



## “Convince your Boss” Presentation

This presentation provides you with slides you can use to convince your boss that db4o is what you need in your project


# What is db4o?

- Open source object database
- Designed for embedded
- Native to both Java and .NET
- **1,000,000** downloads
- **20,000** registered community members
- **200** customers
- Dual license model (open source / commercial)
  - Choose between free GPL model and protected commercial license

# Improving code quality

- Lean and truly object-oriented software
  - Code in native language instead of a database language
    - No changes to classes to make them storable
  - Fewer errors by leveraging all the features of the editor (auto complete, etc.)
  - Less lines of code
    - All coding referring to O/R mapping can be dropped
  - Easier to maintain

# Reduce Complexity

- No Database Administrator required 
- No conversion or mapping needed since objects are stored as they are
- Class model = database schema
- Automatic management of the database schema
- Only one line of code to store objects of any complexity natively

# Tried and Tested

- Used by real customers
  - ***Boeing, Bosch, Hertz, IBM, Intel, Ricoh, Seagate, etc...***
- Extensive partner ecosystem
  - Sun, Microsoft, Mono, Eclipse, Hibernate, Funambol, MySQL, Spring, JPOX, etc...
- Continuously growing user community

# Future Proofing

- db4o is continuously adding new features
- Build a stand-alone autonomous system or...
- Build distributed, fully synchronized data architectures (support for replication) or...
- Build a client/server environment

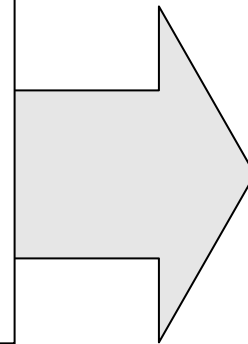
# Designed for Devices

- 600 KB footprint
- Runs up to 55x faster than conventional systems
- Scalable
- Zero administration
- Automatic schema versioning
- Runs cross-platform

# Time to market

- Installation by adding a single library file
  - Java jar or .NET DLL
  - Up and running in minutes

Better code quality  
Reduced Complexity  
Off-the-shelf tried and tested software  
Designed for devices



**Faster  
Time to  
Market**

- To write such a powerful database in house would take approx. 4 man years 2 man years for a limited feature set



# The End

Free download of db4o available at  
[www.db4o.com](http://www.db4o.com)