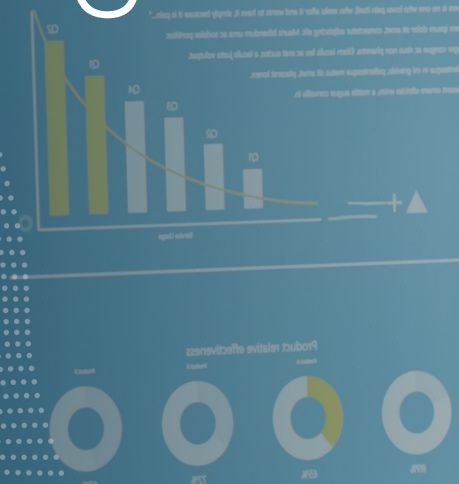


# Efficiency, security, and savings are in reach with managed databases







Cloud deployments are increasing steadily as new cloud products become more available and standardized. By 2021, revenues from cloud-based database management system (DBMS) solutions are expected to account for 50% of the total DBMS market revenue. By 2023, 75% of all databases are expected to be hosted on the cloud.

There are several factors driving the growing relevance of managed databases. Downtime isn't an option for businesses that must access mission-critical data 24x7. Therefore, high-availability databases are at the heart of nearly every enterprise. Additionally, rapid changes in available technology can create new data vulnerabilities, and limited insight into one's data can leave an organization blind to growth opportunities.

Fortunately, opportunities exist to address these challenges. The availability and data protection offered by DBMS solutions can meet compliance and regulatory requirements while also allowing enterprises to reduce the risk associated with managing critical systems and databases in-house. This can all be done by migrating to a DBMS platform aligned with the company's existing technology and business goals.

CBTS offers a wide range of cloud-based managed database services, including in-depth review and assessment of a client's existing database environment, establishment of technical and business objectives, and expert recommendations and guidance. Clients can also receive assistance with migrations and configuration, project management to enable secure transitions away from legacy platforms, design and deployment of a new, purpose-built database environment, and performance tuning to achieve optimal configuration. Lastly, clients can also benefit from 24x7 database monitoring and management, backup and data recovery support, network security, and patch management.

## Fully-managed database expertise

By partnering with CBTS, clients will gain access to 24x7 ongoing support from certified database administrators (DBAs) to ensure databases remain secure and accessible. CBTS will also configure each client environment to implement monitoring and management tools that will integrate with existing service management environments and that are built to meet guaranteed service level agreements. Managed database options include:

- Database monitoring and alerting 24x7.
- Database/instance/server capacity planning.
- Database high availability and disaster recovery.
- Database backup management.
- Database maintenance task management.
- Database security: Accounts, logins, and roles.
- Database platform patching and version changes.
- Database code deployments.
- SQL statement, procedure, trigger, and index tuning suggestions.
- Database development guidance.

The experts at CBTS will help clients select, install, upgrade, or re-platform to the right database solution that meets their technical and business objectives.



## Capabilities provided by a dedicated custom DBMS

A managed and purpose-built database platform can expand an enterprise's functionality in several crucial sectors.

**Review and assessment:** CBTS offers in-depth surveys of your database environment and assistance with establishing both technical and business objectives, as well as recommendations and expert guidance.

**Migrations and configurations:** DBMS services come with project management to enable smooth migration away from legacy platforms, as well as design and deployment of the new database environment.

**Monitoring and management:** Clients will benefit from 24x7, hands-on operational support for their entire database environment, as well as backup, security, patch management, and data recovery services.

Additionally, clients will have access to highly skilled and experienced DBAs who can help guide the planning and execution of critical database development in a CBTS data center, public cloud, or remote third-party facility. This allows the client's team to focus on deriving valuable data insight and developing the new capabilities needed to outpace their competition.

## Making a decision on your existing DBMS

Like any technology or data migration, choosing a new cloud-based managed database solution is a serious undertaking that requires substantial consideration. First, an organization should clearly define the events or circumstances motivating the decision to migrate. These could be the expiration of a database license or the obsolescence of previous database architecture, competing with enterprises that have better insight or data access speed, or simply a desire to automate database patch management.

When the compelling factors behind the database migration decision have been clarified, the potential outcomes of moving to a managed cloud database solution should also be examined closely. This could involve carefully considering which parts of the business would benefit most from automation and increased data analysis speed, assessing how the new database would function within the business, or how much control and customization of the database that the company will need to maintain.

From there, enterprises will need to make a choice between an all-inclusive database hosted in the public cloud—which would automate infrastructure scalability but may have customization trade-offs—or a dedicated private instance that offers a suite of dedicated products and greater control of the custom database environment, but may incur higher licensing and management costs.



## Why Managed Database by CBTS?

For any enterprise seeking to modernize their database infrastructure and applications, the dedicated experts at CBTS offer the agility, flexibility, and responsiveness to build and deploy world-class database environments. We're able to provide managed database solutions in a wide variety of models to best suit your objectives while offloading the day-to-day management workload and future-proofing your ability to respond to urgent data incidents.

CBTS' managed database solutions are ideal for many use cases, particularly clients with outdated legacy environments that require modernization, those in highly regulated industries with strict compliance requirements, and companies seeking better protection for mission-critical customer data.

A customized DBMS gives your organization no more or less than it needs while allowing your staff to mitigate risk, including offsite data backup and disaster recovery options. Our ongoing database management also supports a broad range of platforms—our experts will recommend what's best for your use case.

The landscape of cloud-native database features and functions is changing rapidly. By partnering with CBTS for your managed database needs, you can worry less about navigating the chaos and focus more on your business objectives.

Contact CBTS for more information on what managed database solutions can do for your organization.

## About CBTS

CBTS is a wholly owned subsidiary of Cincinnati Bell (NYSE:CBB) that serves enterprise and midmarket clients in all industries across the United States and Canada. From Unified Communications to Cloud Services and beyond, CBTS combines deep technical expertise with a full suite of flexible technology solutions that drive business outcomes, improve operational efficiency, mitigate risk, and reduce costs for its clients.



Contact us today at [cbts.com](https://cbts.com)