



Introducing the opportunity



Agenda (45 minutes)



- A bit of history
- How can DBmarlin help you?
- What does a DBmarlin opportunity look like?
- Resources
- Demo
- Q&A
- Pricing
- Next steps



Why we created DBmarlin?

- Our story started 25 years ago with Precise/SQL
- We then created DBTuna (Acquired by AppDynamics)
- Long term Instana partner

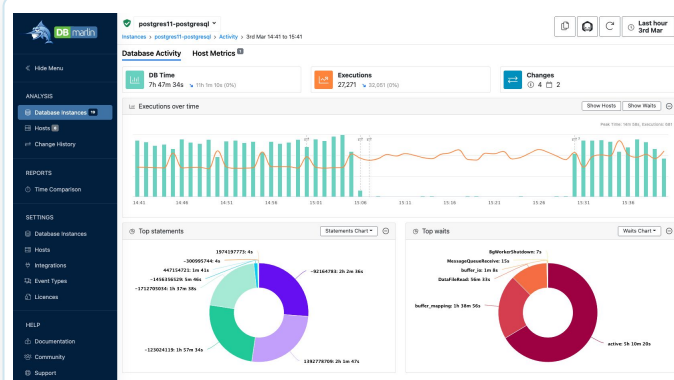


- Agreed with Instana founders to build a 3rd generation solution
- The market needed a disruptive modern approach
- Make it easy for non-DBAs and DBAs to optimise databases
- Support multiple databases technologies
- Support any mix of self and cloud hosted databases

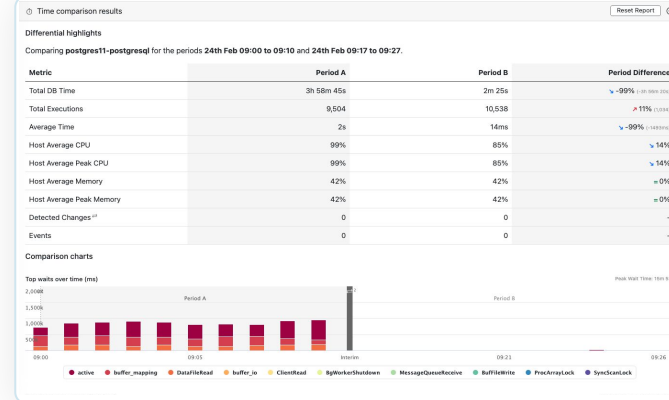


We help the same people, ALL types of engineers

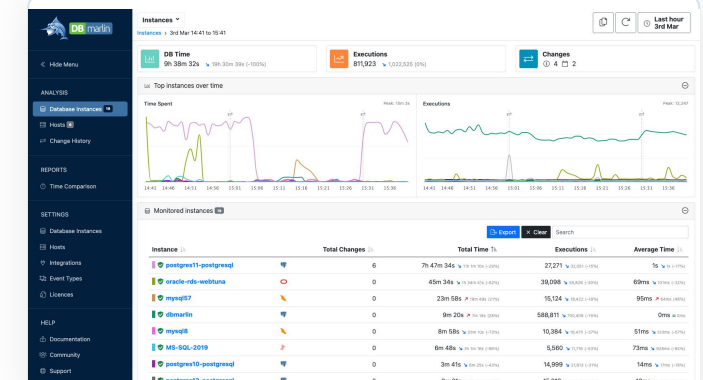
DevOps



Developers



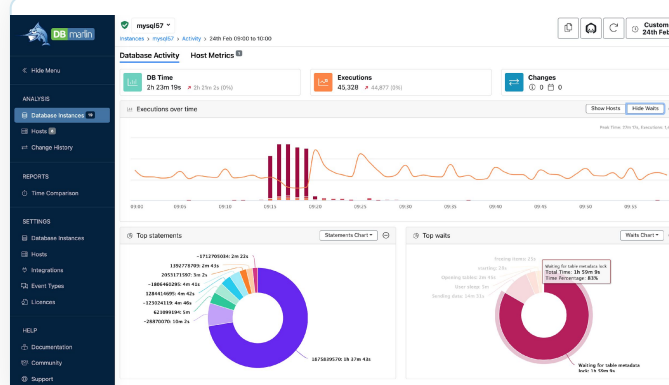
SREs



Performance Testers

Execution Plans				
The below explanation plan is for the period 24 Feb 2021 09:00 to 09:09 for the database NYC_DATA and username NYC_DATA.				
Operation	Object	Optimizer	Cost	Rows
SELECT STATEMENT		ALL_ROWS	65,624	-
SORT (AGGREGATE)			-	1
MERGE JOIN (CARTESIAN)			65,624	65,441,160
TABLE ACCESS (FULL)	RATES		3	6
BUFFER (SORT)			65,621	10,906,860
INDEX (FAST FULL SCAN)	RIDES_IDX4		10,937	10,906,860
Key	Value			
ID	5			
Parent ID	4			
Depth	4			
Cost	10,937			
Operation	INDEX			
Object Name	RIDES_IDX4			
Object Owner	NYC_DATA			
Object Alias	RIDES@SEL\$1			

Service Delivery



DBAs

Changes			
Register Event			
Change Detected T1	Instance	Type	Details
2021-03-03 19:30	postgres1-postgresql	Index Dropped	nyc_data.rides.index_pickup_datetime_vendor_id_idx
2021-03-03 19:30	postgres1-postgresql	Index Dropped	nyc_data.rides.index_passenger_count_pickup_datetime_idx
2021-03-03 19:30	postgres1-postgresql	Code Release	Deployed build 30773
2021-03-03 15:07	postgres1-postgresql	Index Created	nyc_data.rides.index_pickup_datetime_vendor_id_idx
2021-03-03 15:06	postgres1-postgresql	Index Created	nyc_data.rides.index_passenger_count_pickup_datetime_idx
2021-03-03 15:00	postgres1-postgresql	Code Release	Deployed build 4237

How Instana and DBmarlin fit?

IBM Instana

= ***WHEN***

Shows ***WHEN*** the database is running slowly and even the SQL statement



DB marlin

= ***WHY + HOW***

Shows ***WHY*** the database is running slowly and ***HOW*** to fix it

What is the opportunity?

Competitive Win

= more complete
= win more deals



Bigger Deals

= more licenses
= more services



Land & Expand

= hit competitors
= database only



DBmarlin works with multiple solutions



Deep Database Monitoring for Instana Users

How DBmarlin and Instana work together

- Shows why slowdowns occur
- Common tool across many teams
- Supports complete development life cycle

FREE Premium Licence for every Instana customer

Includes ongoing support from the DBmarlin team

Just register here: dbmarlin.com/instana-offer

Product Testimonials

"Without DBmarlin we would have been flying blind and could not have launched this new functionality as confidently as we did."

Chris Eldridge
Director of Operations at Mayden

"DBmarlin is a natural extension for Instana, helping our customers and partners optimise their database performance. It integrates seamlessly with Instana, building on our existing APM capabilities and ensuring that you can monitor and troubleshoot applications and databases as one."

Mirko Novakovic
Founder of Instana

IBM Instana



A winning combination that provides multiple ways to optimise database performance and resource usage

Database optimisation can be achieved in multiple ways. Sometimes the database might be undersized, either because the underlying database host has insufficient resources, or because the database parameters are sub optimal. On the other hand, the database might have been allocated the right amount of resources but runs slowly due to poorly optimised SQL queries or schema design. The combination of IBM Turbonomic and DBmarlin lets you tackle both of these scenarios.

Some of the ways to tune your databases

Host & instance tuning :

- Does the database host have enough CPU and memory?
- Can the storage system support the I/O throughput?
- Has the database been configured to use the right amount of memory, CPU or connections?

Schema and SQL statement tuning :

- Which SQL statements are consuming the most resources?
- Can indexes be added to improve data access times?
- Can data be sharded or partitioned?
- Can SQL statement be rewritten to use a better execution plan?

"The combination of IBM Turbonomic and DBmarlin provides customers with multiple ways to optimise database performance"

Russell Luke - Founder & CEO at Application Performance Ltd

IBM Turbonomic



A winning combination that can protect data pipelines and database performance across your business

Data observability and database observability are two important concepts that go hand in hand. Data observability visualises and monitors the flow of data through pipelines across your business and database observability complements this by showing what is happening within the databases on which your data pipelines depend.

Data observability vs Database observability

Data observability shows:

- Pipeline quality showing missing or incorrect values
- Data freshness showing if a pipeline has stopped
- Pipeline schema showing if it contains additional or missing fields
- Data volume showing if there is more or less than expected
- Data lineage showing upstream and downstream impacts

Database observability shows:

- Your databases performance trends over time
- Which SQL statements are consuming most resources
- What those SQL statements are spending time on and any bottlenecks
- How to accelerate performance
- The impact of new releases on performance

"Data pipelines are frequently slowed down by underperforming databases."

Srikumar Kumar - Founder & CEO at Alphanth Technologies, an IBM Databand Platinum Business Partner

IBM Databand

Resources to help you HERE



- DBmarlin for Instana [datasheet](#)
- Instana < > DBmarlin [video](#)
- [Integration](#) guide
- Positioning PDFs
 - Instana
 - Turbonomic
 - Databand
- How to connect
 - Slack
 - Email
- Demo environment
- Demo scripts

Contact	Details
Slack Connect	#support-dbmarlin
Email	support@applicationperformance.com

Description	Type
Instana DBmarlin Demo walkthrough	PDF
SQL Search Chrome Plugin	Plugin
DBmarlin for Instana Datasheet	Datasheet
1 FREE premium license for Instana customers	Offer
DBmarlin Instana Bi-directional integration	Video
Details about the 1 FREE license for Instana	PDF
Customer Case Study and Video (Mayden)	Case Study / Video

Description	Type
DBmarlin for IBM Databand Datasheet	Datasheet

Ideal DBmarlin customer?

- They care about performance
- Use one or more relational database technologies
- Has a mix on on-premise and cloud databases
- Already uses or is considering IBM Instana or IBM Turbonomic
- Moving to modern observability solutions
- Uses agile development and CI/CD tools
- Multiple teams need to have a shared view of database performance and change
- Using operational tools such as Slack or PagerDuty

Wide support

IBM Db2



Microsoft
SQL Server

 Timescale

ORACLE



 CockroachDB

 MariaDB



DB marlin

Why is DBmarlin different?

- One product for multiple databases
- Any mix of on-premise and Cloud
- Modern UI & Fast root cause
- Simple installation
- Performance & Change = better context
- All stages of the development lifecycle
- Designed for many job roles
- Snapshots & Comparisons
- Integrates with Agile & CI/CD tools
- **New Instana < > DBmarlin integration**

Wide support

IBM Db2



Microsoft
SQL Server



ORACLE



CockroachDB



DB marlin

Demonstration

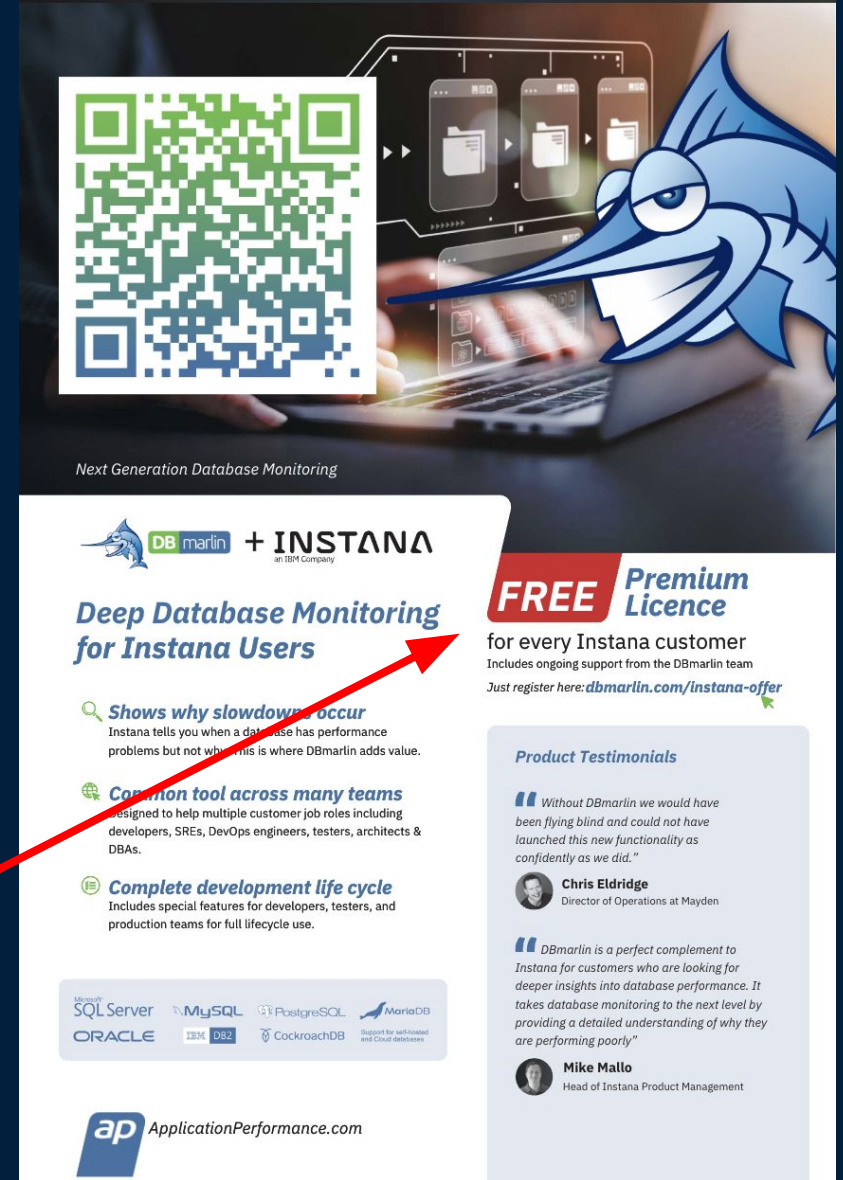
- Key DBmarlin capabilities
- NEW bi-directional IBM Instana integration



Pricing

- DBmarlin is an annual subscription
- Look for the number of database instances
- Full details here <https://www.dbmarlin.com/pricing>
- Every IBM Instana customer automatically gets 1x FREE PREMIUM copy **WITH PREMIUM SUPPORT!** <https://www.dbmarlin.com/instana-offer>

**FREE copy for every
paying IBM Instana
customer**



The promotional banner features a QR code on the left, a cartoon blue bird character with a long beak on the right, and a central text area. The text area includes the DBmarlin and INSTANA logos, a headline about deep database monitoring, three bullet points highlighting features, a list of supported databases, and two testimonials. A red arrow points from the 'FREE PREMIUM' text in the slide's list to the 'FREE Premium Licence' text in the banner.

Next Generation Database Monitoring

DBmarlin + **INSTANA**
an IBM Company

**Deep Database Monitoring
for Instana Users**

- Shows why slowdowns occur**
Instana tells you when a database has performance problems but not where this is where DBmarlin adds value.
- Common tool across many teams**
Designed to help multiple customer job roles including developers, SREs, DevOps engineers, testers, architects & DBAs.
- Complete development life cycle**
Includes special features for developers, testers, and production teams for full lifecycle use.

Microsoft SQL Server ORACLE MySQL IBM DB2 PostgreSQL CockroachDB MariaDB
Support for self-hosted and Cloud databases

ap ApplicationPerformance.com

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Product Testimonials

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Director of Operations at Mayden
"Without DBmarlin we would have been flying blind and could not have launched this new functionality as confidently as we did."

Mike Mallo
Head of Instana Product Management
"DBmarlin is a perfect complement to Instana for customers who are looking for deeper insights into database performance. It takes database monitoring to the next level by providing a detailed understanding of why they are performing poorly"

Any questions?



If you need help? russell.luke@applicationperformance.com





Next steps?

- Resources <https://www.dbmarlin.com/ibm/resources>
- Promote 1 x **FREE** PREMIUM copy
- Webinar - January 18th

<https://community.ibm.com/community/user/instana/events/event-description?CalendarEventKey=74458cd2-3d95-41cc-aa50-018c17c1c1d4&CommunityKey=58f324a3-3104-41be-9510-5b7c413cc48f&Home=%2fcommunity%2fuser%2finstana%2fevents%2fevent-description>

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