

# SkySQL: the cloud evolution of the MySQL database comes to the UK

Submitted by: Positive Marketing

Wednesday, 13 June 2012

---

SkySQL opens shop in the UK aiming to attract customers with more advanced and cost-effective MySQL solutions and support

LONDON - 13 JUNE 2012 - SkySQL AB (<http://www.skysql.com>), the solutions provider for the MySQL and MariaDB databases, has launched UK operations to deliver high quality, cost-effective services and support to MySQL users. The company is expanding its reach after recently receiving €6million in seed funding. The funds will also be invested in product development to cater for a growing customer base.

SkySQL was founded in 2010 by former MySQL AB executives wary of the implications for open source database MySQL after its acquisition. It recently appointed Patrik Sallner, previously VP of Professional Services at F-Secure, as new CEO to move the company towards the cloud. The Finnish based start-up commands user confidence through the team's unrivalled experience with the MySQL database, totalling more than a century.

SkySQL strives to drive innovation in the MySQL community and a portion of its subscription income contributes to the development of MariaDB

(<http://www.google.com/url?q=http%3A%2F%2Fwww.skysql.com%2Fcontent%2Fmariadb-logical-choice-database-profession>) the drop-in replacement for MySQL server. By the end of the year, SkySQL will launch new products which integrate open-source databases with the cloud.

Anthony Flynn, SkySQL UK Sales Director has joined from HP Vertica Systems. His primary goal is to build awareness of SkySQL's services in the UK market. Product and Engineering will be represented by CTO Ivan Zoratti and Senior Manager Engineering Mark Riddoch respectively.

Commenting on his new role, Anthony says: "This is both an exciting personal opportunity and an interesting business challenge. The MySQL ecosystem is set to be worth \$664 million

(<http://www.google.com/url?q=http%3A%2F%2Fwww.v3.co.uk%2Fv3-uk%2Fnews%2F2179771%2Fmysql-poised-usd664m-r>) by 2015 and SkySQL, with its unrivalled knowledge of the technology, has a great advantage in a rapidly growing market. Our rivals do not understand the growing necessity of open source in the enterprise and I firmly believe that SkySQL will soar."

With focus on gaining market share in the booming SQL market, SkySQL is using its size and agility to deliver innovative solutions where its competitors can't. This has proved compelling with the acquisition of 160 new customers in its first year of operation in tough economic times; some could say the sky is the limit for SkySQL.

About SkySQL

SkySQL AB, the company behind the SkySQL™ Enterprise subscription

(<http://www.google.com/url?q=http%3A%2F%2Fwww.skysql.com%2Fproducts%2Fskysql-enterprise&sa=D&sntz=1&usg=AF>) is the first choice in affordable MariaDB® & MySQL® database solutions for the enterprise and cloud.

Founded by former executives, personnel, and investors of MySQL AB, SkySQL Ab is an open source software

company committed to furthering the future development of MySQL-based database technologies, while delivering cost-effective database solutions and exceptional customer service. SkySQL AB's customers include ATOS Worldline, Canal+, Deutsche Telekom, ClubMed, Lotte.com, La Poste, Constant Contact and Virgin Mobile. SkySQL's worldwide headquarters is located in Helsinki, Finland. The company has operations in Asia, Europe and North America. For more information, please call +1(877) 303-5799, or visit [www.skysql.com](http://www.skysql.com), and follow conversations at [www.twitter.com/skysql](https://www.twitter.com/skysql).

###

MySQL is a registered trademark of Oracle and/or its affiliates. MariaDB is a registered trademark of Monty Program AB.

SkySQL and the SkySQL logo are trademarks of SkySQL Inc. or SkySQL AB. SkySQL is not affiliated with MySQL. All other company and product names may be trademarks or service marks of their respective owners.

Media Contacts:

Ed Stevenson/Emma Naylor

0208 237 1109/1107

[estevenson@positivemarketing.org](mailto:estevenson@positivemarketing.org) / [enaylor@positivemarketing.org](mailto:enaylor@positivemarketing.org)