오픈 소스 사업화 진행 과정과 현황

Enterprise Grade Open Source Database

ALTIBASE

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ALTIBASE

ALTIBASE Overview

COMPANY

- **회사명**: ㈜알티베이스
- **설립일**: 1999년 11월 26일
- **대표이사**: 장재웅
- **매출액**: 130억 (2017년)
- **본사:** 서울특별시 구로구 구로동 대륭포스트타워 2차 8층
- **대전사무소:** 대전시 서구 둔산동 921 주은리더스텔 901호
- **중국지사** 中国北京市 海淀区 成府路28号 优盛大厦
- **임직원수**: 103명

BUSINESS

ENTERPRISE GRADE OPEN SOURCE DATABASE

Enterprise Grade

Hybrid

Sharding

Relational

HONOR

- **2018** Opensource 전환
- **2017** 누적 +650 customer, +6000 Reference
- **2016** Gartner Magic Quadrant for Operational DBMS로 등재
- **2015** 중국 Fujian 모바일 우수 BSS로 선정
- **2012** 병무행정 정보화 기여에 따른 표창 수상
- **2011** 대한민국 기술대상 10대 신기술 선정 및 특별상 수상
- **2011** 제10회 SW기업 경쟁력 대상 '大賞' 수상
- **2010** 신기술실용화 지식경제부 장관 표창
- **2009** 중국 빌링차이나 2009 중국 통신산업 우수제품상 수상
- **2007** 세계일류상품 선정 (산업자원부)
- **2006** 대한민국 SW대상 대통령상 수상 (행정자치부)

ALTIBASE Global Success

References

650개 이상의 고객 및 6000개 이상의 성공적인 구축 사례 보유

Constraints on business expansion

- Lack of brand recognition in areas other than APAC
- Negative perceptions of Asian SW product quality in AMER reinforced by actual lack of quality in certain areas (Typographical errors, lack of GUI, instability, etc.)
- Poor marketing and sales methods
- Limited HR for global business
- Weak documentation
- Product quality issues
- Poor OLAP and BI features and functions (Gartner analysts believe that 60% of IMDB use cases will relate to data warehousing or BI)
- Touted as an “Oracle-replacement,” but in practice this is often impractical and/or prohibitively difficult

Commercial market & Open-source

Commercial Market

- Closed-source 사용 비율이 97%에 달하지만 사용자 중 88.5%가 Global Top5 의 고객

Open-source

- Open-source DBMS의 시장 점유율은 2015년에 전체 시장 대비 1.7%, 2017년에 3%에 가까운 성장할 것으로 예상.

- 2015년에 전체 DBMS의 시장 규모는 36,469M 이었으며, Open-source DBMS의 점유율이 1.7%로서 Open-source DBMS의 시장 규모는 500M 이었음.

- 2017년에 전체 DBMS의 시장 규모는 약 42,785M로 예상했으며, Open-source DBMS의 점유율이 3%로서 Open-source DBMS의 시장 규모는 1,283M 으로 추정됨.

- Open-source DBMS를 검토하고 도입하는 고객은 지속적으로 증가하여 2018년에는 전체 신규 시스템의 70%를 Open-source DBMS로 구축할 것으로 예상하고 있음.
    - *By 2018, more than 70% of new in-house applications will be developed on an OSDBMS, and 50% of existing commercial RDBMS instances will have been converted or will be in process.*

- Gartner, Open Source DBMS 2017: Rewriting the Rules

Why conversion to an open source DBMS?

- High entry barriers in the closed source DB market due to clients' high expectations and requirements of closed source DB vendors
- Lack of brand awareness of Altibase in approaching new clients in the western markets
- Great apprehension about scanty financial cushion of Altibase for product liability
- Altibase's current manpower and their inability to command English in penetrating the western markets as a closed source DB vendor
- Growing popularity and acceptance of open source DBMSs
- Much to gain from Altibase being an open source DBMS
  - Security as more participants can check and modify errors that proprietary DB programmers can overlook
  - Stability as concerns over continued support as a result of possible mergers and bankruptcies of DB vendors will be eliminated

How does Altibase compare to other open source DBMSs?

- 17 years of accumulated know-how and product maturity in servicing over 600 enterprise clients including some Fortune 500 companies
- Wide use case applicability
- In-memory capabilities to meet high performance DB requirements
- In-memory technology becoming the mainstream, and the adoption growing rapidly
- Its unique hybrid architecture to utilize both memory and disk as storage mediums
- Its compliance with relational DB principles which appeals greatly to customers currently using Oracle/SQL server
- Long history of customer support with 24/7 availability
- High customers satisfaction and retention rates

Product value of ALTIBASE

- **Free from expensive dinosaur companies**

  Enterprise grade DBMS vendor which can provide DBMS solutions at a cost substantially lower than incumbent legacy players such Oracle, MS and IBM

- **Eliminate thirst for high performance**

  In-memory capabilities to meet high performance requirements

- **Free from physical storage limitation**

  Hybrid architecture to utilize memory and disk as storage medium

- **Flexible system composition**

  Flexible system architecture adaptability using replication and Sharding

준비 과정

소스 검증

- NIPA 공개SW역량프라자 지원
- 블랙덕소프트웨어를 통한 검증
- 침해 요소 발견하여 해결 (Spatial 모듈)
- 주석 내용 중 부적합한 내용 확인 및 제거

법률 검토

- Oracle, MS, IBM의 DB 관련 특허 조사
- 기존에 판매된 라이선스를 사용하는 고객의 권리 침해 여부 확인

설치 파일

- 홈페이지를 통해 컴파일 된 설치 파일 제공
- GitHub를 통해 소스 파일 제공

TECHNICAL DOCUMENT

- Manual, Release Notes, Patch Note, Error Message, Video materials
- Sales kit, Agreement

License model

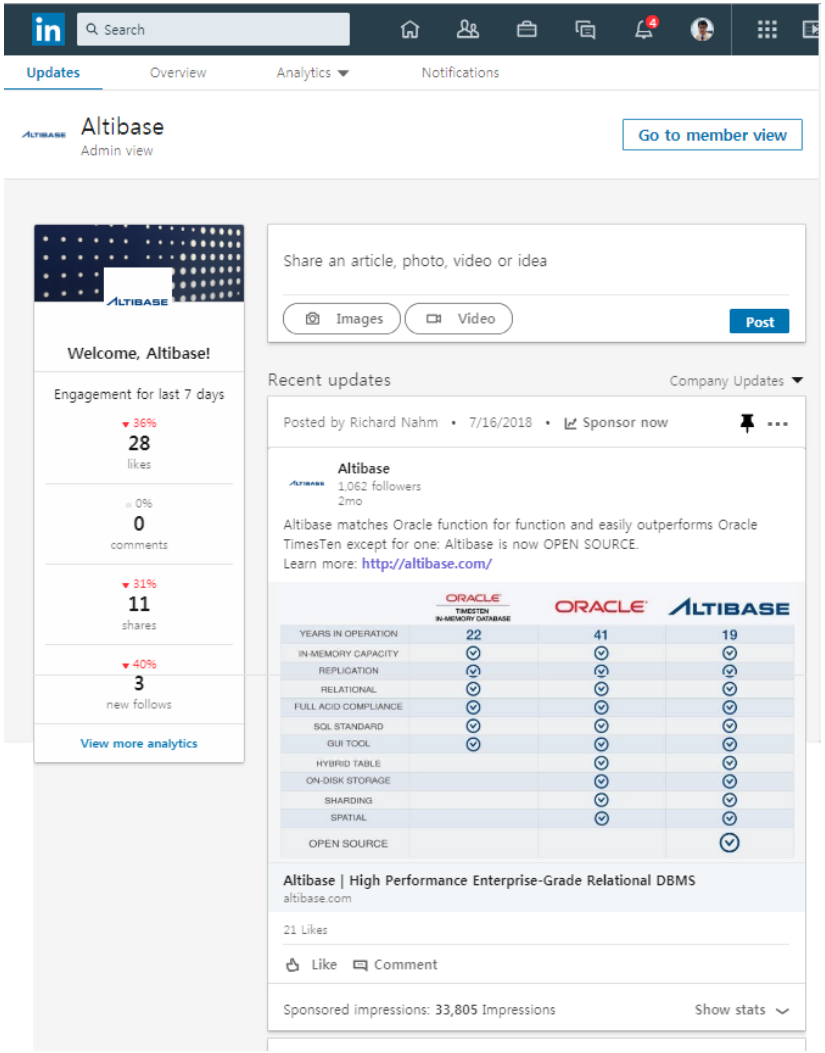
Dual License

- GNU-AGPLv3 for the Altibase server code and GNU-LGPLv3 for the Altibase client code.
- Proprietary + GPL(LGPL)

To-Be model

	AS-IS (Closed-source)	TO-BE (Open-source)
License	Perpetual license (Proprietary)	Dual License = Perpetual License + Subscription license (GPL + LGPL)
Profit	Enterprise edition	Enterprise edition Subscription support Professional service License embedded
Support	Unlimited	Basic support + Additional support
Development	Developer	Developer + Community + 3rd Party Open-source
Competitor	Oracle, MSSQL	PPAS, MariaDB, Oracle
Partner	VAD / VAR / (ISV)	VAD / VAR / ISV

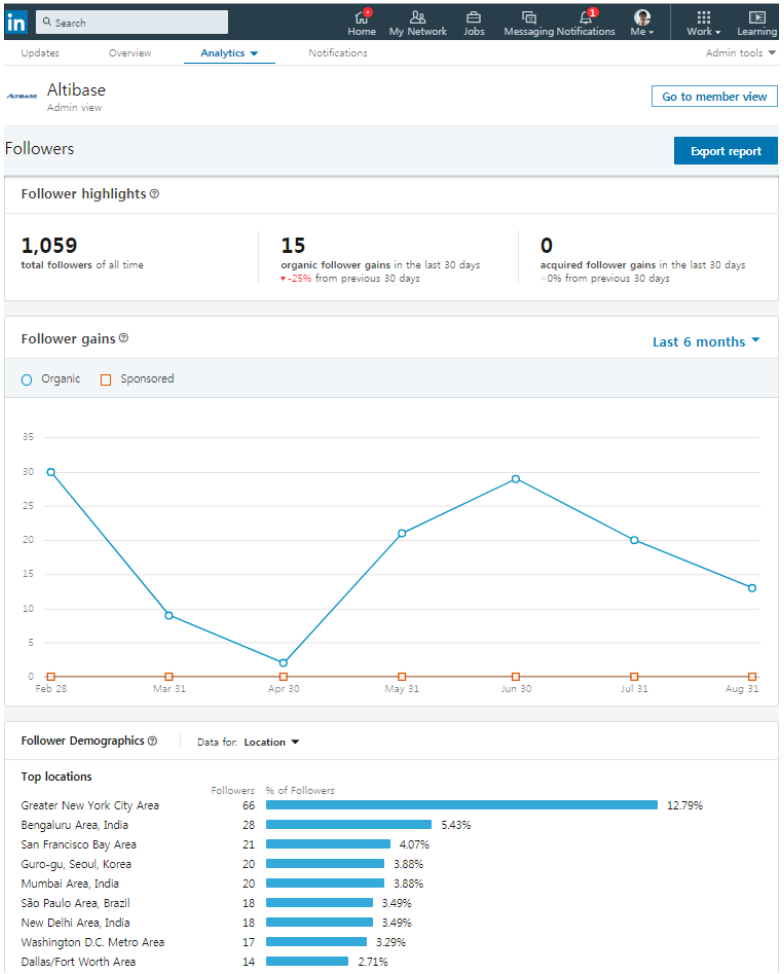
Marketing – Homepage, SNS (LinkedIn)



Marketing – Press release

Downloads and Followers

국가	접속자 수	다운로드 수
South Korea	2,822	838
China	495	165
United States	369	149
India	260	96
United Kingdom	140	46
Turkey	116	40
Thailand	108	39
Netherlands	90	35
Italy	82	34
Germany	90	33
France	54	22
Japan	47	17
Egypt	66	17
기타	1,853	633
총합계	6,638	2,164



향후 과제

Product Enhancement

- High Performance Enterprise RDBMS의 특징, 안정성, 성능, 샤딩 기능 고도화
- Oracle style function, stored procedure 보완 및 Altibase Migration Center 전환율 향상

Education

- Webinar, Online training

Manual

- Wiki 스타일 도입 (사용자 참여형 매뉴얼)
- 다국어 매뉴얼

Global Support Network

- VAD, VAR를 통한 Professional Services 제공
- On/Off-line technical support, Installation & Startup Service, Tuning, Consulting, Problem Tracking, Emergency Assistance

Community

- 산학 연계 프로그램 개발
- ETRI (ARM칩), 연구소 협력

감사합니다

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