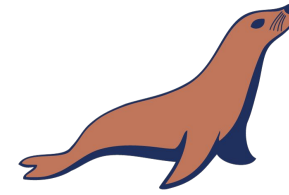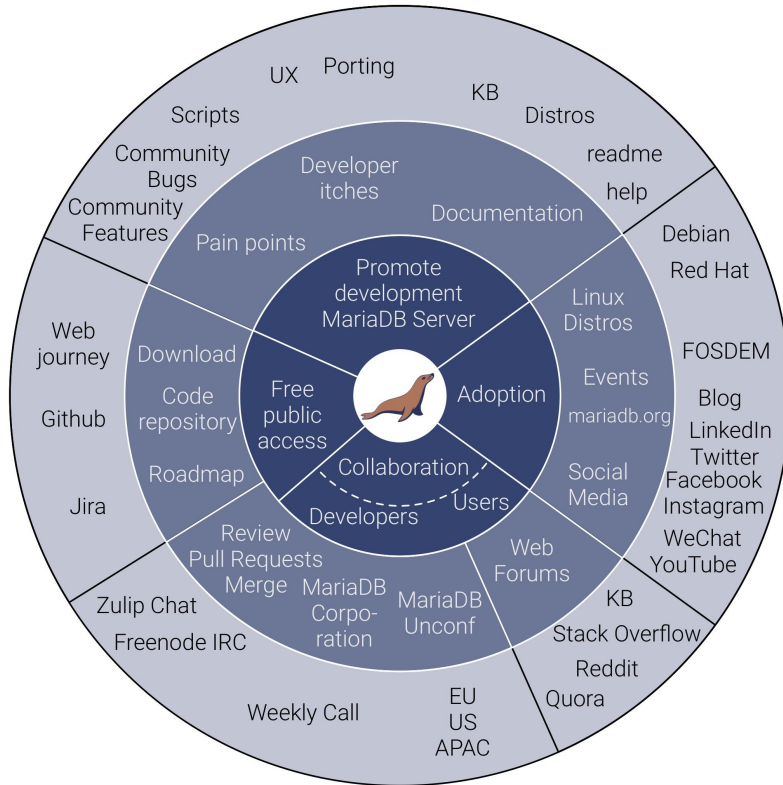你好
Nǐ hǎo

谢谢
xiè xiè
(Thank you)

Sponsoring
MariaDB Foundation

Prashant Joshi
Vice President, Global Alliances

Supporting Continuity and Open Collaboration

Sponsors support MariaDB Foundation in order to guarantee that its mission can be fulfilled

Platinum Sponsors:

Booking.com

Alibaba Cloud

Tencent Cloud

Microsoft

MariaDB

Gold Sponsors:

DBS

VISMA

IBM

腾讯游戏 Tencent Games

Simon Sinek's Why Great Leaders Inspire Action

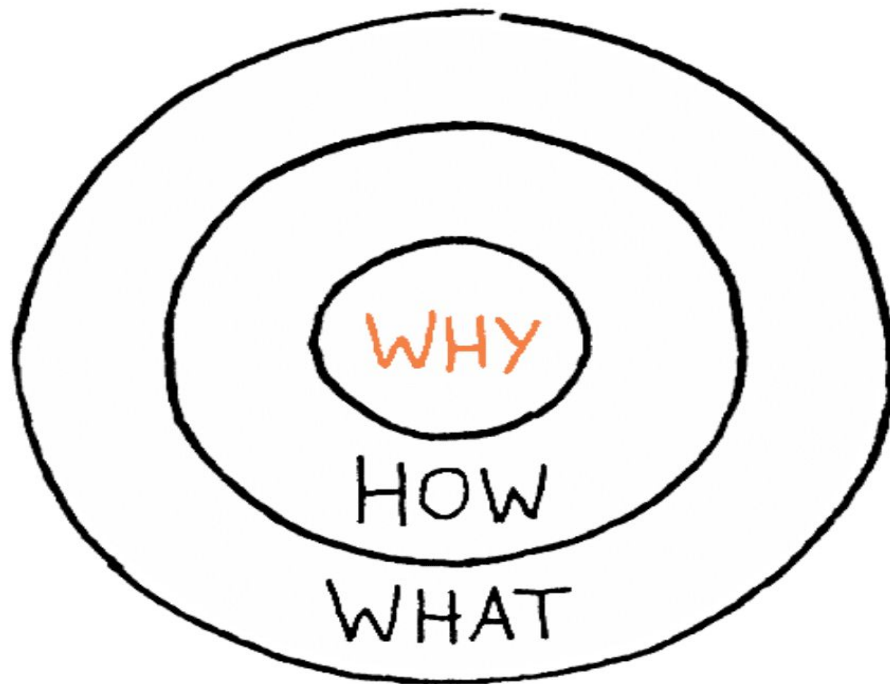## The Golden Circle

WHAT
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.

WHY

HOW

WHAT

Monty's Why: Annual Report 2018

"To put it in more personal terms: I would rather go down in history as a person who helped everyone pay less for databases and be less dependent on individual vendors, than as a greedy person who preached Open Source but had no qualms cashing in by selling to a company who has every interest in the world to block the growth of Open Source databases from becoming fully adequate replacements for proprietary solutions?
So, to make that last scenario impossible – or at the very least, highly, highly unlikely – the MariaDB Foundation was established."

Why: Mission of MariaDB Foundation

Support continuity
- Make sure that MariaDB continues to thrive and stay maintained as long as there are users who need it.

Open collaboration
- Be a place where everybody can contribute and collaborate using the best open source methodologies.

Drive adoption
- Make sure MariaDB is universally available and included on all major platforms, serving an ever growing community of users and developers.

Benefits of widely used Open Source software such as MariaDB Server

- Quality: The bigger the community is, the faster the software evolves.
- No lock-in: Software stays open source, ecosystem has multiple vendors.
- No dead-end: Big user-base guarantees availability of software and people.

Foundation sponsorship/membership is the only way to achieve all of these!

How: Foundation development work

Focusing on issues that benefit as many users as possible
- Work with community contributors to steward patches through the integration process
- Develop new features, tests, continuous integration and QA, packaging, tracking sister projects, security etc
- Dedicated employee for documentation
- Grow new developers
- Maintain mariadb.org
- Increase adoption
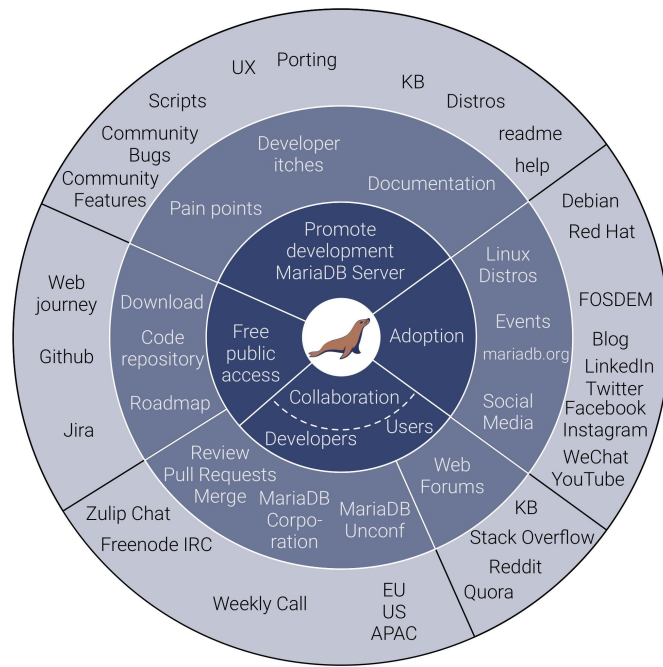- Connect users with specific needs to service providers

Development Sponsorship Program

Areas of Focus
- Oracle compatibility
- CONNECT storage engine
- documentation of migration practices
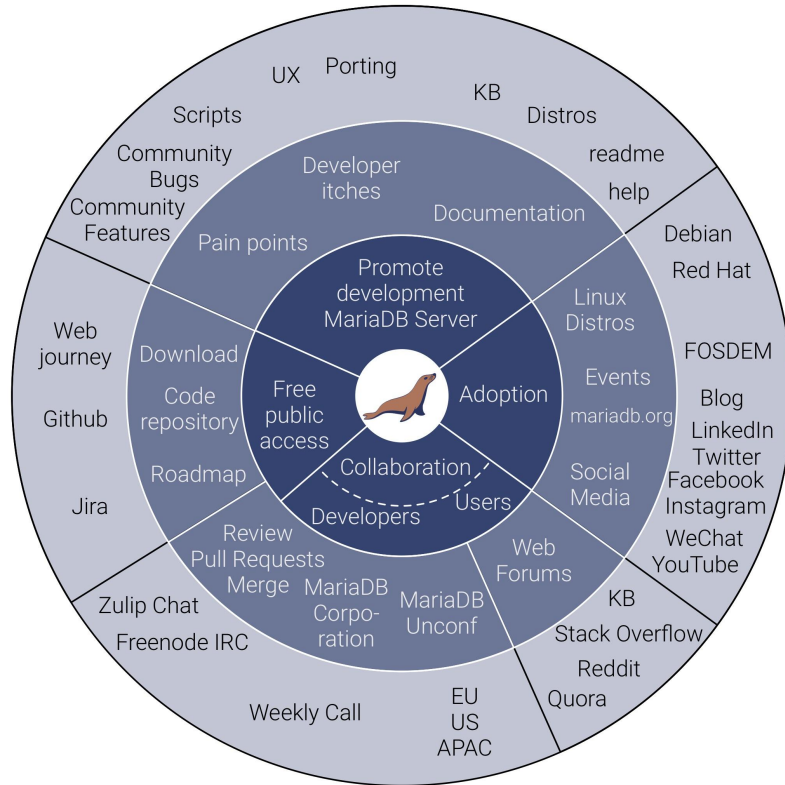- documentation localisation

What's in it for Sponsors
- Time with CEO / Founder or their Proxy
  - Diamond (Twice/Month)
  - Platinum (Once/Month)
  - Gold (Once/Quarter)
  - Silver (Twice/Year)

Corporate Sponsorship/membership

- Seat on the board: best opportunity to influence the future and present a point of view.
- MariaDB.org: Great visibility among technical people (potential employees, high-income customers). In 2018 MariaDB.org had 2,5 million page views.
- Open source has a good public perception. Being a member of the MariaDB Foundation can help strengthen an image of being modern and progressive.

- Diamond – 200 000 €

- Platinum – 100 000 €

- Gold – 50 000 €

- Silver – 25 000 €

Foundation Team

- Currently ten people
- Make MariaDB Server available to as many users as possible (porting, packaging, documentation)
- Single point of contact for collaboration and contributions
  - Make sure all pull requests and patches are responded to promptly and get properly reviewed
  - Respond at security@mariadb.org, collaborate with security teams and publish CVEs

What: Can you kindly pledge to be a sponsor?

Secure the future of the infrastructure your company uses and become a sponsoring member of the MariaDB Foundation.

Contact us

sponsor@mariadb.org

Prashant Joshi
prashant@mariadb.org

谢　谢！
THANK YOU!

Supporting continuity

- The Foundation has the relevant technical assets and tools (website mariadb.org, version control repository, build and release systems).

- The Foundation has copyright via staff work and contributor work (CLA). For the rest (some copyrights, trademark etc) the Foundation has irrevocable licenses to use (e.g. GPL, BSD).

Open collaboration:
True open source, not just code dumps

- Publish code in real time, not just at release time.
- Discuss and plan on public mailing list and IRC.
- Public bug tracker, transparent progress and priorities.

- Respond quickly to pull requests on Github and to bug reports that have patches attached.
- Keep documentation up-to-date, develop documentation alongside code and allow also contributions in documentation.
- Regular, free-to-attend developer meetups.

Use MariaDB Server
Support MariaDB Foundation

- A strong Foundation behind MariaDB is in the long-term interest of all MariaDB users.
- The foundation acts as a hub where different software developers come together, both physically and virtually, to collaborate on new features, fix software bugs, resolve security issues and make new releases.
- The foundation facilitates the collaboration of individual developers, company sponsored developers and academic researchers in ways no for-profit entity could do.
- It benefits a company using MariaDB to be involved with both the Foundation and the commercial product and service providers. The Foundation serves a role that commercial companies cannot.