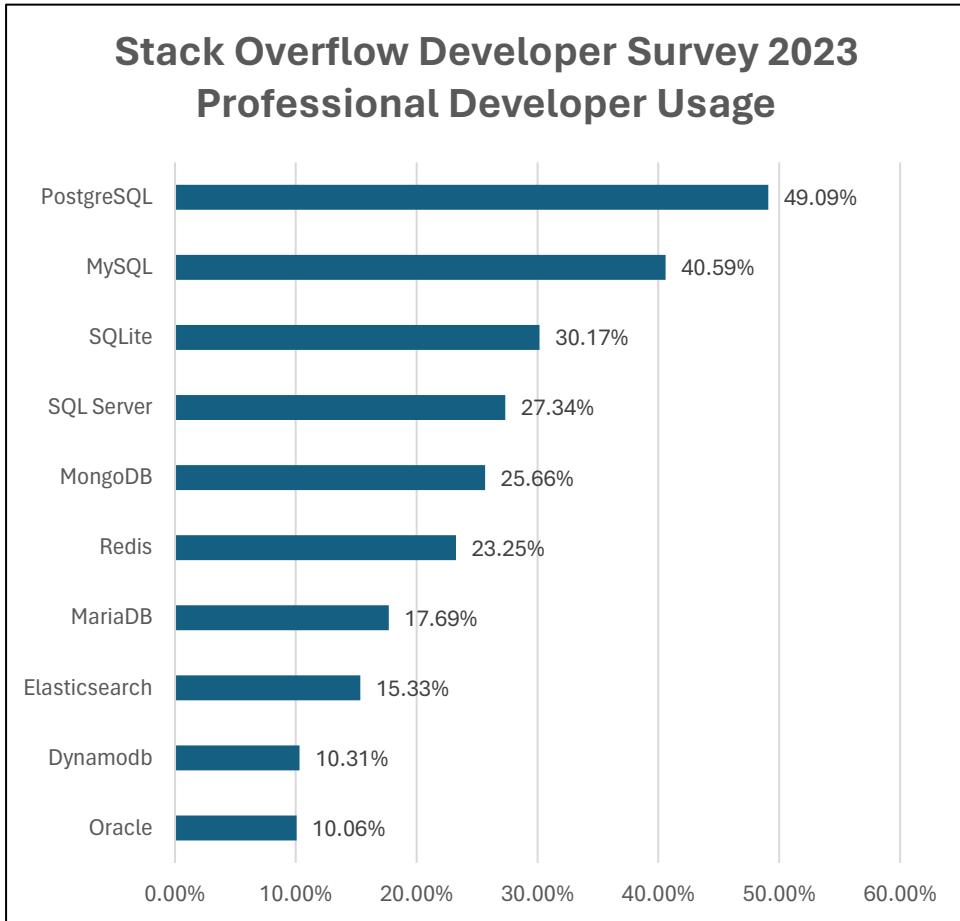
Market Opportunity

Charles Feddersen

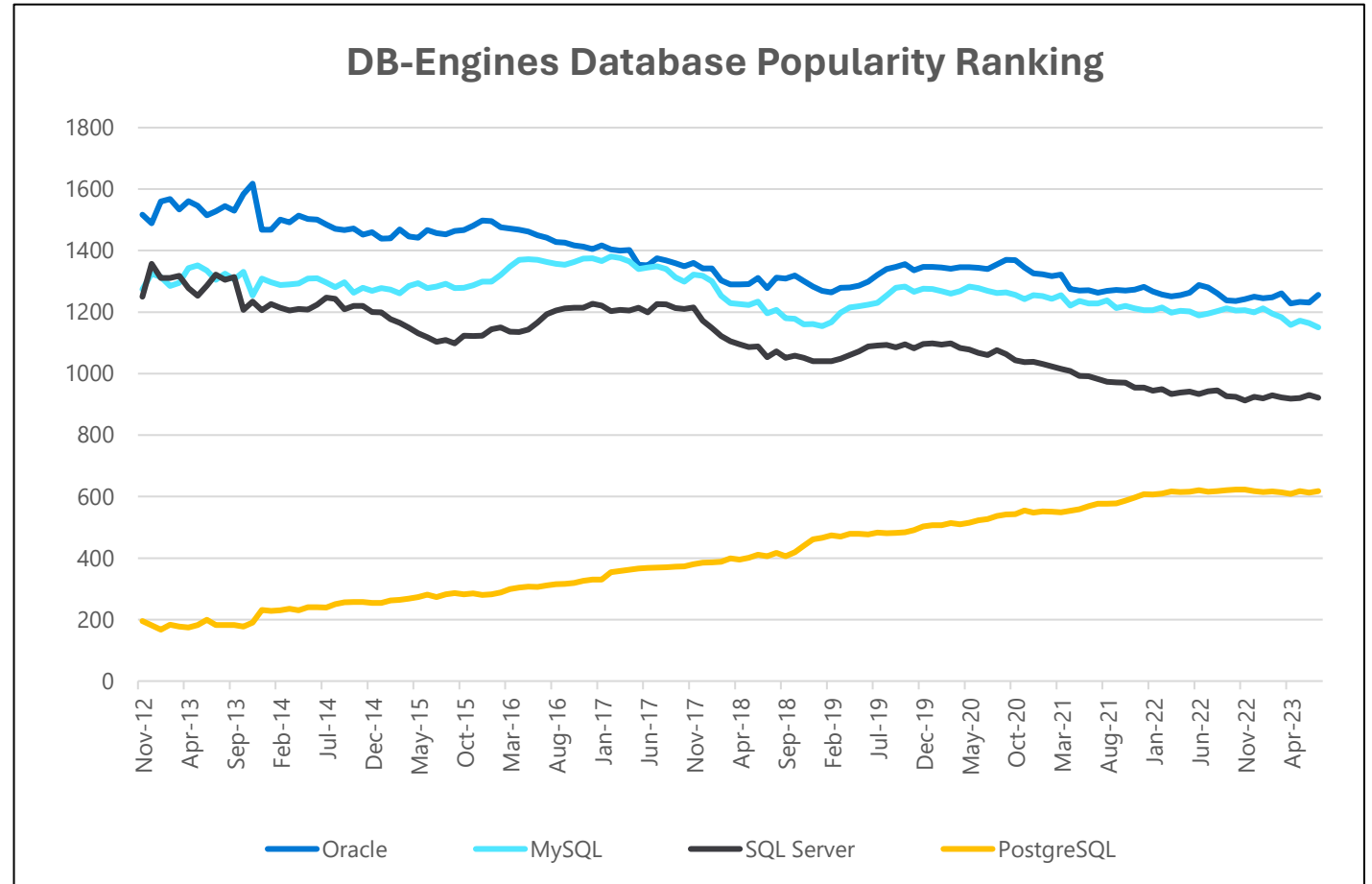
Director of Product Management – PostgreSQL on Azure

Postgres Adoption Trends

Postgres is the most popular database



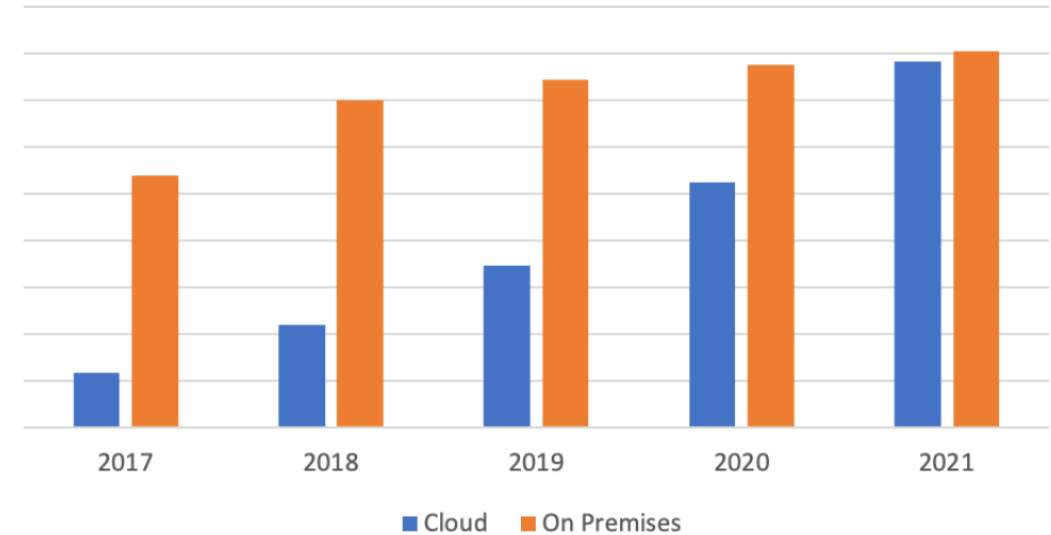
Postgres is eating into commercial database share



Postgres Adoption Trends

- Revenue for managed cloud services was \$39.2B in 2021
- 49% of all DBMS revenue.

Cloud and On Premises DBMS Revenue



2017		2018		2019		2020		2021	
Vendor	Share	Vendor	Share	Vendor	Share	Vendor	Share	Vendor	Share
Oracle	36.1%	Oracle	31.1%	Oracle	27.4%	Microsoft	24.3%	Microsoft	24.0%
Microsoft	21.5%	Microsoft	23.6%	Microsoft	24.7%	Oracle	23.8%	AWS	23.9%
IBM	12.7%	AWS	13.5%	AWS	17.1%	AWS	20.6%	Oracle	20.6%
AWS	9.2%	IBM	10.4%	IBM	8.8%	IBM	6.8%	Google	6.5%
SAP	7.4%	SAP	6.9%	SAP	6.5%	SAP	5.6%	IBM	5.6%

Product Investments

Charles Feddersen

Director of Product Management – PostgreSQL on Azure

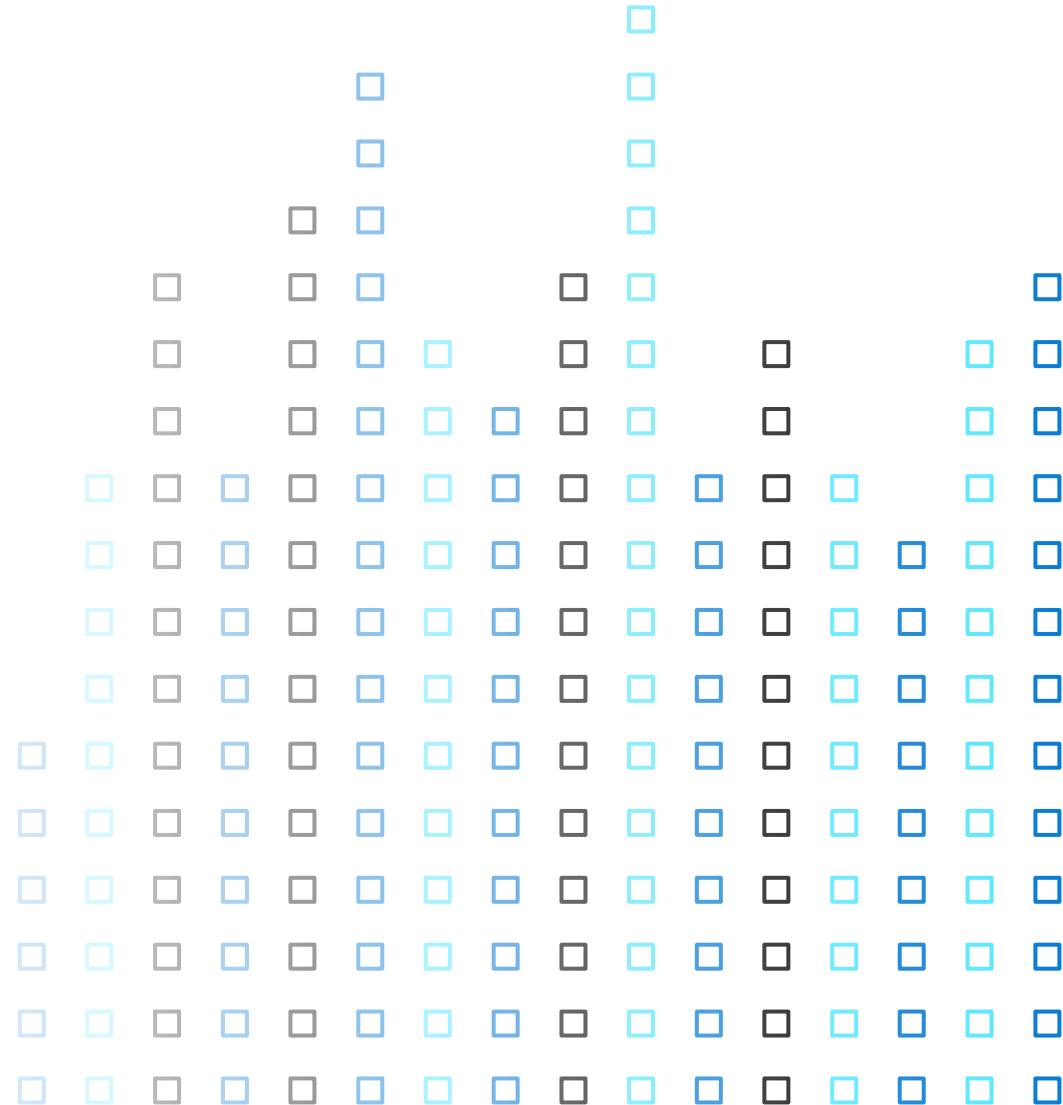
Flexible Server – 2023 Priorities

Performance / Scalability

Security

Availability

Disaster Recovery



Flexible Server – Constant monthly releases

February

- **Azure Active Directory**
- Customer Managed Keys

March

- Read Replicas
- **New Burstable SKU's**
- Azure Monitor Workbooks
- PgBouncer Metrics

April

- Power BI Integration
- Query Insights
- Troubleshooting Guides
- New Azure Regions

May

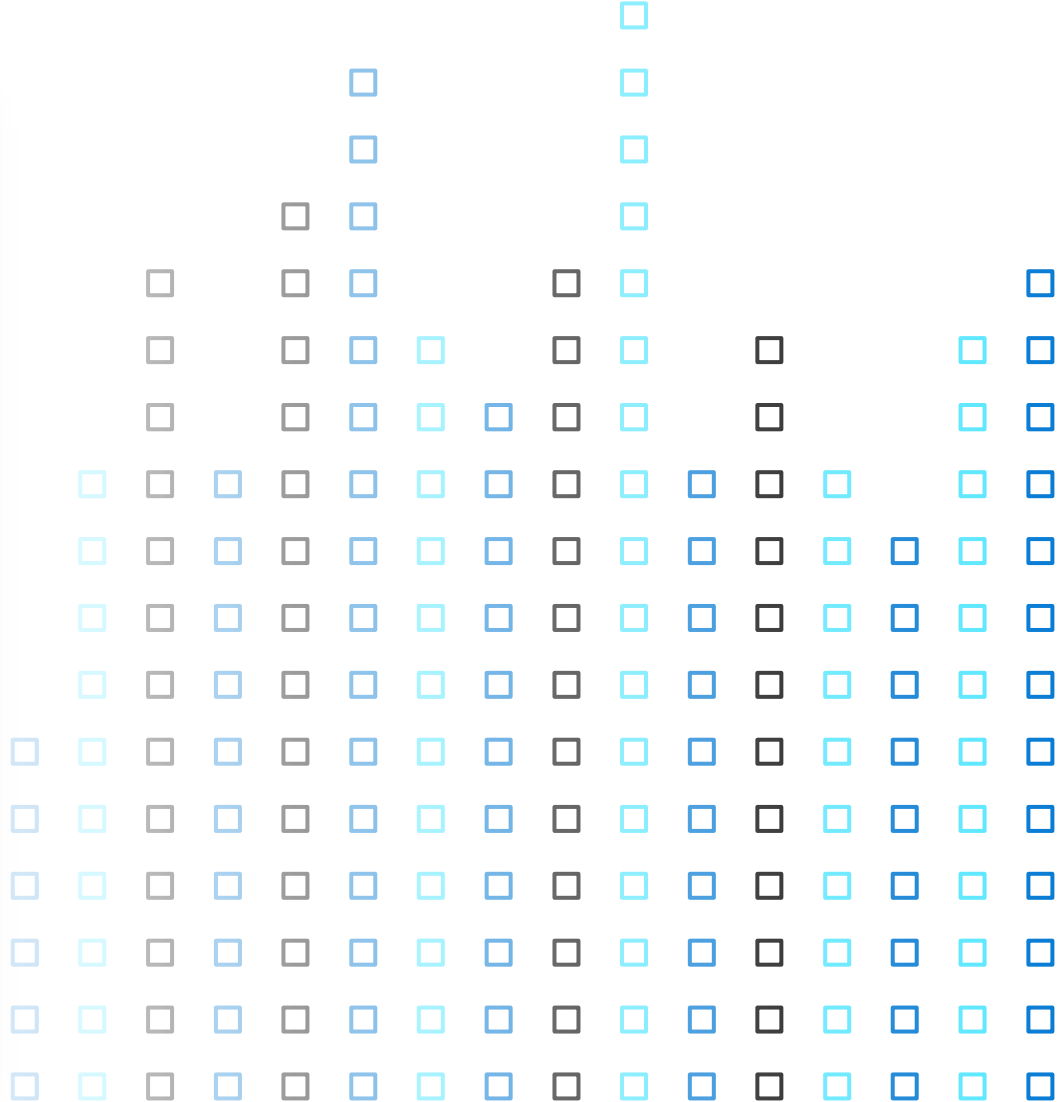
- **Latest Hardware SKU's**
- 32 TB Storage
- Key Vault Managed HSM
- Pgvector
- Availability Metrics

June

- Major Version Upgrade
- Restore Dropped Servers
- **Storage Performance**
- Auto-grow storage
- Online storage resizing

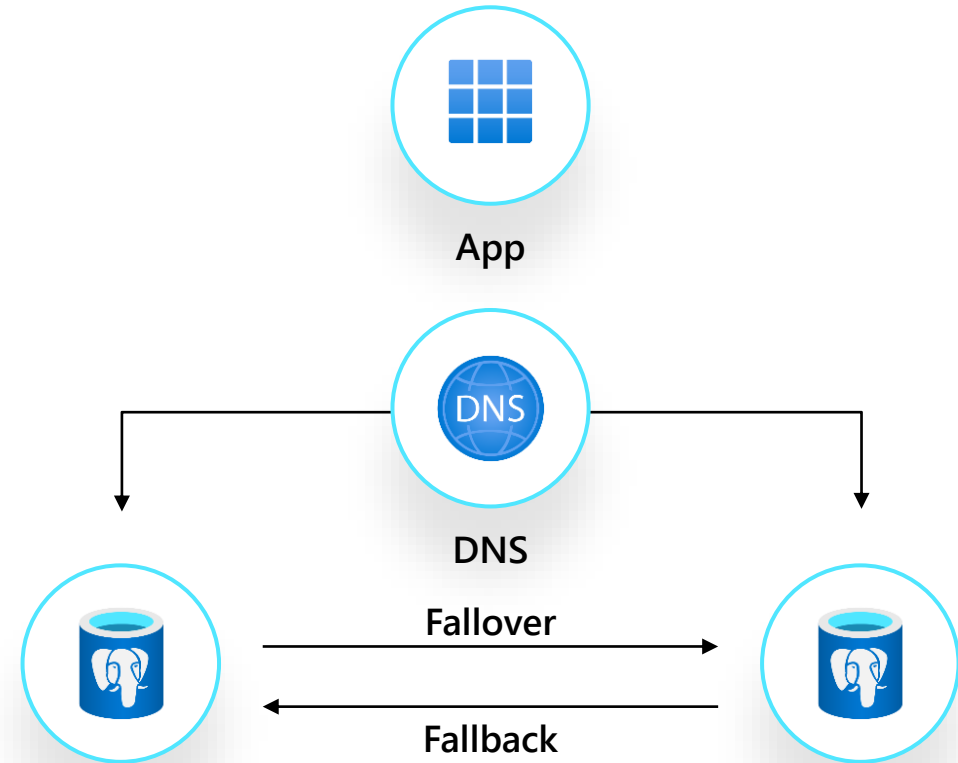
July

- Postgres 15
- AMD Hardware SKU
- Automation Tasks



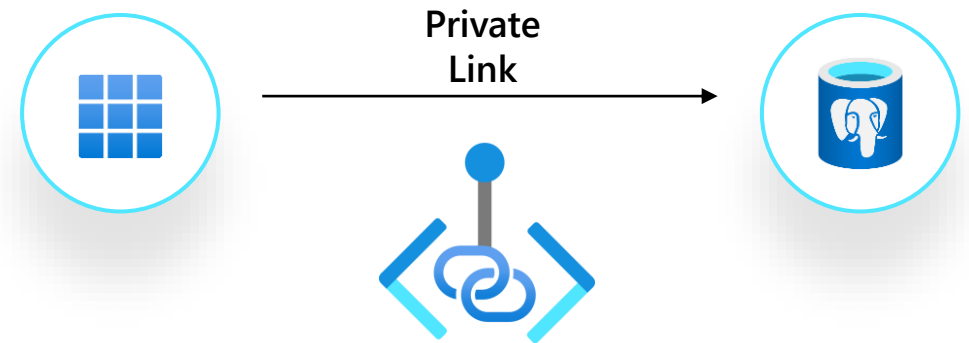
Site-Swap (Private Preview)

- Simple controlled failover to a different Azure region
- Fast failback to primary with no reseed required
- No application changes required
- Multi-region disaster recovery
- Easy demonstration of compliance on a periodic basis



Ignite Preview – Private Link

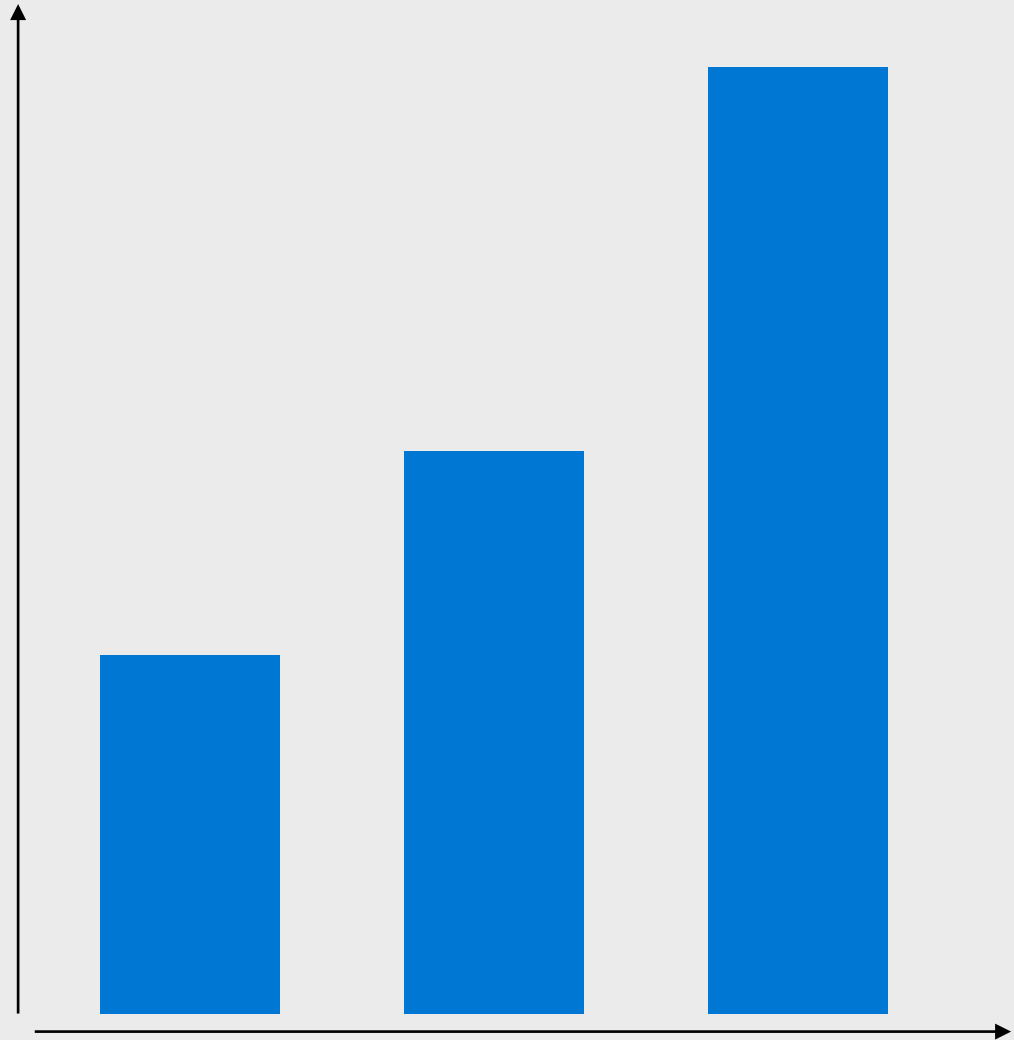
- Provides Private Endpoint into customer virtual network
- Protect against data leakage
- Substitute for VNET injection



Ignite Preview – Premium SSD v2

- 80K IOPS
- Up to 64 TB
- Granular storage increments
- Separation of IOPS

Performance



Ignite ++

- Azure Defender
- Postgres 16



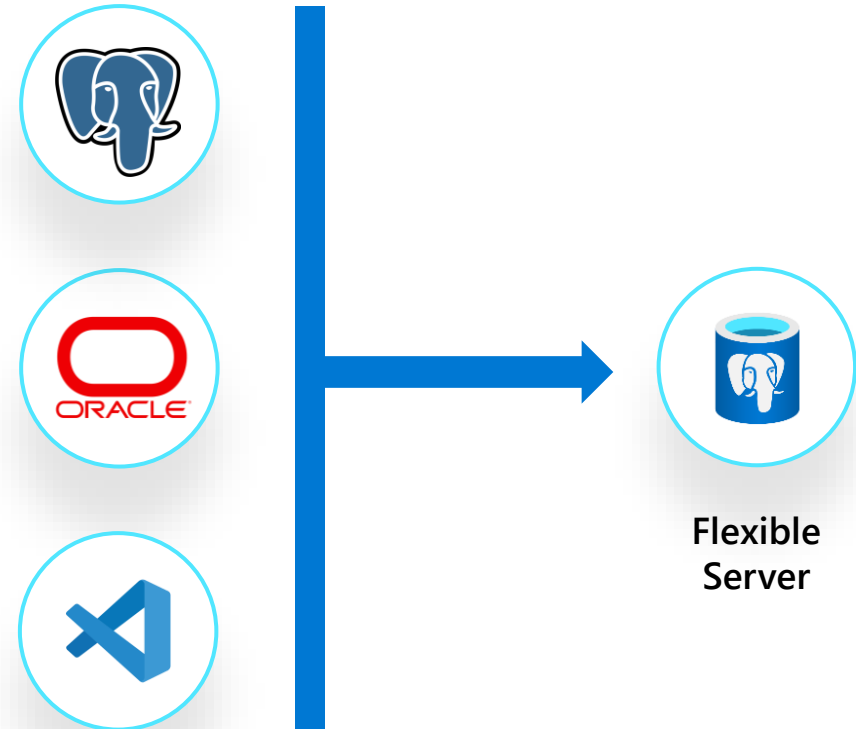
Opportunities

Charles Feddersen

Director of Product Management – PostgreSQL on Azure

Opportunities

- **Postgres Migrations**
 - On-Premise
 - Other Clouds
- **Oracle Migrations**
- **New Applications**



Microsoft: Support for partners

Shantanu Mane

Azure Partner Strategy, Linux on Azure
Global Partner Solutions,

Major Opportunities for Partners

- Linux Modernization
 - Huge opportunity with massive growth in PostgreSQL
 - PostgreSQL 10 EOS in Nov 2022
 - Ubuntu 18 EOL
- Migrate Enterprise Apps (Java)
- Data movement to cloud to leverage Azure Fabric & AI
- Migrate Packaged Apps – Moodle, Magento, RedCap, WordPress, Drupal, etc.
(Starter template for migrations to Azure Database for MySQL)

Azure Migrate and Modernize Partner-led offers



Azure Specialized partners now have a path to directly nominate customers for Azure Migrate and Modernize in a self-service workflow. This agile path reduces time to market and can help partners drive scale.

AMM incentive payouts

PostgreSQL Migration to Azure

- Solution assessment for Rapid Migration, using Azure Migrate – Funding - **\$5k**
- Deployment of PostgreSQL to Azure – funding upto **\$100k**

Important: There are **no** limitations in Azure Migrate & Modernize Partner-led for different licensing types (EA, CSP, etc.)

Customer Criteria: All Majors, SMC-(Corporate & Scale) and SMB (with a TPID) customers are supported in Azure Innovate Partner-led. (Strategic Customers are not eligible)

Offer	Eligibility (Planned Azure consumption in year 1)	Partner payment*	Phase
Migrate & Modernize assessments	Suggested ACR: > \$25K/year	\$4,000/\$5,000	Pre-sales
Migrate & Modernize XS (Infra/DB migration only)	Projected ACR: \$10K–\$25K/year	\$4,000/\$5,000	Post-sales
Migrate & Modernize Small	Projected ACR: > \$25K–\$125K/year	\$12,000/\$15,000	Post-sales
Migrate & Modernize Medium	Projected ACR: > \$125K–\$250K/year	\$28,000/\$35,000	Post-sales
Migrate & Modernize Large	Projected ACR: > \$250K–\$500K/year	\$40,000/\$50,000	Post-sales
Migrate & Modernize XL (Infra/DB migration only)	Projected ACR: > \$500K–\$750K/year	\$60,000/\$75,000	Post-sales
Migrate & Modernize XXL (Infra/DB migration only)	Projected ACR: > \$750K–\$1M/year	\$80,000/\$100,000	Post-sales
Customer Skilling & FastTrack for Azure is optional for all offers ** No Azure credits available for these engagements			

Important: To request Customer Skilling OR FastTrack for Azure support. Please email AzurePartnerOffering@microsoft.com with the Claim ID of the engagement after customer consent has been secured.

* See [Microsoft Partner Commercial Incentives Guide](#) for offer full details and requirements. Above project sizes are the planned Azure consumption in year 1, measured from project completion. Partner payment amounts may differ by country/Market A, B

** Customer self-directed skilling available in the Resources section of this presentation. Available for all offer sizes. Offer size Medium or larger qualifies for Enterprise Skills Initiative which includes an assigned Training Program Manager.

Where partners can play with Azure Database for PostgreSQL

Frederico P. Rezende

Azure Database for PostgreSQL and MySQL and Azure SQL Hyperscale GTM

Hone your GTM strategy in 3 steps



Meet PostgreSQL customers
where they are with a
compelling value prop



Build marketing and
sales materials

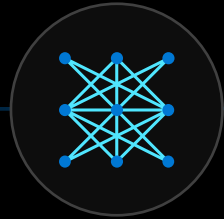


Market across the
customer journey

Azure *enables* the path to innovation



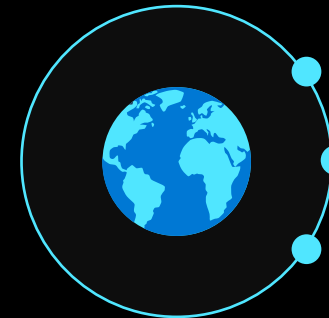
Maximize
ROI



Unmatched performance
and resilience



Comprehensive code
to cloud security



**Be
AI ready**

- Cloud-native workloads
- AI
- Fully-managed services

Microsoft



PostgreSQL

The value proposition equation

Key value of
Azure Database for
PostgreSQL

+

Key value of Partner
when selling
solution

=

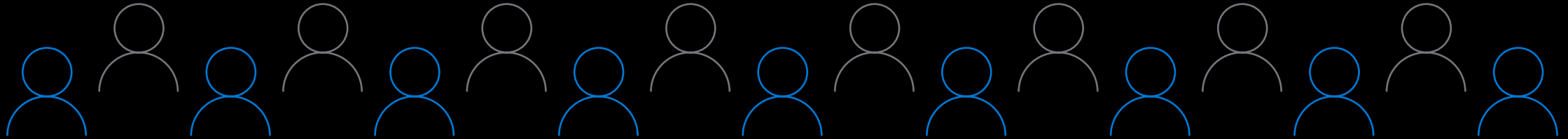
Differentiated joint
value proposition for
Solution from Partner

Expertise

Experience

Efficiency

PostgreSQL technical communities



Azure Database for PostgreSQL LinkedIn

Azure Database for PostgreSQL
Fully managed, intelligent, and scalable PostgreSQL
Software Development · Redmond, Washington · 1,170 followers

Sunitha & 31 other connections follow this page

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[Azure Database for PostgreSQL: Overview | LinkedIn](#)

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31st August 2023: PostgreSQL_16_RC1 Released!

Quick Links

- About
- Policies
- Feature Matrix
- Donate
- History
- Sponsors
- Servers
- Latest News
- Upcoming Events
- Past events
- Press
- Licence

Upcoming Events

Note: The PostgreSQL Global Development Group does not endorse any events run by third parties. No guarantee of the quality of events is offered whatsoever.

- Indicates that an event is recognised under the [community event guidelines](#) and is directly helping the PostgreSQL community.

PGDay UK 2023
Date: 2023-09-12
Location: London, United Kingdom
Language: English
PGDay UK 2023 is the first in a new series of local annual events in the UK, complementing the existing pgDay Paris, Nordic: PGDay, and other similar events organised by PostgreSQL Europe.

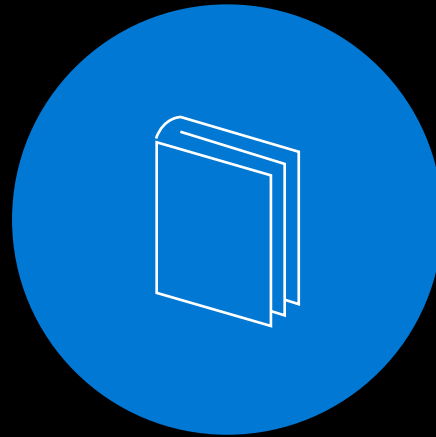
PGConf NYC 2023
Date: 2023-10-03 - 2023-10-05
Location: New York, NY, United States
Language: English
PGConf NYC 2023 is a 3-day conference in New York City that's packed with user stories and best practices for how to use PostgreSQL, the world's most advanced open source database! Join us in New York City and connect with other developers, DBAs, administrators, decisions makers, and contributors to the open source PostgreSQL community!

PGDay Israel 2023
Date: 2023-10-19
Location: Tel Aviv, Israel
Language: English
For the seventh time in Israel PostgreSQL enthusiasts from all over the world join together to share their knowledge and experience with existing and/or potential developers and users of PostgreSQL. PGDay Israel 2023 is a non-profit event hosted and run by the PostgreSQL Israel Community and will take place on October 19, 2023 in Tel Aviv. This event is part of the effort to grow the PostgreSQL community by increasing awareness and providing the appropriate resources to further PostgreSQL adoption.

PASS Data Community Summit 2023
Date: 2023-11-14 - 2023-11-17
Location: Seattle, Washington, United States
Language: English

[PostgreSQL: Upcoming Events](#)

Hone your GTM strategy in 3 steps



**Build marketing and
sales materials**

Microsoft Bill of Materials

- ✓ New Pitch decks
 - ✓ Lead the AI Era with Microsoft Cloud
 - ✓ Migrate Linux Estate
 - ✓ Migrate PostgreSQL, MySQL and SQL Server to Azure
 - ✓ Migrate and modernize your data estate – BDM deck
- ✓ Azure Database for PostgreSQL TCO Infographic

[Linux on Azure partners - Microsoft Community Hub](#)

Register to access materials

The infographic is titled "Azure Database for PostgreSQL Flexible Server" and features the Microsoft logo in the top left. The main heading is "Accelerate your app development with a fully managed, configurable database-as-a-service" next to a PostgreSQL logo icon. Below this, a section titled "Choice and flexibility for managed PostgreSQL" describes the service as a fully managed and highly available PostgreSQL database-as-a-service with various benefits. A central graphic compares "Do more" (+\$11.6M* additional revenue) with "With less" (up to 62% cost savings). Below this, it lists key features: "Highly available and flexible database" and "Fully managed open source PostgreSQL". The bottom of the infographic includes a "Try Flexible Server for free" button and a small disclaimer.

Microsoft

Azure Database for PostgreSQL Flexible Server

Accelerate your app development with a fully managed, configurable database-as-a-service

[Choice and flexibility for managed PostgreSQL](#)

Azure Database for PostgreSQL Flexible Server is a fully managed and highly available PostgreSQL database-as-a-service that provides flexibility over your databases, support for popular extensions, built-in cost optimizations, a simplified developer experience, and advanced data security.

Do more
+ \$11.6M*
Additional revenue due to faster time to market¹

With less
Up to 62%
Cost savings when migrating on-premises PostgreSQL instances to Azure Database for PostgreSQL

* ESG modeled results based on an organization of 26 Application Developers over a 3-year period

Build apps on Azure Database for PostgreSQL

Highly available and flexible database
Focus on app innovation with a highly available and flexible PostgreSQL database with zone redundant high availability, [custom maintenance windows](#) and [AI powered performance optimization](#).

Fully managed open source PostgreSQL
Migrate with ease to a fully managed PostgreSQL database with support for latest [versions](#). Build with your favorite [PostgreSQL extensions](#) and Microsoft's open-source resources including [Azure Data Studio](#).

[Try Flexible Server for free](#)

¹ Results are based on interviewed customers. *The Economic Value of Migrating and Modernizing On-Premises Instances to Azure Database for PostgreSQL, a commissioned study conducted by The Enterprise Strategy Group on behalf of Microsoft, September 2023.

Hone your GTM strategy in 3 steps



Market across the
customer journey

Take action at every phase

Explore	Evaluate	Purchase	Expand	Grow	Advocacy
Website SEO and content	Social media (including blogs), newsletters	Sales presentations	Website content	Social media (including blogs), newsletters	Social media (including blogs), newsletters
Social media (including blogs), newsletters	Marketing Campaigns, Skilling	ROI tools	Social media (including blogs), newsletters	Email marketing	Case studies
White papers	Telemarketing	Case studies	Case studies	Telemarketing	Public relations
Web content syndication	Events (online or in person), including hands-on	Offers and incentives	Nurture campaigns	Skilling	Referrals
Social selling	Environment assessment	Demos, Skilling	Loyalty programs	Sales offers	
Educational videos	Product trials and demos	Proof of concepts	Skilling	Consulting services	

How Microsoft will support Partners

- Continuous skilling through [MPN](#), [Microsoft Docs](#) and [Learn](#)
- Sales investments across the customer journey through [Azure Migrate and Modernize](#) and [Azure Innovate](#)
- Updated Marketing materials for GTM, like [demos](#), [customer stories](#) and [events](#)
- Continuous updates through the [Azure Database for PostgreSQL LinkedIn Community](#)
- Azure Database for MySQL SME Support via [Linux on Azure partners - Microsoft Community Hub](#)



Migrate your Linux
estate to Azure



Q&A

Frederico P. Rezende

Azure Database for PostgreSQL and MySQL and Azure SQL Hyperscale GTM

Act now



Grow your practices with Azure Database for PostgreSQL

[Linux on Azure partners - Microsoft Community Hub](#)

Register for upcoming skilling webinars



Accelerate revenue growth with Azure Database for PostgreSQL

Join the [Azure Database for PostgreSQL LinkedIn Community](#) to keep updated



Thank you.

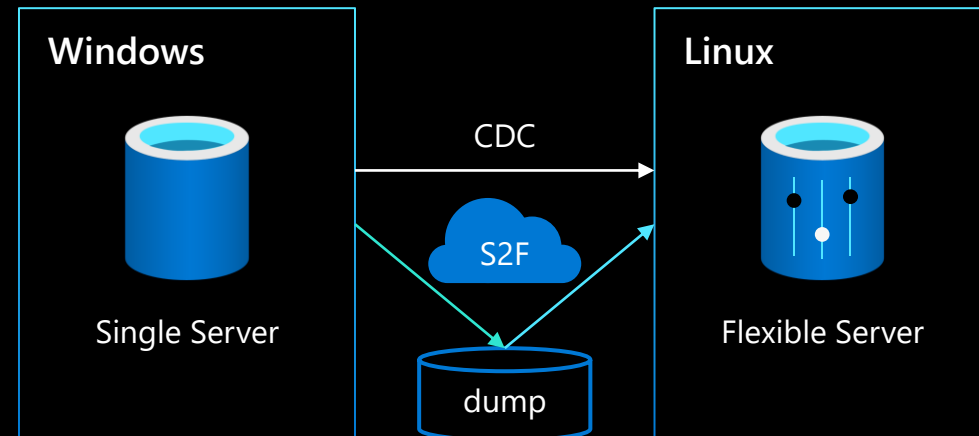
Single server to Flexible server PostgreSQL Migration tool



- Fully managed migration tool
- Complete the entire migration with a single click of button
- Portal and CLI support
- Migrate across PG versions / regions / compute tiers
- Supports both online and offline modes

- Single to Flexible migrations
- Single to Flexible server migration tool can be used to migrate databases from Single server to Flexible server

Coming soon



Minimize downtime using Database Migration Service

1. Migrate initial load
2. New transactions continue to replicate to target until data catches up
3. Stop new traffic coming in (downtime started)
4. Wait for last batch of data to catch up
5. Complete DB migration
6. Update connection string (back online)

