

MariaDB

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- MARIADB
- MARKETING
- COMMUNITY
- OPINION

MARIA WHAT? — THE VISIBILITY PROBLEM

75% of Fortune 500 use it — yet most developers have never heard of it

DB-ENGINES AWARENESS



SOLUTIONS TO BUILD AWARENESS

- Ambassadors**
Local community leads
- Dev content**
YouTube, Dev.to, HN
- Dev conferences**
FOSSDEM, KubeCon, DevOxx
- Day 0 simplicity**
docker run mariadb
- Identity**
Not just a fork

Technology alone is not enough — awareness is built through education and presence

Introduction

As a database engineer, I've often heard the phrase "MariaDB is just MySQL" or "It's just a fork".

But as a DBA, I know that MariaDB is a distinct database engine with its own ecosystem, DevOps practices, and CTO-level considerations.

MariaDB is used by 75% of Fortune 500 companies, including those running Linux environments.

Why MariaDB?

As a database engineer, I've often heard the phrase "MariaDB is just MySQL" or "It's just a fork".

- **Oracle MySQL** compatibility
- **PostgreSQL** features (10 years of PostgreSQL experience)
- **MariaDB** as a distinct database engine, not just a MySQL fork

Google Trends shows "MariaDB" is growing, while "MySQL" and "PostgreSQL" remain stable. "MySQL" is still the most searched, but "MariaDB" is catching up.

MariaDB offers features like Galera and ColumnStore, which are not available in MySQL.

Conclusion

MariaDB plc is a public company, while Oracle is not. AWS is a cloud provider, while AI is a technology. CIOs are responsible for B2B relationships.

MariaDB 与 B2B

PostgreSQL PostgreSQL

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- DBA
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MariaDB

MariaDB MySQL

"MariaDB" PostgreSQL "Mongo" MongoDB "Maria"

MySQL MariaDB MySQL Connector

MariaDB

1.

PostgreSQL MariaDB

2.

CIO 40 10 5 MariaDB MariaDB vs MySQL 10 Galera

YouTube Dev.to Hacker News Reddit r/programming MariaDB

3.

KubeCon FOSDEM Devoxx DotJS VoxxedDays MariaDB DBA MariaDB

4.

MariaDB Docker run mariadb 30 Python Node.js Go Java

5.

MySQL Galera CTE MySQL ColumnStore.....

MySQL

MariaDB

MariaDB Stack Overflow

MariaDB

MySQL

MariaDB

MariaDB MySQL MySQL

Medium