Executive Summary:
The Business Value of Amazon Relational Database Service

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Historically, enterprises have had to maintain large numbers of application databases on their own, with a hands-on staff dealing with installation, tuning, patching, backing up, and maintaining the database software and the servers on which they run. This is a non-scalable, high-cost, low-value proposition. Whether running databases in one's own datacenter or in the public cloud, the "do it yourself" approach is fraught with unanticipated downtime and costs. A more efficient alternative involves moving the database to a managed cloud database service, which provides the infrastructure required, scales as needed, and maintains the database software, including patching, in a transparent manner. This study is focused on one such service: Amazon Relational Database Service (Amazon RDS) by Amazon Web Services (AWS), including its six Amazon RDS engines: PostgreSQL, MySQL, MariaDB, SQL Server, Oracle, and Db2.

Through a series of in-depth interviews, IDC conducted research that explored the value and benefits for organizations using Amazon RDS to cost-effectively set up, operate, and scale relational databases in cloud-based enterprise IT environments. This was based on an extensive data set and a specialized Business Value methodology.

BUSINESS VALUE HIGHLIGHTS

$11.7 million in annual average benefits per organization

258% three-year ROI

5 months payback period

34% lower annual database costs

37% fewer instances of unplanned downtime

36% more efficient IT infrastructure teams

63% more efficient DBA teams

37% improvement in maximum number of concurrent users

Continued next page ▶

IDC calculates that these customers will achieve benefits — revenue gains and cost savings — worth an annual average of $11.7 million per organization basis and a three-year ROI of 258% by:

- Providing a more cost-effective approach for managing database services and operations than their previous or alternative approaches
- Optimizing core processes, including provisioning, patching, configuring, and updating databases, which improved the efficiency and effectiveness of IT infrastructure, security, developer, and database administrator (DBA) teams
- Lowering instances of unplanned downtime and remediating events more quickly when they occur
- Enhancing the application development process to improve timely delivery of high-quality business applications for end users and customers

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HIGHLIGHTS CONTINUED

22% improvement in database query time

42% quicker unplanned downtime resolution

30% more applications released annually

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