MySQL Launches New Authorized Partner Program for Managed Hosting Providers

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Hosting Providers Can Now Leverage Premium MySQL Enterprise Software and Services to Cost-Effectively Deliver High Availability, Scalability and High Performance Data Management

MySQL AB, developer of the world's most popular open source database, today launched the MySQL Authorized Hosting Partner Program, a new partner offering specifically designed for top-tier hosting companies and Managed Hosting Providers (MHPs). MySQL Authorized Hosting Partners get access to MySQL Enterprise -- MySQL AB's premium, commercial-grade software and services -- to affordably deliver the high database availability and performance required by the growing number of online, on-demand, Web-hosted applications.

"Managed hosting providers of any size can now offer enterprise-grade hosting solutions with the database used by the world's leading Web-based companies," said Zack Urlocker, MySQL AB's executive vice president of products. "With MySQL Enterprise's proven software and premium support, hosting partners can deliver the high-performance service needed to meet demanding customer contracts -- while reducing their customers' database total cost of ownership by up to 90 percent."
Hosting companies offer customers, such as Software-as-a-Service (SaaS) providers and mobility service providers, a cost-effective alternative to maintaining their own IT infrastructures. However, hosting providers must often address a number of infrastructure challenges, including delivering extremely high database availability and scalability to effectively meet the commitments outlined in customer service contracts, or Service Level Agreements (SLAs).

"Software-as-a-Service applications are both increasingly popular and increasingly complex," said Daniel Golding, vice president and research director at Tier 1 Research, an industry analyst firm that specializes in the hosting and Software-as-a-Service markets. "A greater number of Internet application developers are turning to managed hosting providers to help establish, scale, and maintain their applications. Those application developers need assurance that their managed hosting providers have the expertise and experience in administering complex database environments, which has made tight partnerships between database vendors and managed hosting providers absolutely necessary."

MySQL Authorized Hosting Partner Program member benefits include:
MySQL Enterprise Server: MySQL hosting partners can run the MySQL Enterprise Server -- the most secure, reliable and up-to-date version of the MySQL database -- throughout their data centers. Partners have the flexibility to host multiple clients per server, thus extending the benefits of MySQL Enterprise software.
The MySQL Enterprise Monitor: Hosting providers have access to MySQL Enterprise Monitor, which continuously monitors all MySQL servers, identifying and diagnosing any potential problems. Serving as a "Virtual DBA," the MySQL Enterprise Monitor can dramatically enhance productivity, while minimizing security vulnerabilities, improving replication and optimizing performance.

Premium Technical Support: As an authorized MySQL partner, hosting companies can get
24 X 7 technical support directly from the developers of MySQL to maximize the availability and

performance of database applications for better performance.

MySQL Authorized Partner: Authorized MySQL Hosting Partner companies are clearly identified through MySQL co-marketing and co-branding opportunities as trusted providers of MySQL products and services among the crowded market of hosting providers.

"We have been longstanding proponents of MySQL, and we are proud to be the first Authorized MySQL Platinum Hosting Partner in the U.S.," said Carter Burden, CEO, Logicworks. "The certified MySQL Enterprise software and support will help us ensure that our clients can further benefit from our Managed Database Services and database availability guarantees for even the most complex, business-critical customer applications."

Massimo Bandinelli, IT Infrastructure Manager at Register.it SpA, commented, "We rely on MySQL because it has become the default database for shared and managed hosting environments, in addition to being the database of choice for developers and the open source community. By joining the MySQL Authorized Hosting Partner Program and using MySQL Enterprise as our platform for shared hosting, we will be able to improve reliability and
provide a better service to all our customers."

"We know our Web users and Web masters appreciate having high performance, reliable and easy-to-use tools. MySQL Enterprise makes our customer offerings even stronger," said Joel Le Mercier, president of iEUROP.

MySQL Hosting Partner Program Levels
MySQL Authorized Hosting Partners can choose from four partner levels -- Basic, Silver, Gold and Platinum -- for the software and services package that best meets their needs. Pricing is based on either a comprehensive Enterprise License Agreement or a flexible per-server pricing model, starting at only $39 per server per month.
For more information on benefits and service levels, please go to
https://partner-portal.mysql.com/guide/hosting-pricing.html.

About MySQL
MySQL AB develops and supports a family of high-performance, affordable database products. The company's flagship offering is 'MySQL Enterprise', a comprehensive set of production-tested software, proactive monitoring tools, and premium support services.
MySQL is the world's most popular open source database software. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, business-critical systems and packaged software -- including industry leaders such as Yahoo!, Alcatel-Lucent, Google, Nokia, YouTube and Zappos.com.

With headquarters in the United States and Sweden -- and operations around the world -- MySQL AB supports both open source values and corporate customers' needs.

For more information about MySQL, please visit www.mysql.com or contact:
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