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DB2 v7.2 vs Oracle 9i

Competitive Price Analysis

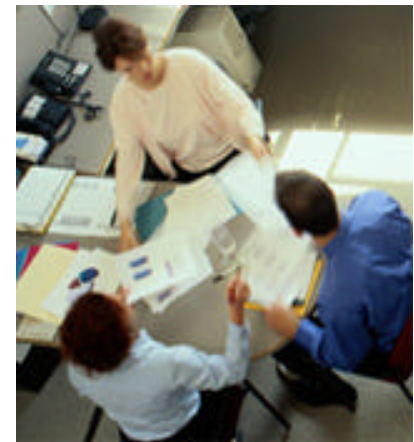




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Key Reasons for Choosing DB2 UDB

- **Lower total cost of ownership**
 - Better price performance
 - DB2 advances speed and ease of migrations, development and management
- **Multiple platform support based on open industry standards**
 - Extends for the web
- **Global enterprise scalability and industry leading performance**
 - Unmatched scalability from a single user to 10's - 1,000's - 10,000s - to millions of customers across local, regional and worldwide geographies
- **Strategic ISV relationships**
 - IBM does not compete with application software providers
 - Strength of IBM total solution
- **Award winning service and support excellence**
- **Industry leading technology**
 - DB2 strategic development platform
 - Intranet/Internet application support
 - Leverage all types of data regardless of location or origin
- **Mission critical reliability**
 - DB2 Solutions process 7.7 billion transactions every day, managing 70% of the world's corporate data
- **High availability features for business critical applications**
 - DB2 is open for business 24 x 7 x 365





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DB2 7.2 vs Oracle 9i At a Glance

DB2 Product	DB2 Pricing	Oracle Pricing	Oracle Product
DB2 Workgroup Edition v 7.2	\$999/Server(1 user) + \$249 add'l user	\$300/user (+88% over 8i)	Oracle 9i Standard Edition
DB2 Workgroup Unlimited Edition v 7.2	\$14,250/processor	\$15,000/processor	Oracle 9i Standard Edition
DB2 Workgroup Edition v 7.2	\$20,000/processor	\$40,000/processor	Oracle 9i Enterprise Edition
DB2 Workgroup Edition v 7.2	no per user	\$800/user (+33% over 8i)	Oracle 9i Enterprise Edition
DB2 Enterprise - Extended Edition v 7.2	\$25,000/processor	\$40,000/processor (9i) + \$20,000/processor (Real App. Clusters) + \$10,000/processor (partitioning)	Oracle 9i Enterprise Edition

Note: All pricing current as of 8/27/01. All Oracle pricing from oracle.com. All DB2 pricing standard list price. No discounting used in any comparisons.



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Don't the Oracle Changes Benefit Customers?

Not on the low end...

CPU Platform	Oracle 8i Standard Edition Power Unit Pricing	Oracle 9i Standard Edition Processor Pricing
Single 700 MHz Intel processor	\$10,500	\$15,000 +43%
Single 600 MHz RISC processor	\$13,500	\$15,000 +11%

To be fair, the high end configuration starts lower, but if you actually want to do anything ...

9i EE Option	Named User	Per Processor
Real Application Clusters	\$400	\$20,000
Partitioning	\$200	\$10,000
OLAP	\$400	\$20,000
Data Mining	\$400	\$20,000
Spatial	\$200	\$10,000
Advanced Security	\$200	\$10,000



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How do they compare in the real world?

Scenario 1 - DB2 Workgroup Edition 7.2 vs. Oracle 9i Standard Edition

- Solution: Departmental server with mixed workload
- Hardware: IBM eServer xSeries 250 (4x700MHz Intel based server)
- # Users: 125 Named Users (assume 50 concurrent users)

	DB2 Workgroup Edition	Oracle 9i Standard Edition (per user)
License	\$13,200	\$37,500*
Support & Upgrade for 5 years	\$14,520	\$41,250
Total 5 Year Cost	\$27,720	\$78,750
Advantage	2.8 times cheaper!	

*8i per user pricing would have only been \$20,000

**8i power unit pricing would have only been \$42,000



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How do they compare in the real world?

Scenario 2 - DB2 Enterprise Edition 7.2 vs. Oracle 9i Enterprise Edition

- Solution: Enterprise Transaction server (exactly like the one used in the TPC-C benchmark Oracle is so fond of)
- Hardware: IBM eServer pSeries 680 (24x600MHz RISC)

	DB2 Enterprise Edition	Oracle 9i Enterprise Edition (per processor)
License	\$480,000	\$960,000
Support & Upgrade for 5 years	\$528,000	\$1,056,000
Total 5 Year Cost	\$1,008,000	\$2,016,000
Advantage	2 times cheaper!	



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How do they compare in the real world?

Scenario 3 - DB2 Enterprise Extended Edition 7.2 vs. Oracle 9i Enterprise Edition w/RAC

- Solution: Large Cluster used for OLTP (similar to but smaller than our top TPC-C result)
- Hardware: 10 x IBM eServer xSeries 370 (8 x 700MHz Intel)

	DB2 Enterprise - Extended Edition	Oracle 9i Enterprise Edition (per processor)
License	\$2,000,000	\$3,200,000
Real Application Clusters	included	\$1,600,000
Support & Upgrade for 5 years	\$2,200,000	\$5,280,000
Total 5 Year Cost	\$4,200,000	\$10,080,000
Advantage	2.4 times cheaper!	



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What about Oracle's Scenario's?

Truth is every vendor can find a scenario where they can claim price advantage.

- Generally due to packaging differences

Let's look at one they've been hyping

- Netfinity 7100 4-way SMP

Feature	Oracle9i EE	DB2 EE	MQ Series Workflow
DBMS	\$160,000	\$ 80,000	Included
Queuing	Included	US\$ 12,400 Included	Included
Workflow	Included	US\$140,000 see next col	\$140,000
Files	Included	\$ 32,000	na
Total	\$160,000	\$112,000	\$140,000



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Passport Advantage - Enhancements

A Simple Volume Licensing Offering

- Consolidated Multiple Offerings into a Single Offering
 - ✓ *Perpetual Agreement (No contract end date)*
- Consolidated Price File

Maintenance Included with each License acquisition

- Includes both Software Subscription and Support
- Reduces the quantity of part numbers

Address Customer's Pricing Considerations

- Enhanced pricing for larger transactions

AND

- Pricing based on the overall relationship with IBM

Broaden our product content

- Tivoli distributed products included in the offering

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Why Partner with IBM?

IBM Value

- **Leading edge technology**
- **Strong ISV relationships**
- **Complementary services**
- **Solution packaging**
- **PartnerWorld**
- **Total project financing**

Value to You

- ➔ **Enhanced project success**
- ➔ **Reduced implementation risk**
- ➔ **Opportunity for enhanced engagement value**
- ➔ **Focus on core competency - still offer a complete solution**
- ➔ **Easier to sell and implement**
- ➔ **Facilitates the sale**

...and that's when it hits you, it makes sense to partner with IBM



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For More Information

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PartnerWorld for Software

- <http://www.ibm.com/partnerworld/software>

Membership Centre

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PartnerWorld for Software Mailing Address

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Dallas, TX 75234

PartnerWorld for Developers

- <http://www.developer.ibm.com>

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- Technical questions, marketing support, complex solutions, and pre-sales support information - call 800-426-1822 (NOTE: most technical support options require purchase of a Value Package.)

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