

Starting MySQL

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Some MySQL History

- 1982 Unireg is created (Base of MySQL code)
- 198x Monty and David start working together
- 1989: My is born
- 1995: First code specific for MySQL and first internal release (version 1)
- 1996: First public release & over a 1000 downloads
 - Binary first and then source after it was clean-ed up
- 1997: First business and documentation

Early visits to California (1999)



More recent history

- 2001: Mårten Mickos joins as CEO (17'th (?) employee)
 - First round of VC money -> a real company
 - Headquarters in Uppsala
- 2003: Second round of Investment
 - US (Benchmark Capital) & Europe (Index Ventures)
- 2004: Mårten moves to Cupertino, USA
- 2005: Release of **MySQL 5.0** (a big step!)
- 2006: Third round financing from SAP, RedHat, Intel & Sumisho
- 2006: Release of **MySQL Enterprise** - a subscription service
- 2006: Release of 5.1 (November-December)
- 2007: MySQL has about 350 employees from +25 countries

Booting a company

- MySQL was started based on a idea about doing business with a freely available database
- So the MySQL project started from day one with a commercial agenda (unlike Linux, PHP, Apache etc)
- Since we had no money to do this full time we all kept our old jobs and did MySQL on part time for the first years
- We started no dedicated company for MySQL but used a our old companies (in Sweden & Finland).
 - Don't do this if you can avoid it since it caused a **lots** of administrative problems later!

Doing a successful open source project

- Use the product yourself (or work close with users using it)
- Create a working community:
 - Ensure you are the central point of all product information. (If someone makes a fork you have failed)
 - Give free support to everyone to bootstrap things
 - Be brutally honest about your product and when/how to use it.
 - Make it easy to contribute/influence development
- Make the product easy to use
 - Make binaries, create documentation, email lists, bugs database, easy installation, easy upgrades, few bugs etc.

The Seeds of Success

- The initial product was developed to solve OUR problems.
- We developed for practical **production** use.
 - David and I lost sleep if MySQL crashed...
- Start with few features but implement them fast & stable
 - All repeatable bugs went to the test suite
 - We valued speed more than features
- Easy to install and use
 - The 15 Minutes rule: The goal was (and is) to make it possible to install and try MySQL in 15 minutes.
- Document (even if it was in 'special' English at first)



How did we afford to start MySQL?

- Up to this point we did work on MySQL on the side of our “real” jobs. Since we were all self employed we could invest more time in MySQL when the userbase grew
- Initially we had a non 100% OpenSource license. It said that if you used MySQL internally you could use it for free. But if you distributed a product with MySQL or installed MySQL at a customer as a consultant you needed to pay.

How we made Money

- Set up a simple web page where users could pay for licenses & support with a credit card
 - Used Finland instead of Sweden since we got less overhead (the sum the bank keeps)
- We did not force anyone to pay!
- Windows licenses was one of our top incomes
- Since so many people were happy with MySQL we very soon after the start got enough to pay our costs so we could work full time on MySQL

Create a working business

- Prove your concept before you take investors
- Choose an existing license for your project
- If you intend to do dual licensing, ensure you get the right to use the contributions (Use Sun's JCA)
- In the beginning focus on the project; If you do a good job and get a big user base you will get business.
- Don't do crippleware; Focus the business on doing more things for the customers.
- Be smart about saving money (use open source :)

Principles of Scaling

- Write code as good as you possible can the first time
- Modular architecture (Storage Engines)
- Repeatable bug reports got highest priority
 - High quality feeds high quality
- Fix the small things!
 - Detailed feedback is a valuable currency!
- Community is made up of many different groups
 - We made MySQL work with as many as we could!
- We hired experts regardless of location (over email!)

So why is it named **MySQL**?



MaxDB: Max and Monty



A few example references

- **Yahoo!** has over 7000 MySQL servers running 200 web properties
- **Google** uses MySQL heavily in for example the the ad system. They recently released their changes to MySQL (monitoring, replication, InnoDB IO mm)
- Los Alamos National Labs 55M scientific journal articles (7Tb)
- Web: Craigslist, Freshmeat, LiveJournal, Slashdot, SugarCRM, Wordpress, Citysearch, YouTube, Flickr, Habbo Hotel, Linden Labs, CyWorld, Technorati, Facebook, FeedBurner, Feedster, Wikipedia, Digg, LiveJournal, Mixi.jp, SimpleStar, PhotoBucket, 37signals, del.icio.us, Trulia, Neopets, Zimbra, kong.net
- CERN ATLAS experiment, SLAC (looking at 100PB) , Sahana (disaster recovery system for the tsunami), Human Genome Project
- Cluster: Nokia, Alcatel, Neckermann.de, Seat Pagine Gialle, Capgemini UK

THE WALL STREET JOURNAL.

REUTERS
KNOW. NOW.

FT FINANCIAL TIMES
World business newspaper

FORTUNE

The New York Times

The Mercury News

CNN

BusinessWeek online

DOW JONES

RED HERRING

The Deal

venturewire

Industry Analysts:

“The future of the database market will be the standardization on MySQL.”



“CIOs should put MySQL on their radar screen... MySQL is a powerful enough force to alter the database market.”





Possible new MySQL product names?



C'T Benchmark 2006

- c't is a well known German computer magazine with a circulation of around 400000 copies.
- In the benchmark teams were invited to submit their own tuned application according to specifications for this e-commerce application. 9 of 17 submissions were for MySQL, and our performance team had the fastest one, beating Oracle and IBM etc. by 2x.
- Runner up was a pure lisp program (but they did not handle the images)

Some Stats

- We estimate that well over a **100 million copies** of MySQL have been distributed through our Web site & operating system distributions. (>40k downloads/Day!)
- Lots and **lots of books** on MySQL. Amazon gives 247 in English, 203 German 203, 198 French 198, 50? Japanese, 22 Spanish. And also Chinese, Russian, Portuguese, Norwegian, Malay and even Swedish.
- More than 7900 projects on SourceForge that leverage MySQL (runner up has <1500)
- Over a thousand partners (but none in Romania :-)

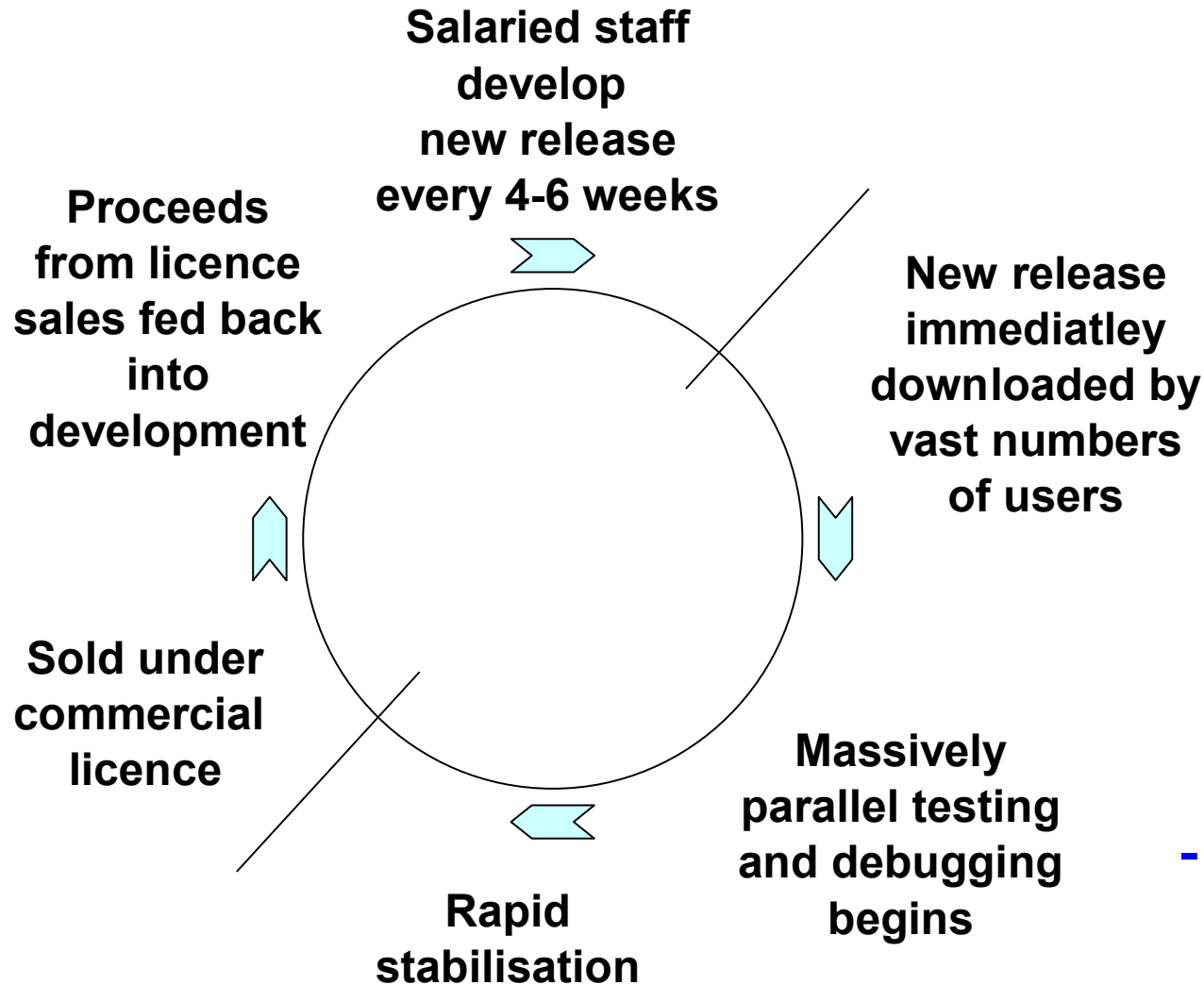


Free Databases get Better all the time!

- Good bug reports since bugs gets fixed
 - **Repeatable bug reports are as valuable as code!**
- Much faster user/developer feedback than closed source
- Lots of testing of **all** code. All features available for all!
- Freedom & Independence!
 - You have the ultimate documentation, the source!
- Security is not by obscurity, No hidden hooks in the code
- Lots of Eco system code gets written by the community
- We can hire people who has shown they already know the code/product
- Result: **Low Total Cost of Ownership**

Virtuous Development Cycle

Commercial
benefits:
- battle tested
product
- rapid
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No Software Patents!

- Software Patents are a threat against Free Software, Software innovation and developing local software industries countries
- In Europe our side was successful and the SW Pat proposal was thrown out (a real thriller!)
- MySQL has been spending lots of cash and lots of Management time (CEO, VPs & Founders) fighting Software Patents
 - Other backers included RedHat
- Please help make sure that Romania does not follow the US into this minefield.
- See recent article “Microsoft takes on the free world”

Questions?