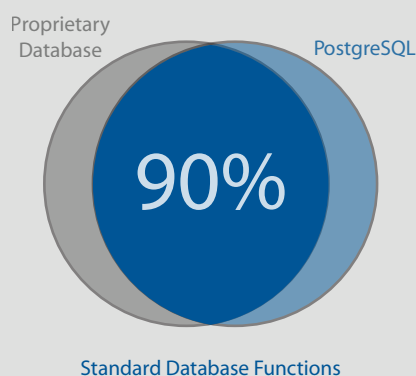# PostgreSQL

The world has changed

databases are now a commodity purchase

The database market is now at the point where the discernible difference in functionality and feature-set between competing products is insignificant in the case of the majority of purchasers. This trend benefits database consumers giving a greater freedom of choice and flexibility at a lower cost. Open source software has been a major cause of this change.

Proprietary Database   PostgreSQL

90%

Standard Database Functions

PostgreSQL - another open source success just like Linux

The operating system market has been transformed by Linux -- the first open source product to gain widespread acceptance and deliver enormous benefits to business. Following in this tradition, PostgreSQL has emerged as a leading open source force in the reshaped database market.

PostgreSQL is developed in largely the same way as Linux is. Expert programmers world wide contribute features, bug fixes and improvements. They either volunteer their time or are sponsored by software and hardware vendors who support PostgreSQL.

Being open source means that PostgreSQL attracts very experienced and knowledgeable contributors who care about the quality of the product.

Total business freedom (the BSD Licence)

Unlike most other databases, PostgreSQL's BSD licence has no material usage restrictions whatsoever. None!

No licencing costs whatsoever

Businesses can integrate or use PostgreSQL with their applications, be they open or closed source, and not incur a licensing fee, for any number of systems, anytime, ever.

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.