Helping Overcome UniVerse Objections

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Rocket®

Who is Rocket Software?

- **Rocket Software is a Boston-based global software development firm that builds and services Enterprise Infrastructure products**
  - 10+ R&D labs in North America, Europe, Asia
  - 100+ products
  - 800+ employees across North America, Europe, Asia
  - 3,000+ partners across Americas, Europe, Asia, Africa, Middle East
  - 10,000+ customers across Americas, Europe, Asia, Africa, Middle East
  - Millions of end users around the globe
- **Founded in 1990 – 21 years of profitable operating history.**
- **OEM relationships and technology partnerships with IBM, EMC, HP, Avaya, Motorola, and many others.**
- **Very credible customer base**

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Rocket Customers

80% of *Fortune* 20

Exxon Mobil	HP
Wal-Mart	Bank of America
ChevronTexaco	Citigroup
Conoco Phillips	IBM
GE	McKesson
GM	J.P. Morgan
Ford	Verizon
AT&T	CVS Caremark

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Plus

Small and Medium Businesses
Colleges and Universities
Federal Governments
State Governments
County Governments
Defense and Intelligence
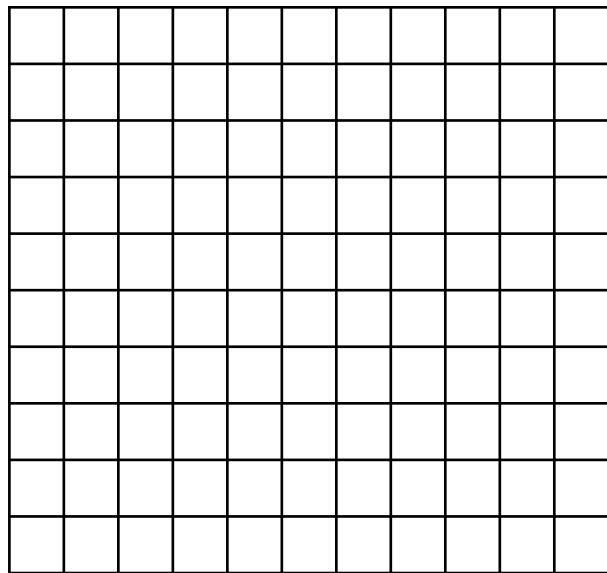Police and Emergency Response

Technology Sell

- "OLD" technology myth

- Benefits of UniVerse multi-value versus relational data bases

- TCO – total cost of ownership

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Relational Database Evolution

1969

1979

1987 - 1989

E.F. Codd

1NF White Paper
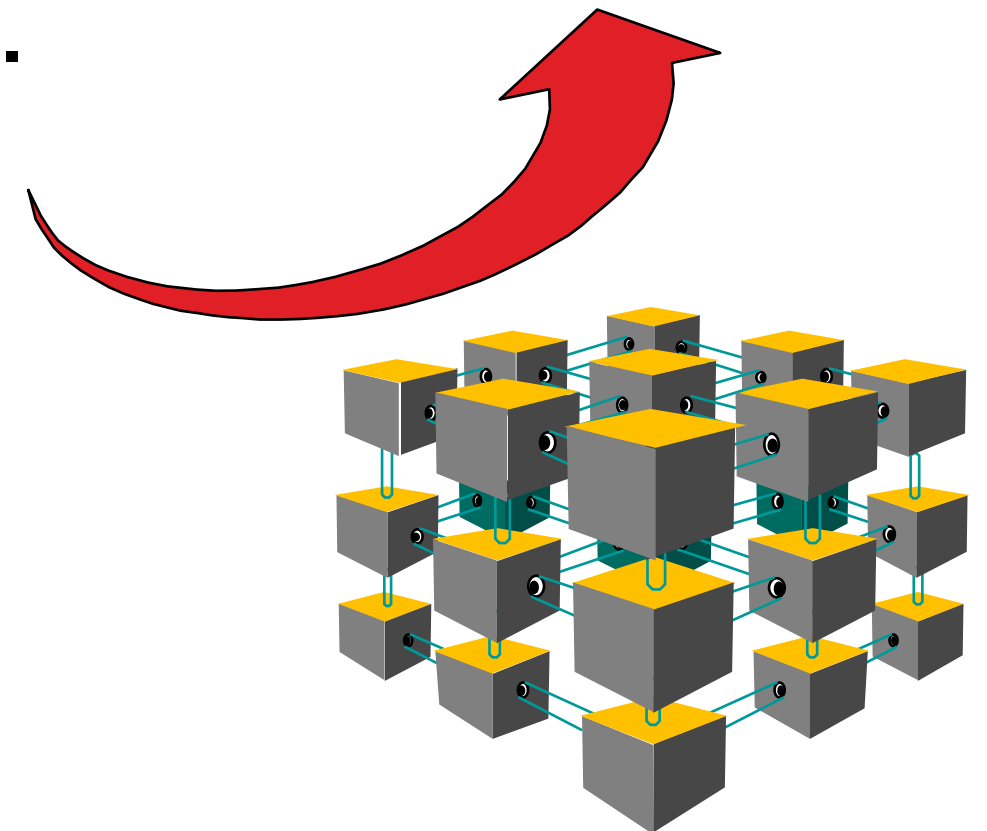
1st RDBMS Design

DB2, Oracle, Ingres, Informix, Sybase etc.

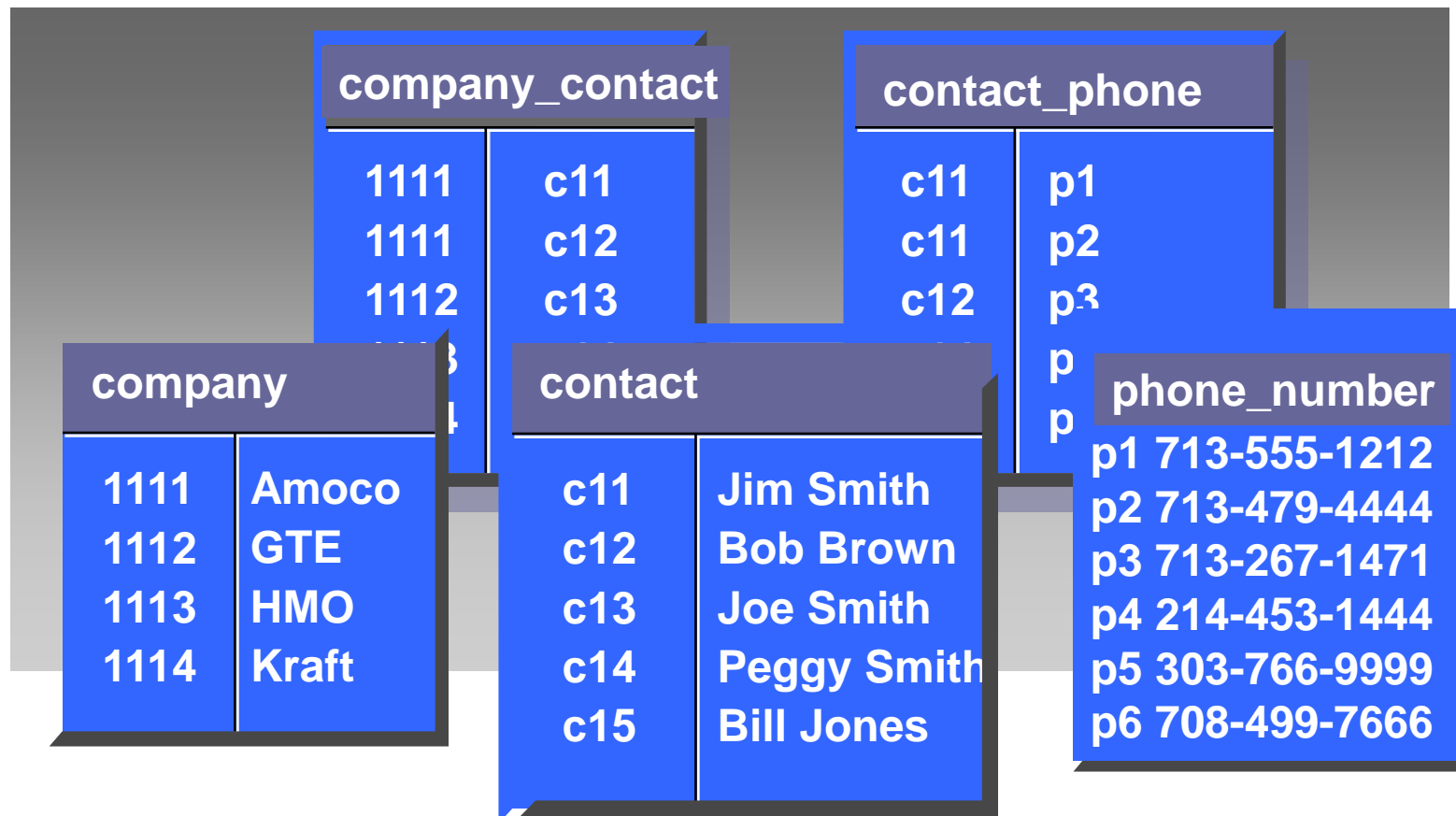**NF2 White Paper Advanced RDBMS Design**

UniVerse RDBMS

UniData RDBMS

So don't let anyone say this is old technology!

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Contact Records

Contacts

1111	Amoco	Jim Smith	713-555-1212
			713-479-4444
		Bob Brown	713-267-1471
1112	GTE	Joe Smith	214-453-1444
1113	HMO	Peggy Smith	303-766-9999
1114	Kraft	Bill Jones	708-499-7666

vs.

company_contact

1111	c11
1111	c12
1112	c13

contact_phone

c11	p1
c11	p2
c12	p3
	p
	p
	p

company

1111	Amoco
1112	GTE
1113	HMO
1114	Kraft

contact

c11	Jim Smith
c12	Bob Brown
c13	Joe Smith
c14	Peggy Smith
c15	Bill Jones

phone_number

p1	713-555-1212
p2	713-479-4444
p3	713-267-1471
p4	214-453-1444
p5	303-766-9999
p6	708-499-7666

- **MultiValue**
  - Smaller data sets
  - Much simpler
  - More intuitive
  - Faster

vs.

- **Relational**
  - More tables means:
    - more disk I/O
  - More data means:
    - more memory
  - More tables means:
    - locking conflicts
  - More difficult to administer

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TCO - Development Costs

- Unique data model allows for faster, more intuitive database design

- Dynamic schema allow easy modification or customization of solution to meet rapidly changing or unique business needs

- Integrated development environment, tools and interfaces allow rapid development of robust business solutions

"We estimate that UniData enables us to bring new services to market two or three times faster than would be possible with a different database, so it gives us a major competitive advantage."

- Justin Morshead, CEO, AdPrecision

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TCO - Hardware/Administration Costs

- Intuitive data model results in
  - Fewer, smaller database tables
  - Efficient data retrieval

- Dynamic files eliminate need for table reorganization

- Dynamic schema allows modifications without rebuilding

"There is simply <u>no need for a database administrator</u> in a UniVerse shop. That's a <u>savings</u> of at least $100,000 per year in DBA costs, right off the bat."

- Peter Anderson, VP and Chief Technology Officer, 1mageSoftware, Inc.

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TCO - Support/Upgrade Costs

U2

- First year of maintenance included in license price

- Annual maintenance renewal

- Maintenance includes
  - Access to live, follow-the-sun support
  - 7x24 support for down systems
  - Upgrade to new release at no charge
  - OS platform changes at no charge

Other Databases

- Per incident pricing
  - Incident 6 packs

- Phone more expensive than Web

- Upgrades not included

- OS platform changes not included

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Total Cost of Ownership

Rating legend (Worst → Best): ○ (empty) ◔ (quarter) ◑ (half) ◕ (three-quarter) ● (full)

Description	U2	SQLServer	Oracle	Open Source	U2 Comments
Initial Purchase Price	●	●	●	●	▪ Price is negotiable
Features	●	◑	◑	●	▪ Includes replication and encryption
Maintenance	●	◑	◑	N/A	▪ Includes phone support, free upgrades and platform changes
Administration	●	◔	◔	●	▪ Requires little to no DBA ▪ Avg DBA Salary $100K
Development	●	◑	◑	◑	▪ Intuitive modeling of complex business structures ▪ Consistent framework for business logic and data access
Change/Customization	●	◑	◑	◑	▪ Ease of metadata and application change
Cost of Hardware	●	◑	◑	◕	▪ Fewer tables, variable length, less disk/memory
Connectivity and Interoperability	◑	●	●	◕	▪ Improving SQL interfaces
Name Recognition	○	●	●	◑	▪ Embedded in ISV Solution

U2 Resources

- **General**
  - U2 Web site www.rocketsoftware.com/u2
- **Technical**
  - DeveloperZone Articles and Tutorials u2tc.rocketsoftware.com/devzonemenu.asp
  - Support www.rocketsoftware.com/support
  - Product and Technical Briefings https://u2tc.rocketsoftware.com/
- **Community**
  - U2 Users Group www.u2ug.org
  - Twitter www.twitter.com/RocketU2
  - Facebook www.facebook.com/RocketU2
  - Delicious www.delicious.com/RocketU2
- **Education/News**
  - Training http://www.rocketsoftware.com/u2/training
  - U2 News Flash http://bit.ly/u2news

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U2 Web Site

BACKUP SLIDES

- MultiValue vs SQL Server heritage / timeline

- MultiValue vs Relational database models

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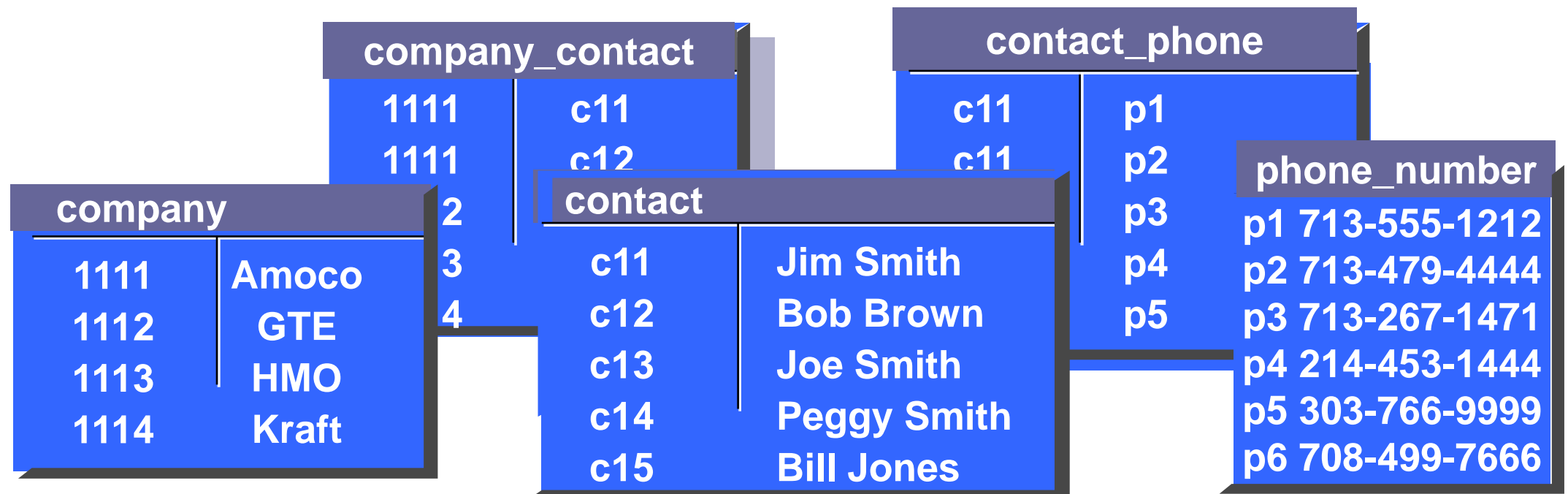*Powering Business Solutions*

MultiValue vs SQL Server Evolution

The code base for MS SQL Server (prior to version 7.0) originated in Sybase SQL Server, and was Microsoft's entry to the enterprise-level database market, competing against Oracle, IBM, and, later, Sybase. Microsoft, Sybase and Ashton-Tate originally teamed up to create and market the first version named SQL Server 1.0 for OS/2 (about 1989) which was essentially the same as Sybase SQL Server 3.0 on Unix, VMS, etc. Microsoft SQL Server 4.2 was shipped around 1992 (available bundled with IBM OS/2 version 1.3). Later Microsoft SQL Server 4.21 for Windows NT was released at the same time as Windows NT 3.1. Microsoft SQL Server v6.0 was the first version designed for NT, and did not include any direction from Sybase.

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What is MultiValue?

- Also Known As
  - Extended Relational
  - Nested Relational

- Ability to store multiple nested tables while supporting SQL access that provides mathematically correct results

- Support for multi-valued and multi-subvalued fields and associations of fields

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Relational Database Model

- **Goal**: To store your rolodex of contact information in a database

- Information ("fields") you want to store are
  - Unique ID for each company
  - Company name
  - Names of individuals (contacts)
  - Phone numbers for those individuals

  - Tables required for RDBMS (DB2, Oracle, SQL Server, etc.)

company_contact	
1111	c11
1111	c12
2	
3	
4	

contact_phone	
c11	p1
c11	p2
	p3
	p4
	p5

company	
1111	Amoco
1112	GTE
1113	HMO
1114	Kraft

contact	
c11	Jim Smith
c12	Bob Brown
c13	Joe Smith
c14	Peggy Smith
c15	Bill Jones

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p5	303-766-9999
p6	708-499-7666

MultiValue Database Model

- Rolodex becomes a single file
- Records allow repeating fields
- More intuitive
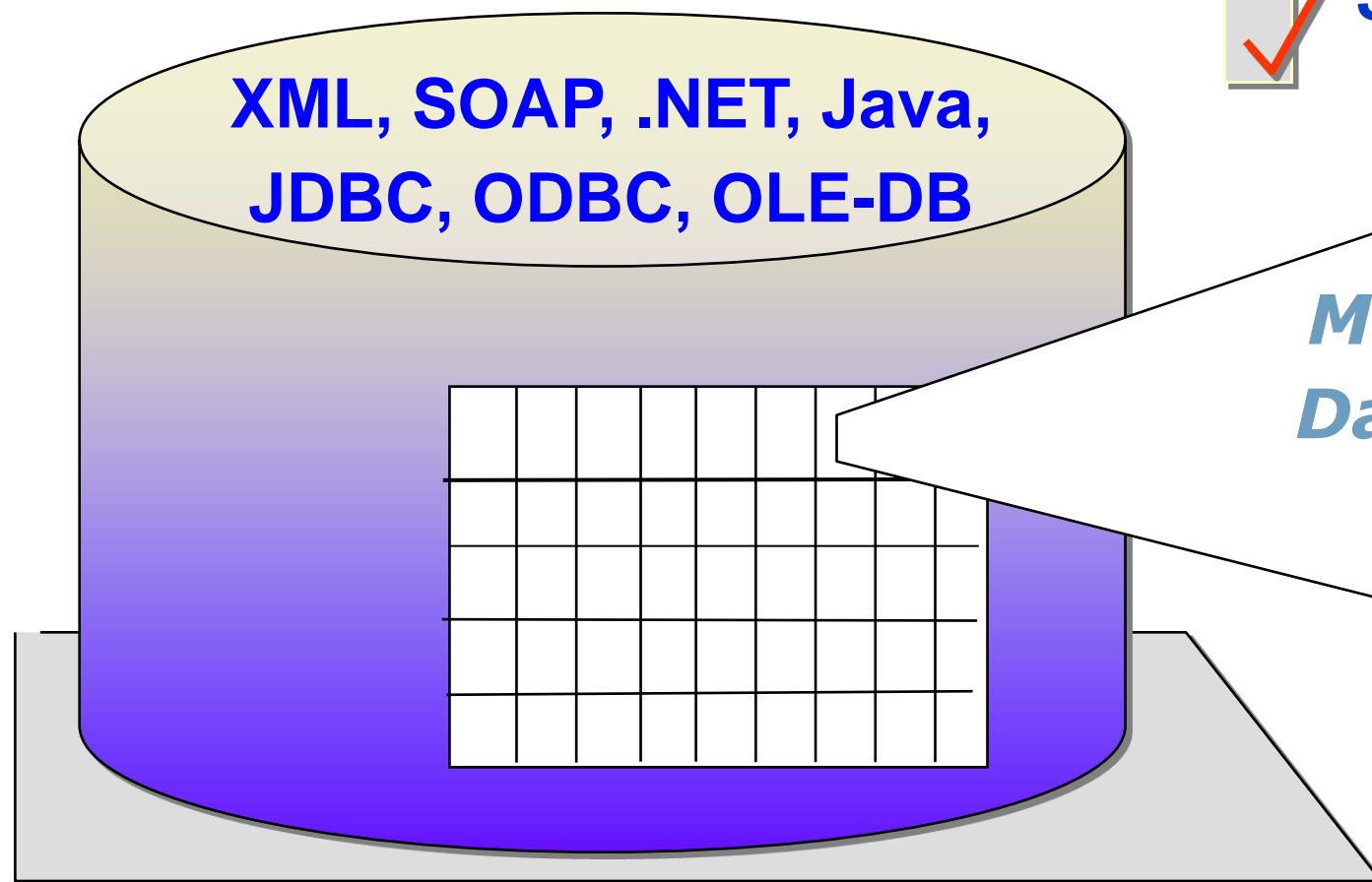- Fewer reads & faster writes
- Low to no administration

One record per company

Contacts			
1111	Amoco	Jim Smith	713-555-1212
			713-479-4444
		Bob Brown	713-267-1471
1112	GTE	Joe Smith	214-453-1444
1113	HMO	Peggy Smith	303-766-9999
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