

## PostgreSQL has advantages over other open source database solutions

### The more flexible BSD licensing model

The BSD has no material usage restrictions whatsoever. As stated earlier, this amounts to 'total business freedom' to do with PostgreSQL as you wish.

### The most advanced open source database

From the outset, PostgreSQL was constructed to meet the goals of active businesses which could rely on it as a core element of their mission-critical IT infrastructure. The heritage of PostgreSQL is therefore one of measuring up to the ongoing pressures and operational demands of business, particularly those requiring complex transactional capabilities. Forged in this environment, PostgreSQL has the features, sophistication and reliability that identify it as the heavy-hitter amongst open source databases.

### More features

The range of features available with PostgreSQL is the most comprehensive of all open source databases. Although other databases do add features from time to time, none can match the record of technological innovation and adoption of new standards that PostgreSQL has displayed in recent years. PostgreSQL's superior architecture provides it with a solid base for growth, allowing for a greater expansion of features and functionality than comparable products.

*Diagram title*

## Who should consider switching to PostgreSQL?

### Independent software vendors (ISVs)

The ISV sector has traditionally been highly responsive in adopting new and emerging open source technologies. PostgreSQL provides ISVs with a reliable database, which they can control and deploy as they see fit. As with other open source software, ISVs can easily value-add to PostgreSQL.

### Better sales margins

ISVs replacing an existing bundled proprietary database with PostgreSQL, can enjoy a healthier margin on every single additional application licence sold. No more leaking of valuable revenue in database vendor licence fees. In the competitive world of software sales, this is the kind of business benefit that can make all the difference to hard-pressed ISVs striving to maintain or increase market share.

### Future-proof your bundled database

ISVs who in the past, for costs reasons, selected a bundled database from a smaller-sized vendor which has not survived or has not been able to provide a satisfactory level of on-going product development in keeping with the ISVs changing needs. Now at last, ISVs can make a vital strategic decision to eliminate dependencies they may have on outdated technology and move to a standards-based big-hitting database with an assured future, such as PostgreSQL.