



THE STORY OF  
**PERCONA**

## Why We Exist

*As a market leader delivering unbiased, open source database expertise, Percona provides support, consulting, managed services, training, and software for on-premises and cloud-based open source databases.*

*Percona was founded on a belief in honesty and transparency. Our mission is to help users get the most out of open source technology, without inflated fees or lock-ins.*



## The Changing Open Source Landscape

To better understand why Percona was created we need to look back at the evolution of the open source environment.

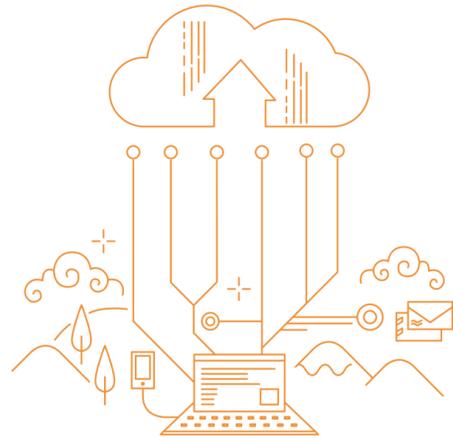
Percona's CEO **Peter Zaitsev** was born into the first generation exposed to open source technology as an everyday part of life. The open source market gave Peter access to software and tools previously out of reach due to the expense of commercial software. These tools allowed him to learn and experiment, and also earn money through early start-ups that he created.

Peter became a passionate advocate of open source technology. Success coupled with professional curiosity led him to embrace the idea that anyone, anywhere, could use free “enterprise quality” software and tools to build successful businesses, despite having limited resources. Open source software was the ultimate enablement tool for companies, individuals, and users.



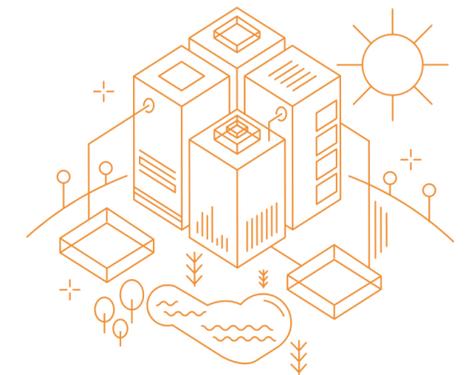


# The Impact of MySQL



Peter's passion and expertise attracted the attention of Monty Widenius, the founder of MySQL AB, who offered him a position at the company. It was also where Peter met Vadim Tkachenko (Percona's co-founder and CTO), who's expertise in LAMP performance and multi-threaded programming helped optimize MySQL and InnoDB; allowing them to take full advantage of modern hardware. Peter and Vadim discovered that they had many similar views, and a shared enthusiasm for open source software.

Joining MySQL AB was a dream come true; the company disrupted the status quo, enabling users to build applications and websites without paying huge fees to traditional, established, software vendors.



This proved so successful that a whole generation of companies was born with MySQL at their core. Without MySQL and free open source software; Google, Facebook, Twitter, LinkedIn, and others might never have existed. The open source model enabled anyone with a good idea to make it a reality.



# The Impact of MySQL



But, as time went on MySQL AB started to shift focus. It became less about transparency, disruption, and enabling; and more about revenue, customer retention, and meeting investor expectations. MySQL was offered as the solution to every database problem, even if it wasn't. Overpromising and under-delivering became more common.

MySQL AB started to experiment with new business models and methods to improve revenue. They eventually created the most popular and successful open source software business model; "open core."

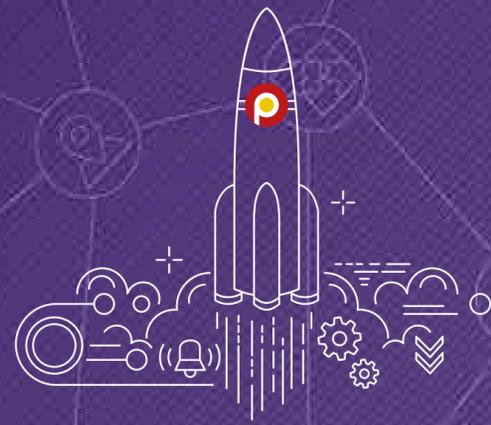
MySQL AB began building "core" features into their paid enterprise offering (such as backups, monitoring, etc). They started reserving critical features only for paid subscribers. This meant that companies using a free version could potentially be putting their data at risk - for instance, how could you run a secure database without proper backups?

**This new approach was against everything that Peter and Vadim stood for. They resigned from MySQL AB, and co-founded Percona in August 2006.**



## What is Open Core?

*In the open core model, certain software features are locked-off until you pay for a more advanced feature-rich version.*



# The Launch of Percona

Peter and Vadim's previous experience gave them strong views on the open source software market. They wanted to tip the scales in favor of the consumers, users, and the community:

- *Percona believes that anyone, anywhere, should have free access to the software and tools necessary to turn their ideas into a viable business.*
- *Percona doesn't want people to be limited by or forced into, software, contracts, or processes that they don't need (or want).*
- *Percona wants users to understand all the terrific features of a technology solution, but also be aware of any potential problems or better alternatives.*

We believe our customers should pay us for the services we provide, the advice we give, and the expertise that we bring; not be charged a fortune for us to unlock critical software features.





# The Future of Percona

As we move forward you can expect us to continue to adhere to our core beliefs. Our software, services, messaging, and expertise reflect our passion for treating customers, users, and the community fairly and honestly.

Percona solely exists for our users and we will continue to create cutting-edge, free software and solutions, to enable you to grow, optimize, and protect your data.



To learn how our software and services can help your business succeed, please visit our website at [www.percona.com](http://www.percona.com) or contact us at: [1-888-316-9775](tel:1-888-316-9775) (US) / [0-800-051-8984](tel:0-800-051-8984) (Europe), or email [sales@percona.com](mailto:sales@percona.com)