

ORACLE

# Celebrating 30 Years of MySQL

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MySQL & MariaDB Services @ Datavail

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MySQL™

# Biography



**Krishna Mamillapalli**

Director & Global Practice Leader

20 years of experience in database architecture and solutions

Extensive technical background in database operations, cloud migrations, and modernizations

Specialized in opensource database with deep understanding of hybrid data models

Extensive experience in database optimization, cloud strategies and supporting open-source database technologies

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# Datavail at a Glance

Delivering a superior approach to leverage data through application of a tech-enabled global delivery model & deep specialization in databases, data management, and application services.

## 18+ Years

building and operating mission critical data and application systems

ORACLE  
CLOUD  
Infrastructure

aws Microsoft  
Azure

## \$25M Invested

in IP that improves the service experience and drives efficiency

datAvail ServiceBoost™ datAvail TechBoost™

ORACLE | Partner

ORACLE | Sell Partner  
Expertise in MySQL 8 in North America

## Global Team

1,300 Employees (staffed 24x7, resolving over 2,000,000 incidents per year)



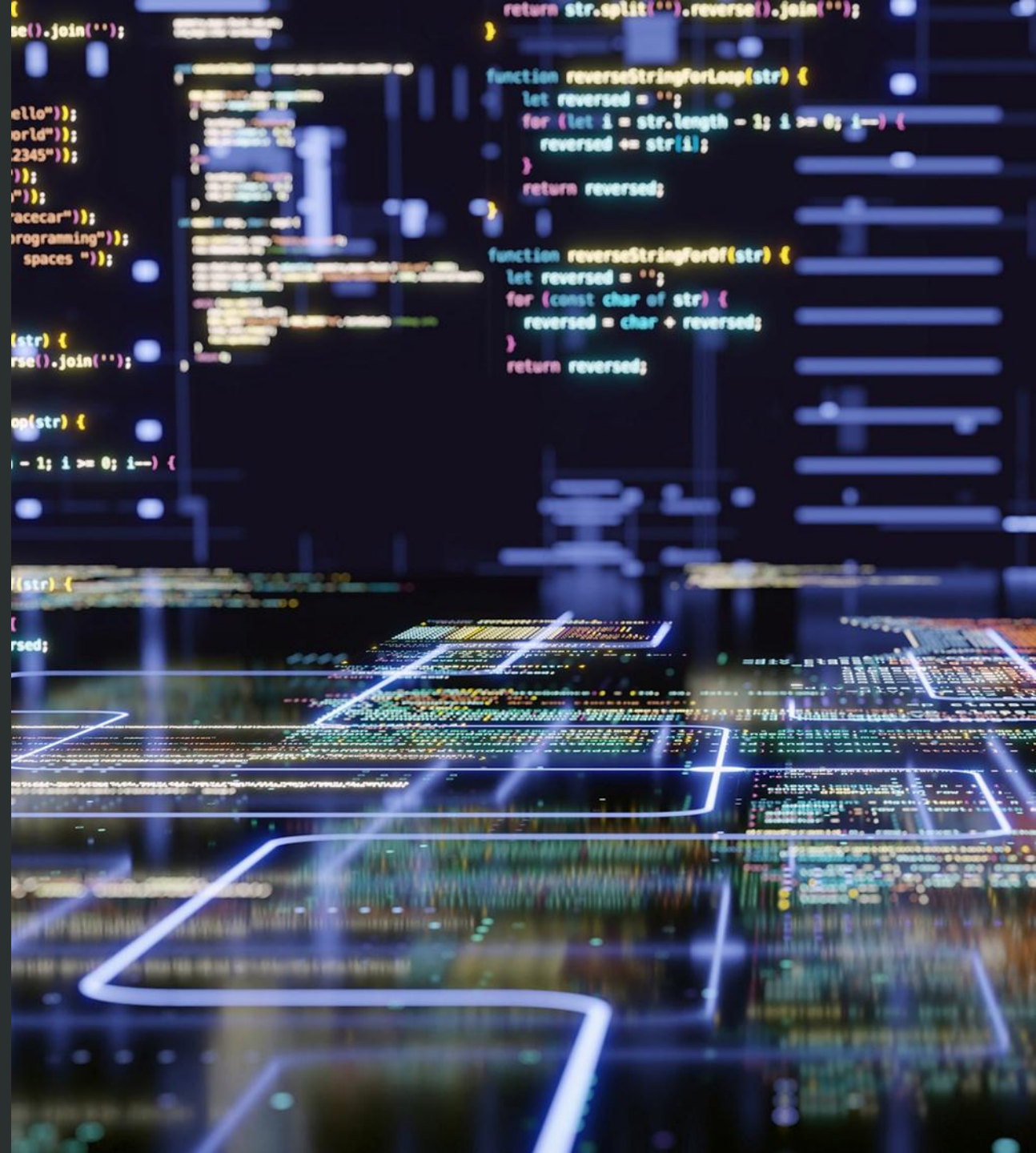
# MySQL Experiences

- Started with MySQL in 2005
- Web Development with 3.x Versions
- Since the early days of Sun Microsystems
- 20+ Years of Experience with MySQL
- Dedicated MySQL Support Teams



# Why MySQL?

- Open-source
- Simple and Flexible
- Developers first choice
- High Performance
- Storage Engines
- Scalable Replication Architectures
- Enterprise Grade Offerings
- SQL + NoSQL
- Analytics with Heatwave



# Supporting Many Business Verticals



**FinServ/FinTech**



**Healthcare**



**Ecommerce/Retail**



**Hospitality & Services**



**Education**



**Media &  
Entertainment**



**Transportation &  
Logistics**



**Public Sector**

# MySQL Success Stories

- Part of a Successful Journey
- Seen the Evolution and Growth
- Robust Product Offerings
- Major Enhancements in 5.7 and 8.x
- Cloud Adoption & Expansion
- Evolution of Digital Systems
- Migrations and Modernizations
- Microservices & Serverless Architecture
- Stronger Compliance and Security Measures



# Example Use Cases

- Transaction Processing and Payment Systems in Retail/ECommerce
- For EHR & Patient Info in Healthcare Systems
- Best Choice for SaaS Applications: Multi-tenant architecture
- CDR in Communication Systems
- Cost Optimization via Enterprise Licensing
- Email Marketing & Campaigns
- Bundled with ISVs and packaged solutions



# Multi-Source Replication

- Native Replication Method
- Flexible Channel based replication
- Replication Filters
- GTID Support
- Global Data Sych and Consolidation
- Parallel Threads applier
- Avoid complex ETL & Integration jobs
- Limits Data Exposure to External Tools
- Potential Cost Savings
- Monitor via P\_S replication tables
  - replication\_connection\_configuration
  - replication\_connection\_status
  - replication\_applier\_configuration
  - replication\_applier\_status
  - replication\_applier\_filters
  - replication\_applier\_status\_by\_coordinator
  - replication\_applier\_status\_by\_worker



# Case Study

A leading provider of supply chain, transportation, and logistics solutions in Philadelphia, PA.

Modernization with MySQL

## The Business Problem

This transportation leader faced high licensing costs for their on-premises databases annually, and these databases lacked scalability. Managing their hybrid infrastructure was also becoming a challenge, as they had limited IT staff.

Modernizing their technology stack would address these issues and reduce operational burdens on their development team.



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## Modernization with MySQL

### The Solution

Datavail partnered with this transportation leader to migrate their commercial databases to Opensource. The solution included:

- Migration from Commercial to MySQL 8.x
- Deep MySQL expertise from dedicated teams
- Assessment of their infrastructure and database architecture
- Addressing challenges with schema, routines, and MVs
- Performance optimization
- Implementation of high availability and scalability
- Ongoing managed database support

### The Results

This transportation company enjoyed a 50% reduction in technology spend, significantly improved developer productivity, and accelerated rate of shipping product features. They also gained the peace of mind of 24x7 DBA support post-modernization.

# Future Opportunities

- Distributed Systems
- One-stop Solution for Most Database Needs
- Heatwave for Mixed Workloads
- ML Ops and in-database LLMs
- GenAI – Vector Store & Hybrid Search
- Building RAG Pipelines:
  - Recommendation systems
  - Anomaly detection
  - User responses
  - Improved security and cost savings on Integrations



# Thank you

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