

# 오픈 소스 사업화 진행 과정과 현황

Enterprise Grade Open Source Database

**ALTIBASE**

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# ALTIBASE Overview

## COMPANY

- 회사명: (주)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 优盛大廈
- 임직원수: 103명

## ENTERPRISE GRADE OPEN SOURCE DATABASE

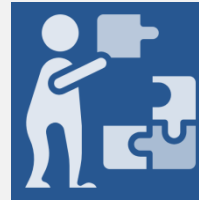
## BUSINESS



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



Telecom



Finance



Government



Manufacturing



Internet



Strategic Partnership



# Constraints on business expansion

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- 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

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## 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?

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- 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?

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- 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

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- **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

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## 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

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## 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 + 3 <sup>rd</sup> Party Open-source
Competitor	Oracle, MSSQL	PPAS, MariaDB, Oracle
Partner	VAD / VAR / (ISV)	VAD / VAR / ISV

# Marketing – Homepage, SNS (LinkedIn)



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## ALTIBASE

### ENTERPRISE GRADE OPEN SOURCE DATABASE

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ENTERPRISE GRADE

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18 years of experience in serving over 600 enterprise clients including 8 Fortune Global 500 companies

1+1 = 1

HYBRID

Play Video

Enjoy the benefits of both an in-memory database and a disk-resident database in a single unified engine

SUBSCRIBE



SHARDING

Play Video

Optimize and economize on your scale-out without making any changes to your existing applications



RELATIONAL DBMS

Play Video

Function and feature rich with all the tools and relational capabilities required by enterprise grade applications

650+

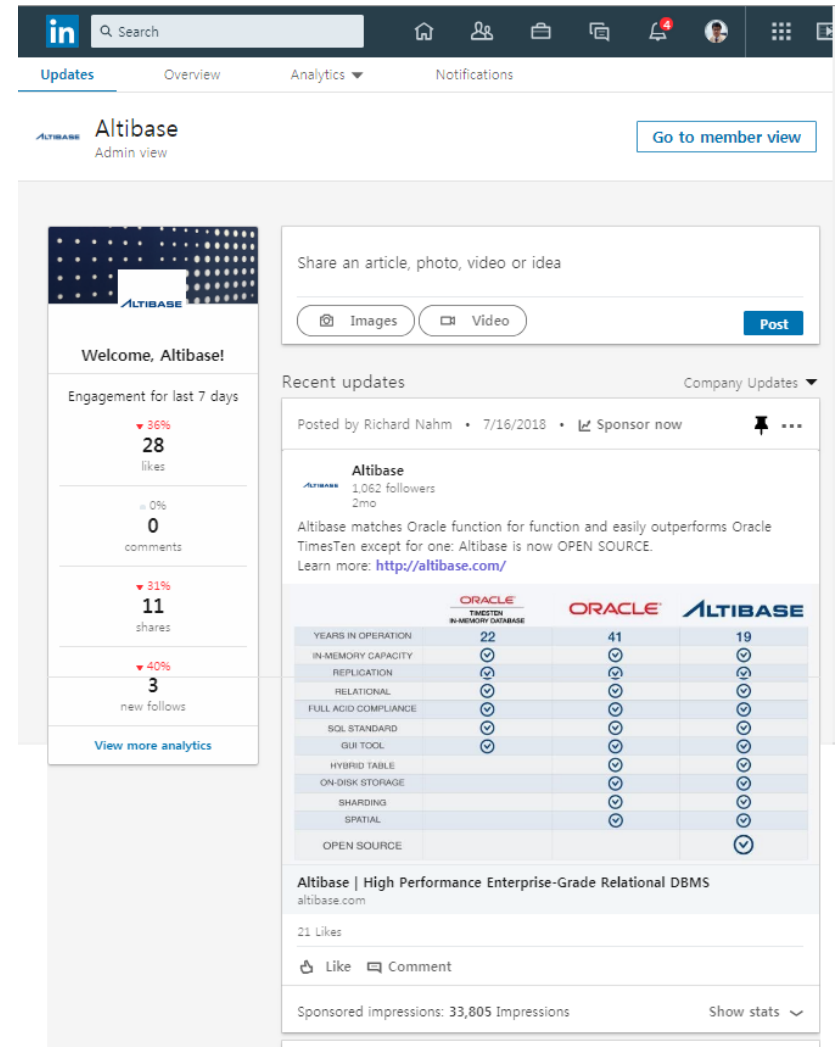
Enterprise Clients

6,000+

Deployments

## ALTIBASE NEWSLETTER FEATURING GARTNER'S REPORT

Choosing the Right: Relational Database Management System

in Search

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Altibase Admin view [Go to member view](#)

Welcome, Altibase!

Engagement for last 7 days

- 36% ↓ 28 likes
- 0% ↓ 0 comments
- 31% ↓ 11 shares
- 40% ↓ 3 new follows

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Posted by Richard Nahm • 7/16/2018 • Sponsor now

**Altibase**  
1,062 followers  
2mo

Altibase matches Oracle function for function and easily outperforms Oracle TimesTen except for one: Altibase is now OPEN SOURCE.  
Learn more: <http://altibase.com/>

	ORACLE TIMESTen IN-MEMORY DATABASE	ORACLE	ALTIBASE
YEARS IN OPERATION	22	41	19
IN-MEMORY CAPACITY	✓	✓	✓
REPLICATION	✓	✓	✓
RELATIONAL	✓	✓	✓
FULL ACID COMPLIANCE	✓	✓	✓
SOL STANDARD	✓	✓	✓
GUI TOOL	✓	✓	✓
HYBRID TABLE		✓	✓
ON-DISK STORAGE		✓	✓
SHARDING		✓	✓
SPATIAL		✓	✓
OPEN SOURCE			✓

**Altibase | High Performance Enterprise-Grade Relational DBMS**  
altibase.com

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# Marketing – Press release

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## IT WORLD CANADA

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Uncategorized

### Global In-Memory Computing Market Growth (2018 – 2023): Teradata Co, Altibase Corporation

Stark Roddrik - September 6, 2018

Reporte.us is online market intelligence firm. Memory Database Market: Global Industry, 2023" covers a comprehensive study of global memory database and market driving factors. Moreover, market statistic information from memory database, their company profile, and geographical overview of the in-memory database planning their business strategies.

At the initial level, the report offers the fundamental database market on basis of definition, market database market revenue statistics from 2011 to 2023. Several important factors such as in-memory database industry policies, technological innovation, and landscape and supply/demand pattern of in-memory database are provided. The report provides geographical overview of the in-memory database market in more than 5 regions worldwide. The major

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DATA CENTRE ENTERPRISE APPLICATIONS ENTERPRISE INFORMATION ARCHITECTURE NETWORK INFRASTRUCTURE

### Altibase goes open source, says it 'directly challenges' Microsoft, IBM and Oracle



Alex Coop @itsjustalexcoop  
Published: February 14th, 2018

Altibase has its crosshairs set on Oracle, IBM and Microsoft now that it's gone open source.

Following the recent announcement that the global software firm is open source, Altibase says it "directly challenges" the other companies by providing equal functionality at a much lower cost. Customers will save money by not

© Sunday, September 16 2018 **Trending** Global Ammonium Ferric Citrate M.L.

## Commercial Aviation 24

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Technology and Media

### Global In-Memory Computing Market Growth (2018 – 2023): Altibase, Red Hat, Oracle and SAP SE

Bill Palmer - 2 days ago

2 minutes read



Mini-Note

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People & Culture

### A World Leading Steelmaker Chooses Altibase over Oracle and Lowers Database-Related TCO by over 60%

NEWS PROVIDED BY  
Altibase Corp. →  
Jun 11, 2018, 08:32 ET

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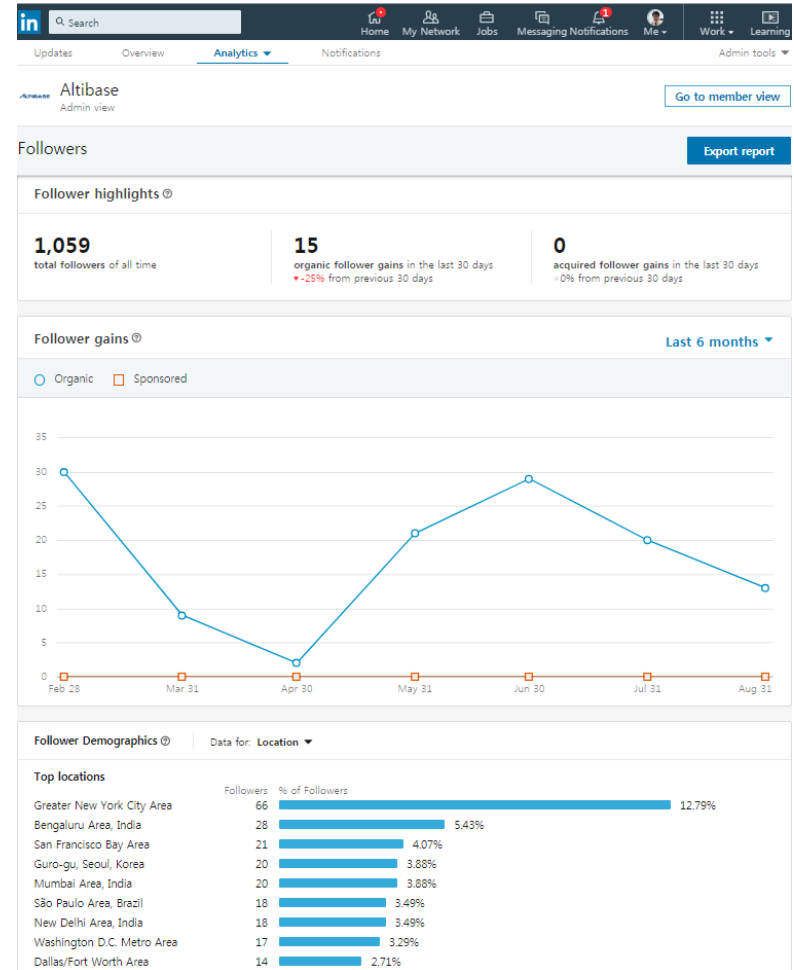


NEW YORK, June 11, 2018 /PRNewswire/ -- This June, Altibase completed installation of its in-memory/hybrid database for a blast furnace of one of the world's biggest steel manufacturers. The company, headquartered in South Korea, is a multinational steel-making company and the world's fourth-largest steelmaker.

In late 2017, the company decided to upgrade its database that provided real-time monitoring and analysis of one of its blast furnaces. The company first considered Oracle for the job, but then

# 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

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## 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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