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OPEN IN CASE OF EMERGENCY

The C-level Emergency Guide To Database Problems

BY DBI SOFTWARE

**Faster Data=Higher Profits
Slower Data=Business Failure
Here's What You MUST Know to Recover Fast**



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The C-level Emergency Guide to Database Problems

YOU WILL LEARN

- 1) How to control spiraling costs in an emergency.
- 2) How to make your quarterly numbers.
- 3) How to solve business-threatening problems instantly.
- 4) How to cut through the fog when no one knows what to do.

It's Black Friday, the busiest shopping day of the year. Soon it will be Cyber Monday, another huge day for sales for your company.

You're gearing up for a great year, expecting sales to put you in the black, when you get that call. The website is crawling—orders aren't processing. In fact, all systems are creeping to a halt because something is radically wrong with your database—it just can't keep up with the demand. Business is at a standstill—but customers aren't—they're going elsewhere. You're about to kiss those sales goodbye. What do you do?

This scenario is repeated in businesses large and small—not just on Black Friday—but every day. One celebrity Tweet can spike your stock price—and tank your database. What's behind this kind of failure? What's the principle behind the problem? The answer is simple, and one you must keep in mind as you seek to understand—and rapidly solve—the problem: if your database is *sick*, your organization is *unhealthy*, your customers are *unhappy*, and your reputation *suffers*.

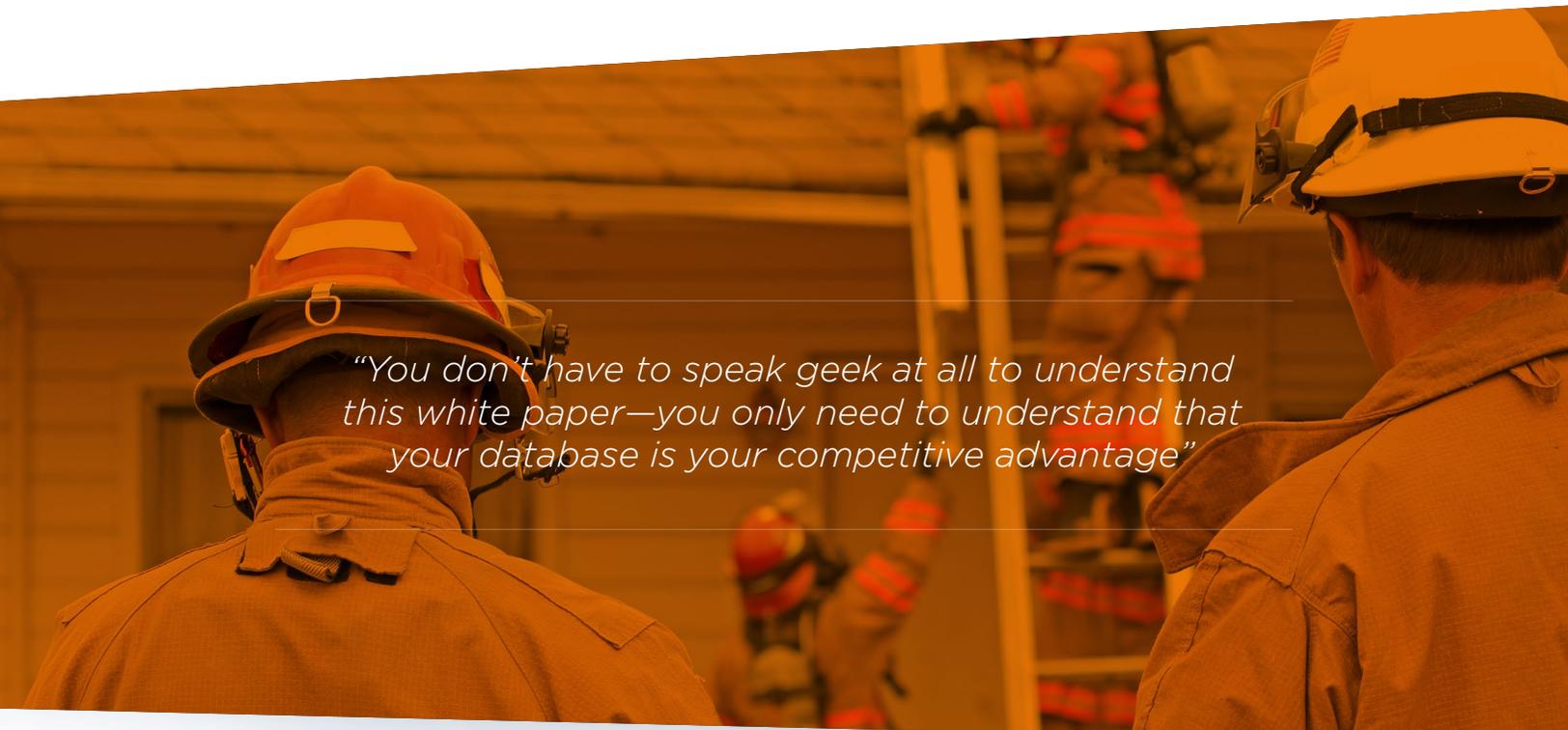
When your database is in a business-threatening slowdown, you're not always going to get word from your IT team first. You might get a troubling report from customer service, then e-commerce, then from your social media team, or alarming metrics from the sales department. Sometimes—even with the best IT teams, their inclination is to trust their systems, and doubt the reports.

So, by the time the problem has reverberated through the system, and by the time IT admits that there is a problem, and by the time it percolates through the system to you, you know that you have a serious problem on your hands.

This white paper is packed with vital information for that day of reckoning. It will give you, the C-level executive, the key questions to ask, the key principles to grasp, and the best strategy for turning adversity into opportunity. Specifically, we'll show you:

- 1) How to control spiraling costs in an emergency.**
- 2) How to make your quarterly numbers.**
- 3) How to solve business-threatening problems instantly**
- 4) How to cut through the fog when no one knows what to do.**

You don't have to speak geek at all to understand this white paper—you only need to understand that your database is your competitive advantage—it lets you serve more customers, faster and more efficiently than your competition. It's no exaggeration to say when it comes to business today that you're either in the fast lane, or you're road kill—and you can't go fast with a slow database.



“You don't have to speak geek at all to understand this white paper—you only need to understand that your database is your competitive advantage”

What Happens in a Database Emergency?

If you're confronted with a sick, slow database (and the vast majority are sick and getting sicker), keep in mind this checklist of potential database problems, and what causes them. If you don't hear one of these explanations from your team, then your people aren't shooting straight with you.

Bad indexing strategy.

Apart from hardware failure, this is the real heart of the problem. You search through far too much memory to find what you are looking for, when you really should be looking in a smaller area. It's the difference between find-ing a recipe by scanning an entire cookbook as opposed to just scanning the index. The index is easier and faster.

Your CPUs are working too hard.

You can have a dataset that easily fits into memory. But because it isn't indexed properly, your database has to look through the entire dataset every single time. Now it can do that fast enough, but rifling through the entire dataset makes the CPUs work harder, wasting energy and robbing you of margin. So when there's a Tweet that drives the world to your site, you don't have the excess capacity to handle the demand and your system crawls.

Your CPUs aren't set up efficiently.

One or two people scanning a server is one thing. But when more users tap into the database, the CPU is going to start to get overwhelmed quickly. When that occurs, things start to move slower and slower, which can even lead to a complete crash.

Bad scripts.

The ad hoc performance tweaks written to solve your database prob-lems often cause more harm than good, because they mask rather than cure what's ailing the system.

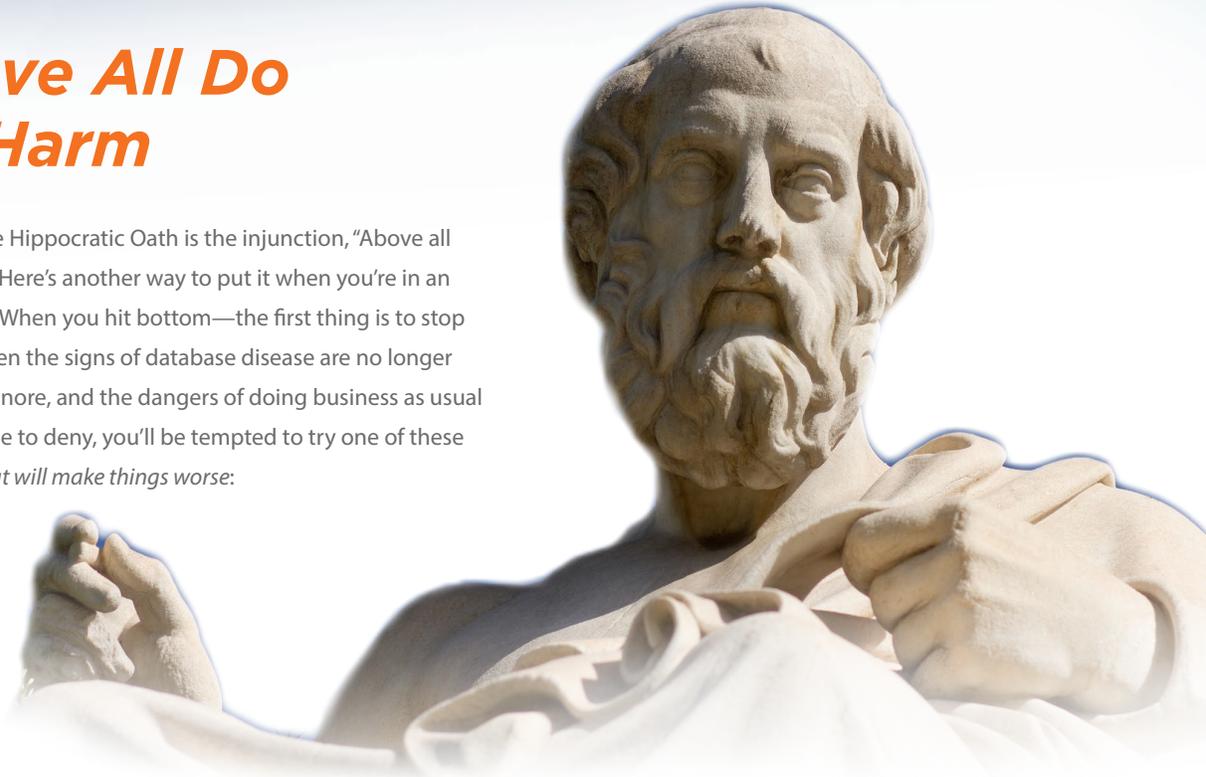
Performance Tuning.

The free software provided by your vendor can actually make things worse because it requires system memory and CPUs at the very moment that your system needs them for other critical functions.



Above All Do No Harm

Central to the Hippocratic Oath is the injunction, “Above all do no harm.” Here’s another way to put it when you’re in an emergency: “When you hit bottom—the first thing is to stop digging!” When the signs of database disease are no longer possible to ignore, and the dangers of doing business as usual are impossible to deny, you’ll be tempted to try one of these strategies *that will make things worse*:



Run the bundled performance tools.

They add significant overhead and you won’t get the insights you need to make positively-impactful improvements—not to mention the loss of valuable time.

Have a DB2 “expert” come out and spend a week fixing the problem.

You’ll get a 1%–2% improvement and a slick report for your \$15,000 that will document exactly why you need to hire him for another week at another \$15,000 to get another 1%–2% improvement. Then lather/rinse/repeat until you run out of money or the business grinds to a halt because many “experts” address symptoms rather than root-cause problems.

Buy more non-returnable CPUs, memory, and licenses just as fast as you can

— possibly spending millions of dollars — just kicking the can down the road instead of actually solving the root-cause problems. This Trifecta of Woe just sets you up for a lot of explaining when these solutions fall through—provided your company is still in business!

When you hit bottom—the first thing is to stop digging!

OPEN IN CASE OF EMERGENCY: Controlling Spiraling Costs

In an emergency, there is a huge temptation to succumb to panic and just throw money at the problem in the hope that it will go away. There's no telling how many billions of dollars are spent on non-returnable CPUs, memory, and licenses each year due, in the final analysis, to panic. Panic is never ever a friend when it comes to an emergency—or your bottom line.

Here's what you need to know:

- 1)** You're most likely in this situation because the people who made the initial purchase and configuration decisions proceeded based on flawed assumptions. Keep that in mind if these are the same people insistently offering advice on how to fix the problem.
- 2)** What you (correctly) view as a critical problem can be viewed by some as a fabulous opportunity. Here's what I mean: while your database was humming along, nobody was billing for more consulting hours and nobody was getting a commission on CPUs, memory, or software. So ask yourself, "Who is benefitting financially from this recommendation?" Chances are it's the same people from the previous point.
- 3)** Regardless of what they tell you, it is virtually certain that you don't have a hardware problem, you have an index problem. And if you spend millions on CPUs, memory, and licenses, guess what you'll have after they're all installed. That's right: the same index problem—waiting to meet up with you again at the worst possible moment.
- 4) There absolutely is a way to win.**
 - Instead of needing more hardware and software, you could end up not needing all the ones you already have.
 - Instead of needing to hire more people, you could end up trimming staff.
 - Instead of spending more in electricity to feed the additional CPUs, you could end up spending less.
 - Instead of spending days or even weeks trying to fix the problem, you could have it solved in two hours.

In a database crisis, you can spend millions, or save millions. It's entirely up to you. More on that in a moment.

What if you could drive those costs down in less than two hours?

OPEN IN CASE OF EMERGENCY: Making Your Quarterly Numbers

In the C-Suite, you live and die by the numbers—and right now the third quarter is looking bad. And from the board's perspective, or the analysts' perspectives, or Wall Street's perspective, it might even look worse. What do you do?

Here's a surprising answer: *you can achieve real savings through your database.* You're accustomed to a steady stream of requests from IT—more CPUs, more memory, more licenses, and more personnel, so you're used to looking at your database as a cost center—but *what if you could drive those costs down in less than two hours?*

Your IBM DB2 database is one of the most powerful business advantages on the planet. We should know: our company was built by an IBM DB2 GOLD Consultant and IBM Champion. Because of this, we know that virtually every database has hidden inefficiencies that cause it to work harder, run slower, and cost more. Attacking those inefficiencies means adding to your bottom line.

Here's how:

An ailing database requires more database administrators and managers to attend to it—just like a patient in intensive care requires more nurses and doctors.

An ailing database strategy spikes your energy bill. Do you know how much money you spend on electricity each year? A lot more than you want to spend. If a database is ailing, it causes the CPUs to work more, and that draws more energy.



When data moves fast - profits pile up fast...

An ailing database requires more CPUs, memory, and licenses to compensate. Again, just like a patient in intensive care requires more wires, tubes, machines, monitors, and flashing, beeping things to help her continue to live, so also an ailing database requires constant, critical expensive care to live.

By contrast, once your database is properly configured, you'll not only reduce your cost, you'll increase your revenue.

- A properly configured database requires fewer CPUs. This means that you can:
 - Cancel CPU, memory, and license purchases projected in the budget.
 - Actually turn off and sell the CPUs you no longer need.
- A properly configured database doesn't work as hard and taxes the CPUs less—saving you energy.
- A properly configured database allows for a smaller IT staff. You no longer need an army of DBAs writing scripts to try and improve the health of the database.

And we saved the best for last: when your database is functioning well, it absolutely, positively makes money. How? Quicker checkouts and faster website responsiveness add up to more sales and fewer shopping cart abandons. When data moves fast, profits pile up fast. And we have a patented, award-winning, dramatically-less-expensive way to solve emergency database problems in two hours or less. When you partner with DBI Software, it's completely within your power to take instant action, create immediate improvement, and true up your bottom line.

Interested? Let's have a conversation!
We'll pay for the call: 1-866-773-8789

OPEN IN CASE OF EMERGENCY:
**Call DBI Software for Instant,
Economical Improvement**

Take The 15-Second Challenge Before You Throw Millions at Your Database Problem

Before you spend hundreds of thousands of more dollars with the same people who let you get into this mess in the first place, or millions of dollars on software and hardware, take the completely free DBI Software challenge. When you contact us, we'll send you three small SQL commands. Each will take five seconds to run. Those scripts will tell us exactly where the problem is in your database, and how bad it is. Once we've quantified the problems, our patented, award-winning technology will typically fix problems in two hours or less. In fact, we not only fix database problems, but it's not unusual for us to reduce your CPU utilization, thus cutting or deferring equipment, licenses, consulting, and energy costs to the tune of millions of dollars.

Why You Owe It to Yourself to Take the 15-Second Challenge

If you're used to problems that take weeks of time and millions of dollars to solve, our claims not only sound audacious, they sound unbelievable. But the fact of the matter is that we achieve these results for companies just like yours, with messes large and small, every single day, all around the world. As philosopher and football coach Bum Phillips said, "It ain't braggin' if you done it."



Consider this:

Our technology is so powerful that it is not only award-winning, it is patented. Who else has insights that powerful?

Our techniques are so incisive that they can turn around a situation in as little as two hours. Who else can deliver results that quickly?

Our certifications are so extensive than few can match our level of expertise. Who else has industry validation that extensive?

Our helpfulness is so treasured that our client retention rate is 98%. When you join the DBI family, you'll be with us for life. Who else can match that level of satisfaction?

Our commitment to your DBAs and managers is so strong that we've placed at their disposal a library of free DB2 training resources worth over \$23 million via The DB2Night Show™. These resources have been downloaded over 500,000 times. Who else is demonstrating their commitment to your team that tangibly?

Our belief in our products is so strong that we will run our diagnostics on your system free of charge and help you. Who else has that level of assurance in their tools?

Our confidence in the power of our patented systems is so strong that for the last several years we've offered to donate \$10,000 to the charity of your choice if we don't bring significant, measurable, and rapid improvement. Fortunately or unfortunately, we haven't paid any charities through this guarantee yet. Who else guarantees performance results like this?

"the fact of the matter is that we achieve these results for companies just like yours, with messes large and small, every single day, all around the world."



In an Emergency, You Need a Helper —Not a Vendor

Database problems tend to occur at the worst possible time—transforming an emergency into a bona fide *disaster*. That's when you see who has your back—and who really has your best interests at heart. DBI Software has been built from the ground up on the bedrock principal of extravagant *helpfulness*. Whether it's the free resources we provide for *everyone* in our industry, the quarterly calls we make to each of our customers to discover additional ways to serve them, or the patented, award-winning tools we employ on your behalf, you can count on us to help. We're driven to provide positively impactful help.

Unlike the vendor who has a financial stake in selling you expensive hardware, software, and consulting, and the “consultant” who has a financial interest in billing you for as many hours as possible, we don't get a commission on CPUs, memory or licenses—in fact we don't sell them at all—and our mission doesn't revolve around a drawn-out consulting process. In other words, you can not only count on us to tell you whether you really need a fire truck or a fire extinguisher, you can also count on us to quickly put out the fire!

And here's a hint: you almost *never* need that fire truck.

DBI Software has been built from the ground up on the bedrock principal of extravagant helpfulness.



15 *Second* *Challenge*

Take the Test

As a top executive, the future of the company is literally in your hands, and there is a challenge coming your way: maybe it's Black Friday/Cyber Monday, or open enrollment, or a viral tweet, or a new product that causes the world to stampede to you all at once. That challenge may be a few hours away—or a few weeks away, and because of that you owe it to yourself, your team and your company to make sure your database is ready and not take anyone's word for it. So don't delay, contact the DBI team and **take the 15 Second Challenge today.**

Contact Us Today!

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