

ACQUISITION OPPORTUNITY

Oracle Database Management Application

Broadside Software

- Company founded by a database expert with 20+ years' experience
- Validated software and in use for over 10 years
- www.broadsidesoftware.com

The Offering

- Source code
- Domain Names
- Documentation
- Technology transfer
- Know-how
- Customization
- On-going consulting

Applicable to

- Environments using Oracle
- Small, medium, and large database environments
- Government, University, Medical, Manufacturing, etc.

Common Causes of Database Failures

- System Crashes
- User Error
- Careless inputs
- Sabotages
- Statement Failures
- Application software errors
- Network Failures
- Media Failures
- Natural Physical Disasters

Source: www.ecomputernotes.com



The Opportunity

Blackhawk Technologies, LLC is exclusively representing Broadside Software to find a monetization partner for its **Synergy Database Monitor (SDM)**. **SDM performs monitoring, change management and tuning for Oracle-based Databases.** SDM addresses the lack of features and functionality of mainstream monitoring applications and can be expanded to support additional Database Platforms. The key software benefits include superior dashboard, intelligent alerts, adaptive tuning, and extensive reporting capabilities.

Broadside seeks a strategic acquirer, with both brand and distribution channels that will enable its platform technology to be fully commercialized.

The Need

Current monitoring applications provide limited reporting, historical comparison, trend, and predictive information. Data are presented in an individual format instead of a global view with the capability to drill-down and identify root issues.



Industry standard monitoring applications require additional software to be installed and maintained on each monitored server. Database administrators are required to invest time in developing queries and scripts to assist with their daily tasks to overcome the lack of database monitoring capabilities and reporting requirements.

Database Software Global Market

The global database software market was \$149.2 billion in 2019 according to ReportLinker. COVID-19 pandemic is expected to slow market growth in 2020 but recover in 2021 and reach \$201.2 billion in 2023.

The database software market consists of sales of database software, which are used to develop, modify and maintain database records and files. This software enables users to store data in the form of tables, fields and columns and recover them directly and/or through programmatic access. Database software is used for reasons ranging from compiling client lists, maintaining bookkeeping tasks to running online web site.

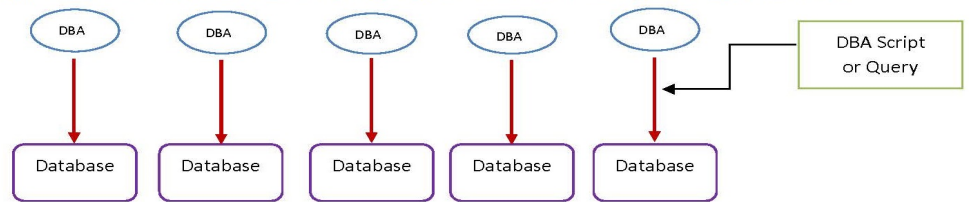
Technology Benefits

- Proven monitoring tool and in production
- Saves database administrator extensive time resolving issues
- Very flexible and easily scalable to meet any user's needs
- Easily enables data filtering, sorting, aggregating, and charting
- Deployable to multiple databases quickly and easily
- Saves cost of data storage through optimized storage methods
- Intelligent Alerts (descriptive vs cryptive)



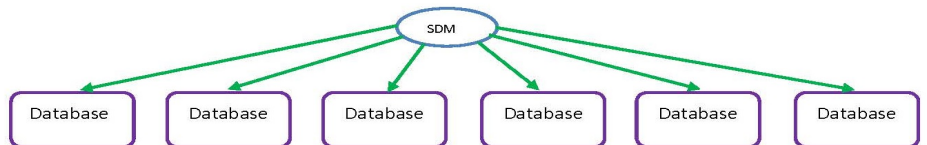
Synergy Database Monitor

Figure 1: Administrator manually deploys and maintains script for each database.



SDM automates and streamlines manually performed Administrator tasks.

Figure 2: SDM automatically collects, reports, and executes tasks.



Automated Statistics with Adaptive Segment Tuning (AST)

Reduces storage requirements and cost, increases performance, and improves end-user experience. Eliminates need for manual scripting and maintenance tasks.

Case Study: Use of AST in a medium-sized data center with 50 databases and 18.4 Terabytes of data. Datacenter storage cost was \$9 per replicated GB with an additional \$5/GB for backup. Initial run of AST resulted in 10% (1.84 GB) total storage reduction. The resultant cost savings amounted to \$25,760 (1840 * \$14).

Conclusion: AST reduces cost and improves system performance.

Metric	Oracle	Synergy Database Monitor
Supports indexes	b-tree only	All Types
Supports Tables	No	Yes
Supports Compressed Objects	No	Yes
Web/Application Interface	No	Yes
Trending Charts	No	Yes
Detailed Analysis	No	Yes

Additional Features

Detailed Global Dashboard: Superior dashboard provides single page review of total environment health status with drilldown problem analysis. Allows administrators to illuminate problem systems and compare resource usage across systems quickly and efficiently.

Intelligent Alerts: Provides informative v/s cryptive notification through email and text. Flexible reporting allows filtering by host, database, metric, status, deployment, and database groups. Lifetime alert history provides look-back analysis.

Accounts and Password Vault: Provides and centralizes protected account information and password storage through encryption. Eliminates need to purchase alternative and costly security solutions such as CyberArk for \$35,000.

Automated Backup / Recovery Reporting: Eliminates need for error prone and time intensive Administrator scripting. Centralizes status reporting. Provides performance and storage metrics. Online report history. Ensures Administrators are well informed of recovery status.

Data Dictionary and Dynamic Performance View Snapshots: Allows Administrators to look back in time at database data for change analysis and issue resolution.

Support for RAC and ASM: Provides monitoring for single instance, Real Application Cluster databases and Automatic Storage Management.

Change Management Alerts: Notification of important database state or attribute changes which may cause service disruptions.

Improved planning and team collaboration: In-App ability to record events and actions allowing Administrators to share and review actions, problem/task resolution procedures. Improves knowledge sharing.

Extensive and Flexible Reporting Application Interface developed using Oracle APEX which provides feature rich reporting capabilities.

Extensive Development and Testing: 11 years continuous development and testing.

