

Switching to Open: Why PostgreSQL and IvorySQL Make Business Sense

Andrea Cucciniello
Head of Strategic Operations, Data Bene

Why This Talk?

You must have the right to choose, improve, and change your mind — and improve again.

- **Freedom of Choice**
Open-source mindset enables agility
- **Breaking Free**
Proprietary tech forces limitations
- **Evolution Path**
Evolving the Tech Stack through open alternatives

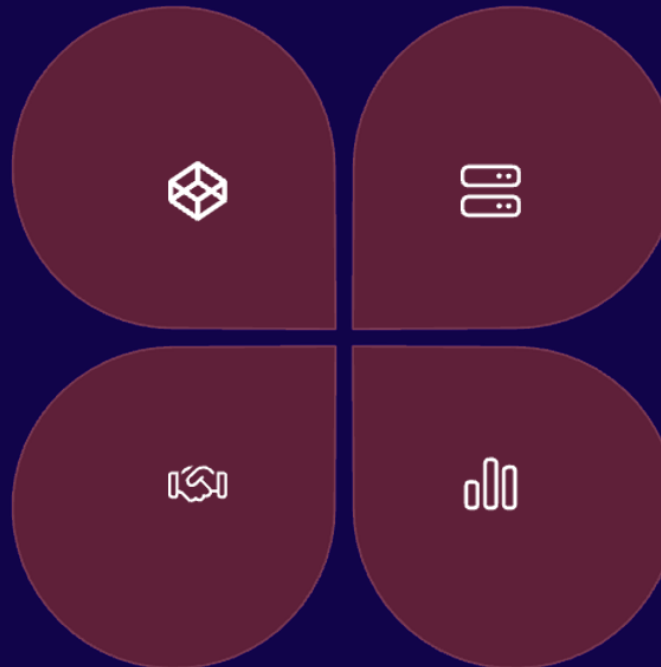


About me



Common Organizational Challenges

Developers
Dealing with spaghetti code



Operations
Managing dual environments

Sales
Customers demand open tech

Management
Can't block new features

The Challenge of Proprietary Software



Rising Costs

Licensing fees
increase annually



Vendor lock-in

Limited flexibility to
change



Complex upgrades

Long disruptive cycles

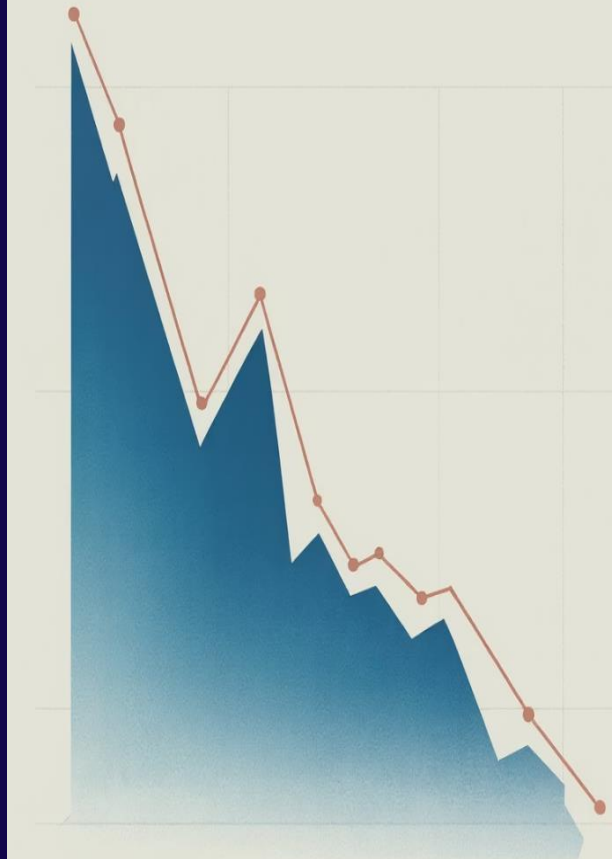


Limited control

No influence on
roadmap

Financial Perspective – Open vs Licensing

	Proprietary DB	Open Source
Licensing	High	None
Flexibility	Low	High
Talent Pool	Narrow	Broad
Cost to Scale	Exponential	Predictable



Why open tools like PostgreSQL make business sense

Lower TCO

No licensing fees, predictable scaling

Modern Infrastructure

Deploy anywhere, with CI/CD and extension support

Transparent Internals

Faster problem resolution

Broad Ecosystem

Rich developer community,
Robustly developed base with
+35 years testing



Principles that guide successful Adoption

You must have the right to choose, improve and improve again.

Mindset shift

Open-source is more than tech

Strategic freedom

Software should serve your strategy

Continuous evolution

Freedom, feedback and growth



Transitioning to PostgreSQL (what we've seen)

Phase 1: Adoption (The $\approx$ 2 years for integration)

Early Stage: First deployments, testing waters

Phase 2: Discovery (The $\approx$ 5 years for discovery)

Mid Stage: Growing confidence, deeper exploration

Phase 3: Contribution (The $\approx$ 10 years for value)

Mature Stage: Shaping the ecosystem, giving back



Why we talk about Transition and not Migration

- **Migration** sounds temporary; like moving back and forth
- **Transition** reflects a deeper, strategic shift
- **The goal** is to guide organisations through lasting adoption, not just tools



Phase 1 – Adoption (0-2 years)

Production-first

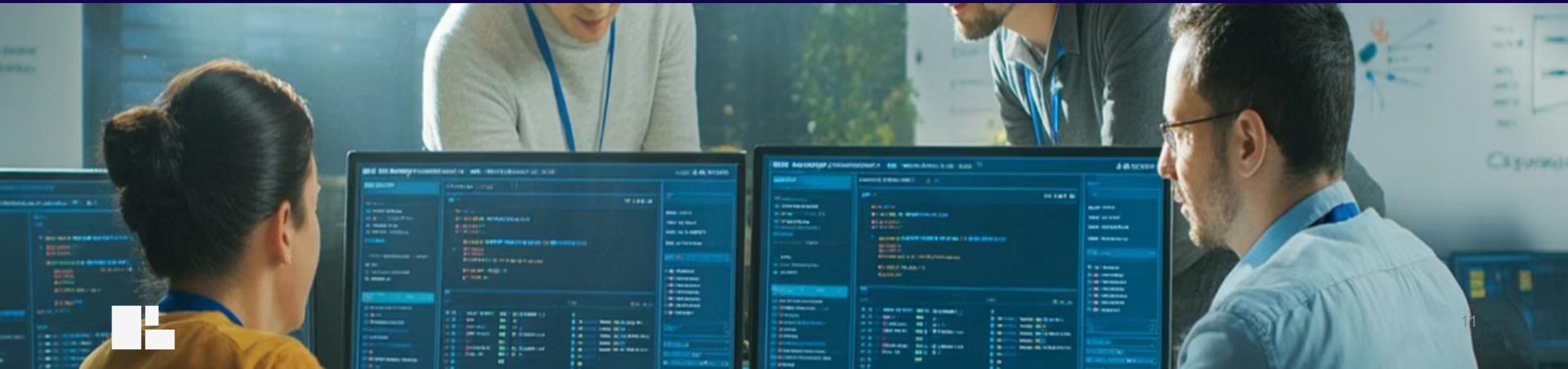
Initial deployments with caution

Hybrid environment

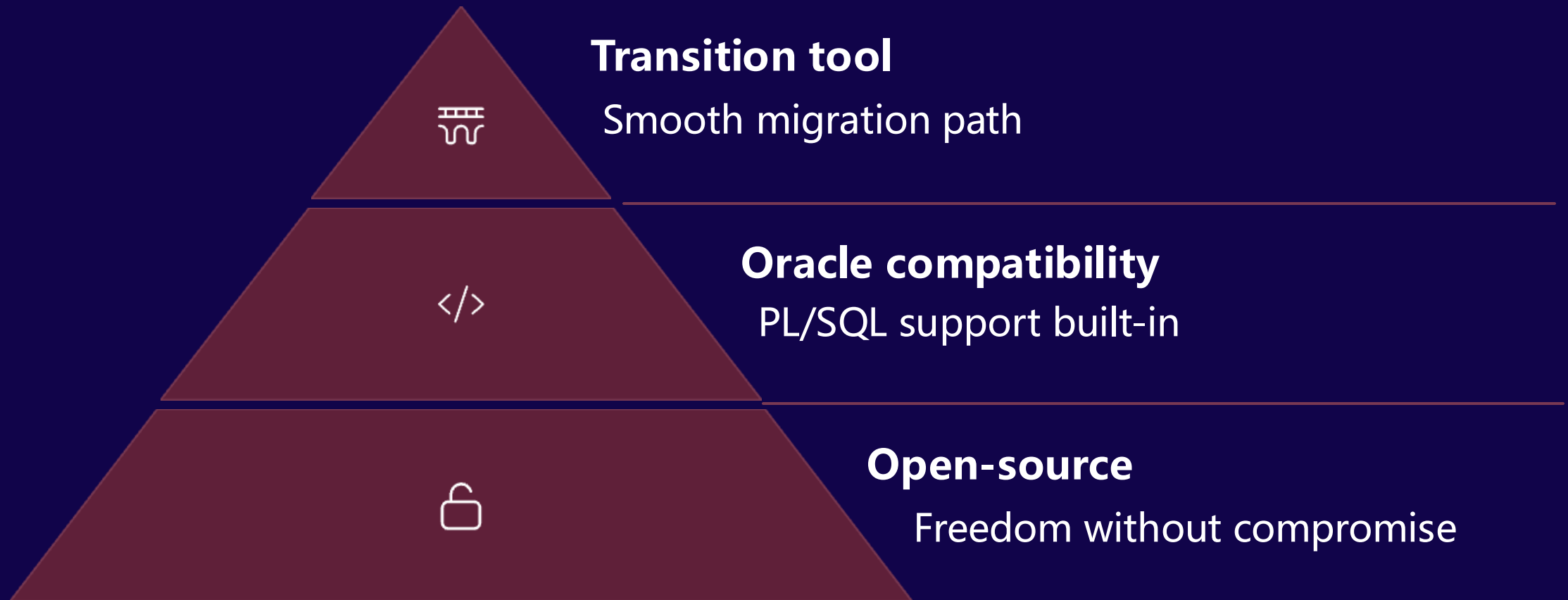
Original data system still in place

Skill Gap

Low in-house PostgreSQL experience



IvorySQL - The bridge from Oracle



Transition example with Ivory SQL



Audit

Initial assessment of the current database environment to identify migration paths and potential challenges



IvorySQL PoC

Controlled testing phase to validate Oracle compatibility and establish proof of concept



Training & Support

Comprehensive skill-building & supported guidance to prepare new teams for the new open-source environment



Full Adoption

Complete implementation of PostgreSQL across the organization

Phase 2 – Discovery (2-5 years)



Default choice

PostgreSQL becomes primary DB



Extension Exploration

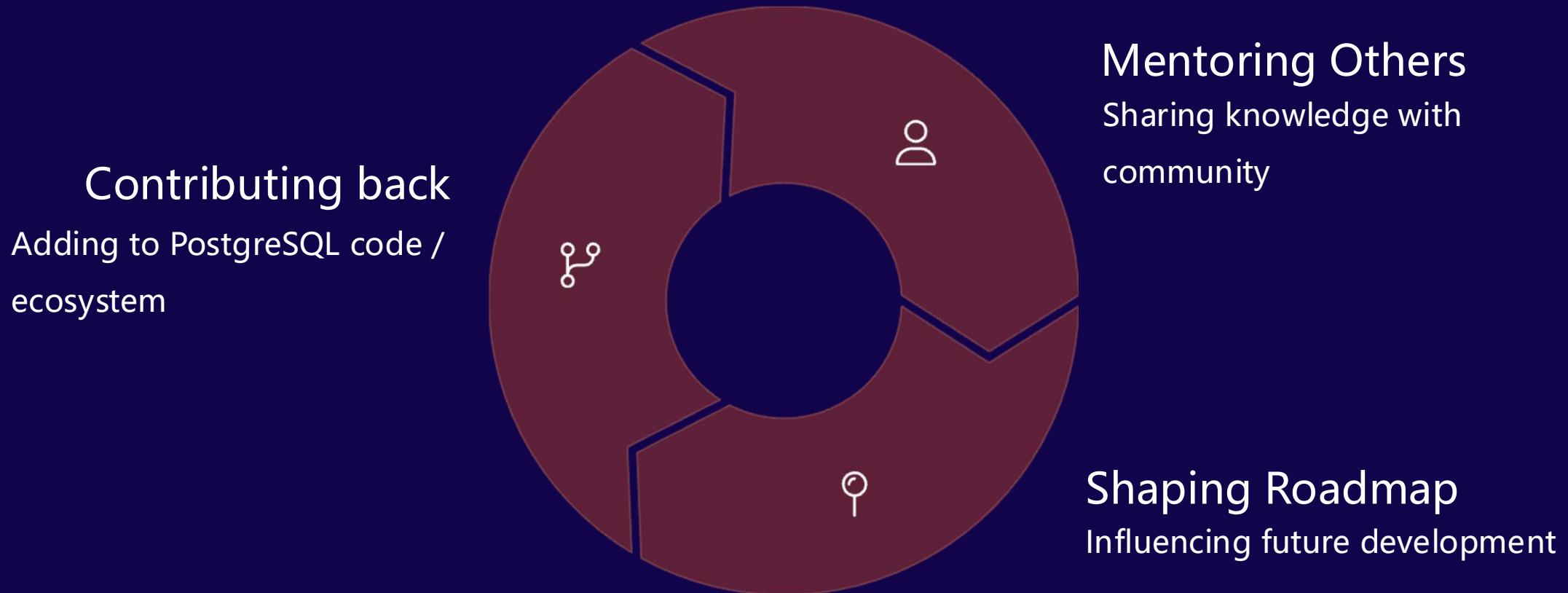
PostGIS, pgloader, Citus Data,
Ivory... etc.



Skills Growth

Internal expertise develops

Phase 3 – Contribution (> 5 years)



How a service provider like us can help



Phase-based approach

Adapt to needs, not push products



Enable independence

Build internal capability



Tech support

Break & fix, technical clarity,
best practices

Long term outcomes



Operational independence

Self-sufficient database management



Tech Stack Alignment

Systems tailored to actual team needs



Lower Long-Term Costs

Reduced TCO, better allocation



Independent Roadmap

Feature prioritisation by your needs



Community Connections

Active ecosystem participation



Talent Advantage

Easier hiring and better retention

Closing thoughts

Open source lets you evolve at your pace, with your people.

Open tools aren't just a cost-saving decision. They're a control decision.

Freedom to innovate at your pace

Build on community knowledge

Technology that grows with you

Explore, engage with the community, and find your path forward.



Thanks!



CONNECT WITH US

Website

data-bene.io



Email

contact@data-bene.io



LinkedIn

[linkedin.com/company/
data-bene](https://linkedin.com/company/data-bene)



GitHub

github.com/data-bene



Let's continue the conversation!

Q&A



Your Questions

Ask about your specific situation



Discussion

Share your experience



Insights

Get personalised recommendations