

Why You Should Move Away From Oracle Database in 2023

Part 1 How Oracle Database rose to prominence

Part 2 Issues with Oracle Database in 2023

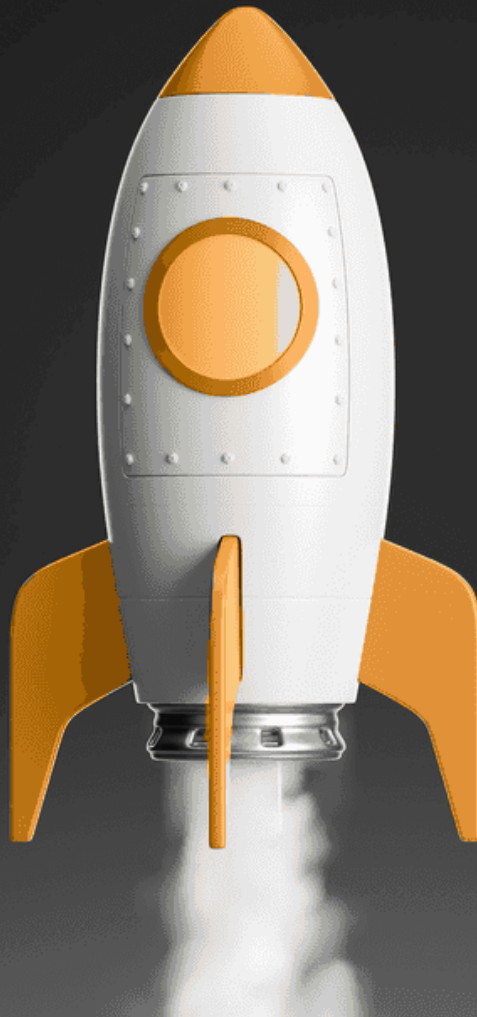
Part 3 5 (Better) Alternatives to Oracle Database

Part 4 Stop paying for support for software you no longer use!



Part 1: **How Oracle Database rose to prominence**

Market dominance, hostile takeovers, and competitor concerns.



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ounded in 1977, Oracle would go through several iterations in its early years.

Starting off as Software Development Laboratories, it then changed its name to Relational Software Inc. (RSI), then Oracle Systems Corporation, and finally the Oracle Corporation as we know it today.

Fact time!

The name *Oracle* is thought to have been derived from a CIA-funded project that co-founder Larry Ellison had worked on as a former employee of Ampex.

In 1979, while under the name RSI, the company introduced Oracle V2.

This would become the first commercially available SQL-based Relational Database Management System (RDBMS).

Oracle has been a mainstay in the database market ever since.

The size of the RDBM global market has increased by nearly 50% since 2017 alone, surpassing \$34billion.*

With this relational database market growth, Oracle has established a position as one of the world's largest technology companies by 'market cap'.†

As a result, it has been viewed as the 'big business' database provider.

During the early years, Oracle was considered to really be pushing the limits of what was possible with database technology; each new release included genuinely innovative new features.

Its RDBMS was much faster and more scalable than anything on the market at

*Source: [RDBM market cap](#).

†Source: [Technology sector market cap](#).

the time it went public in 1986, with an annual turnover of \$55million.

This was also the same year that both Microsoft and Sun Microsystems would go public; a fitting precursor for the competition and acquisitions that would later come involving all three companies.

It's a very different business today though!



And while it's still heavily invested in its database business, the advancement of relational databases, the introduction of alternative reliable open source DBs, and the increased competition has meant Oracle have sought to recoup revenue lost to competition in other ways.

Did you know?

Oracle undertaking a hostile takeover of PeopleSoft in 2005 after acquiring JD Edwards in 2003 is one such example of the vendor acquiring new technology rather than developing it themselves.

As a result, it would soon come to exploit its 'first-to-market' position to the detriment of its customers, exposing its aggressive sales tactics and stagnating innovation...



Now let's take a look at 3 key issues with Oracle Database as we transition into 2023 >>

Part 2: Issues with Oracle Database in 2023

Skills shortages, contractual ties, and a clause you may not even be aware of...



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s we've already established, Oracle Database Management System (DBMS) was the market leader for a long time.

But 40+ years is a long time to stay at the top of your game, and the cracks are starting to show.

Now that many viable database competitors have established a name for themselves ([see next section](#)), Oracle has tightened the grip it has on its customers to make it difficult to move away.

Here are **3 key ways** Oracle tries to keep its customers locked into their databases.

1. Skills shortage

Running legacy on-premise Oracle DBs requires extensive administrative experience in database management.

As some of these databases are 10+ years old, there are increasing staffing

challenges when it comes to running stable older systems such as JD Edwards, PeopleSoft, and EBS.

Many organisations won't see the value in upgrading, but it's getting more difficult to keep them running without the necessary staff and so upgrading seems easier.

2. Contractual ties

Many organisations will find themselves looking at reducing their database usage to streamline their estate and reduce license costs.

But Oracle has made its database license contracts sticky and difficult to untether yourself from.

Organisations looking to reduce their database usage would expect that the fewer licenses they use, the less they will pay for support.

But this is not the case.



To keep customers hooked, if you ask to reduce your license grant, Oracle will reprice your smaller estate but offer you less discount, so you'll almost certainly end up paying the same — or even *more* — than you did before.

Don't like the sound of that?

Well, any pushback from the customer may result in a visit from its License Management Services (LMS) teams to [push them towards a Cloud migration](#) before they figure out how to leave their database contracts entirely.

Whatever the customer chooses to do, the choice will not be in their best interest.

3. Old world mentality

Using the Oracle Database is a difficult task even for the most skilled and experienced Database Administrators (DBAs).

Likewise, if you're looking to move your workload to the Cloud, Oracle limit which Cloud provider you can move your Oracle Database to.

Your choices are:

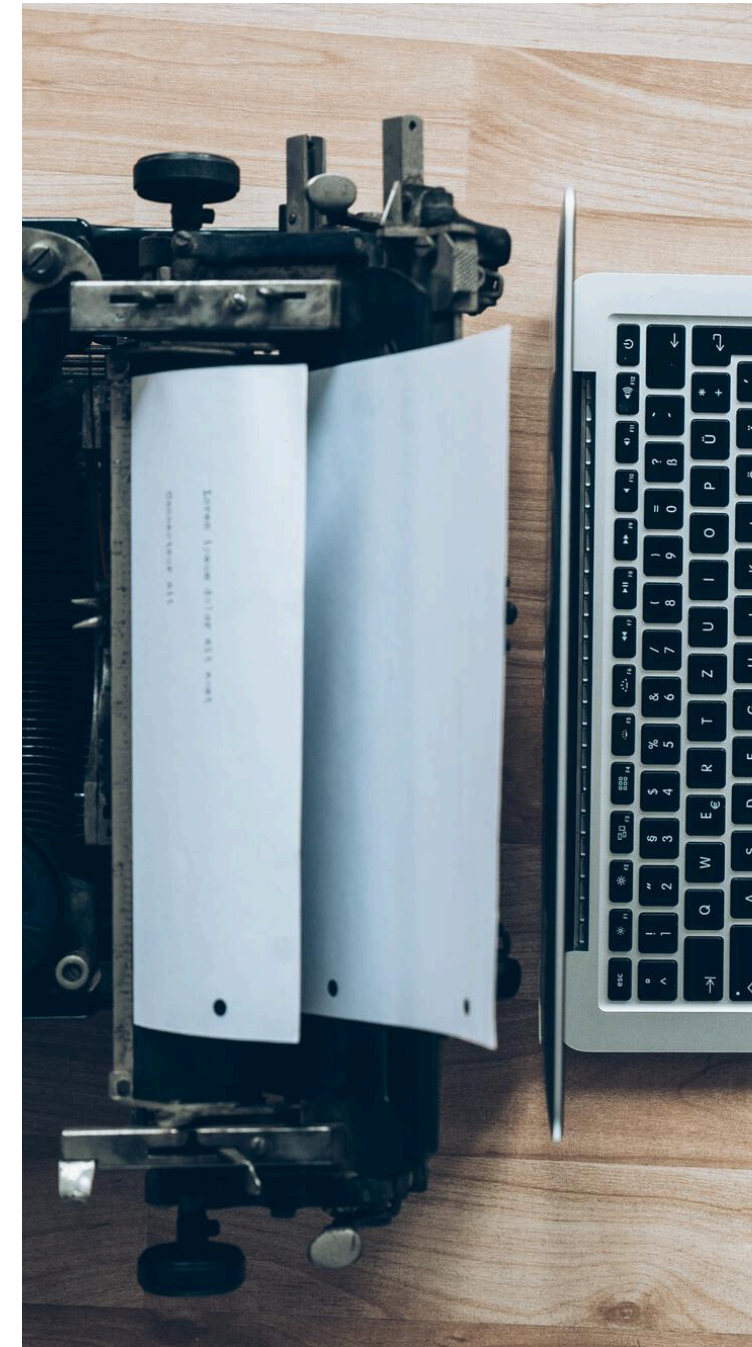
- Oracle
- Amazon
- Microsoft

This is another example of the control Oracle has over its customers – it's the tail wagging the dog.

But what happens if, say in 10 years' time, Oracle changes its rules and doesn't allow customers to run their Oracle software on the Amazon or Microsoft Cloud anymore?

You need to untether yourselves from the Oracle anchor.

The winds of change are blowing the Cloud market in the direction of ease, flexibility, and open-source sharing. This is



leaving Oracle DB behind in the 1990s as a money hungry dinosaur.



Interactive poll not supported

[View online version](#)

Databases with zero scrutiny – [The DeWitt Clause](#)

If you truly believed in your product, you'd be confident enough to allow it to be scrutinised by academics and industry leaders that will pull it apart and measure

its efficiencies with a fine-tooth comb.

After all, constructive criticism can help vendors offer better products in the future, benefitting both customer and business.

But this isn't the case for Oracle Database.

The DeWitt Clause forbids the publication of database benchmarks that name a particular piece of software unless approved by the supplier of that software.

The origins of the clause date back to 1982 when Larry Ellison took umbrage with Professor David DeWitt – then an Assistant Professor – after publishing a benchmark study on the poor performance of Oracle's systems at the time.

But instead of fixing the inefficiencies pointed out in the study, Ellison decided to go the censorship route; only results that had been given the 'green light' by Oracle were allowed to be published – like a student grading their own exam paper!

This was originally designed by Ellison to repress database research by Professor DeWitt but has since become widespread within the software industry – a standard feature of many database vendors' license agreements – making unbiased research difficult to come by.

There are valid arguments *in favour* of the DeWitt Clause, but it ultimately serves Oracle's relentless litigation machine, adding yet another tool to its weighty arsenal of restrictive licensing terms.

It's telling that this clause is almost as old as the Oracle Database itself...



***Oracle doth protest too much,
me thinks.***

Amazon's escape

As well as academics, Oracle have also been publicly hostile towards some of its largest customers around their intention to migrate away from Oracle Database – Amazon and Salesforce.

Speaking on the matter in 2018, Larry Ellison commented, “I don’t think they can do it [move away from Oracle DB]. They’ve had 10 years to get off Oracle and they’re still on Oracle [...] They think of themselves as a competitor. It’s kind of embarrassing when Amazon uses Oracle.”

“

Amazon now holds a leading 34% share of the Cloud market while Oracle holds just a 2% share.

Source: [Statista](#).

If it's this outwardly vocal about one of its

largest (reportedly), and most important customers, it makes you think how little it must care for its other customers.

But in 2019, Amazon finally managed to [turn off its last Oracle Database](#) and fully transition to its AWS Database.

From Amazon's blog* confirming the completed migration from Oracle, they noted three key benefits of its move:

- **Cost reduction** – reduced database costs by 60%.
- **Performance improvements** – latency for customer-facing applications reduced by 40%.
- **Administrative overheads** – switching to managed services reduced database admin costs by 70%.

Salesforce have also followed Amazon and plan to fully migrate by 2023 with its project codenamed 'Sayonara'.

*Source: [Amazon blog](#).



5 (Better) Alternatives to Oracle Database >>

Part 3: **5 (Better) Alternatives to Oracle Database**

Looking to move away from Oracle Database? Here are 5 (better) alternatives...



There are many other database providers out there – Amazon Redshift, PostgreSQL, MongoDB being just a few examples.

Let's look at some of the upsides to these Oracle DB alternatives...

Database Benefits

Amazon Redshift

Large knowledge base – Thanks to its large and engaged user-base, Redshift has considerable community led resources behind it to help organisations using it.

Simplified administration – Redshift offers a host of tools that reduces administrative burden that would typically require teams of administrators. Furthermore, it has a similar querying language to PostgreSQL which makes engaging with Redshift clusters simpler.

Performance – As an MPP database (Massively Parallel Processing), Redshift provides an edge to its performance capabilities with its efficient implementation of columnar storage algorithms and data partitioning techniques.

Large feature-set – PostgreSQL offer a wide array of features related to performance, programming extensions, security, and much more.

Hybrid design – This is an object-relational database management system (ORDBMS). It combines both the relational capabilities of an RDBMS but offers additional features of an ORDBMS.

Open full table in browser:

<https://content.supportrevolution.com/story/moving-away-from-oracle-db-guide/page/4/1>

Database Benefits

MongoDB

Flexible document schemas – MongoDB's document model allows almost any data structure to be modelled and manipulated easily.

Accessibility – It stores and represents data in a document format meaning you're able to access it from any language, in structures that are native to that language.

Zero downtime – There's no downtime if you need to change schemas. Writing new data to MongoDB can begin at any time without disrupting existing operations.

MariaDB

We couldn't mention DB alternatives without MariaDB as it was created by the original founder of MySQL after it was acquired by Oracle/ Sun Microsystems.

Drop-in migration – MariaDB can be used as a drop-in replacement for MySQL meaning it's relatively easy to migrate away from the latter.

Security focused – Its open source community is heavily focused on providing regular security updates including, internal security and password checks, PAM and LDAP authentication, user roles, and database encryption.

Scalable data requests – MariaDB lets you run queries outside of your normal operation. You're not locked into analysing data with structured methods alone.

Open full table in browser:

Flexible – SQLite can be deployed on a wide variety of platforms including Windows, MacOS, Linux, iOS, Android, and more.
<https://content.supportrevolution.com/story/moving-away-from-oracle-db-guide/page/4/2>

Six more Oracle Database alternatives that are worth considering:

- CockroachDB
- ClickHouse
- Apache Cassandra
- IBM Db2
- Amazon Relational Database Service (RDS)
- Amazon DynamoDB



Stop paying for support for software
you no longer use >>

Part 4: Stop paying for support for software you no longer use!

Untether yourself from inflexible Oracle support. Support Revolution can help you transition to a more flexible and cost-effective form of vendor support.

A close-up photograph of a person's hands tearing a white document. The document is labeled 'CONTRACT AGREEMENT' in large, bold, black capital letters. The person is wearing a white shirt and a dark suit jacket. The background is a solid grey color.

CONTRACT AGREEMENT

The user hereby agrees to the terms of the suggested sample contract document by their not an implied or explicit
Sponsorship of the document. The Sponsor is solely responsible for verifying the legal sufficiency of all matters
contained herein and for contracting. The Sponsor may use this document as a guide in preparing contract documents
for their specific project and location. The user must not construe this suggested sample document as being complete
or as a legal document to determine legal sufficiency.

It is hereby mutually agreed that for and in consideration of the payments as provided for herein to the
CONTRACTOR by the OWNER, CONTRACTOR shall faithfully furnish all necessary labor, equipment, and
materials to perform all necessary work to complete the Project in strict accordance with the
Contract Documents. CONTRACTOR agrees that the Contract Documents
including Supplementary Provisions, Specifications,
and all associated

Unless you cut ties with Oracle, you'll never get out of the trap, your bill will always go up every year, and the amount of software you use will go down.

Moving away from Oracle Database means untethering yourself from its sticky contract terms and aggressive sales tactics.

The only way out is to leave them – whether partially or for the full estate.

You can then get back in charge of the relationship and determine what database software best suits your business.

💡💡 **Oracle experience**

We were an Oracle partner for 20+ years, so we have a lot of experience in how to navigate the traps and pitfalls of vendor support.

💡💡 **Free up your budget**

As a customer of Support Revolution, you make phenomenal savings on your Oracle support as you retire systems you no longer require; these savings can then be put to better use elsewhere.

✓ **Flexible support**

We can support your old legacy systems (unlike Oracle). But if you're looking to move to the Cloud, using Support Revolution instead of Oracle to support your legacy systems whilst you move can save you thousands.

💡💡 **Sweat and save**

Unlike Oracle, if you're looking to move away from Oracle Database to the Cloud, we reduce our charges as you reduce the amount of software you have supported with us.

💡💡 **Control your own IT roadmap**

We take the urgency out of the migration process from on-premises to the Cloud. We let the customer determine their own IT roadmap and take the time they need to complete the process on their terms.

Contemplating leaving Oracle?

Leaving Oracle Guide

Read our step-by-step guide on how you can begin the process of leaving Oracle support .

