If DaaS were the solution…

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… then why isn't everybody doing it?

Why are DBMS such a pain?

- Because they are expensive
  - have functionality that is not needed
  - have gazillions of knobs for performance, etc.
  - require continous hand-holding by admins
- Because they solve only part of the problem
  - SQL alone is not enough
  - yet, dictate the whole application architecture
- Because they can be attacked easily
  - what happens if you do not trust your DB admins?
- Because they are boring
  - who wants to get a PhD in databases?

Why is this pain a feature (not a bug)?

- DBMS are expensive...
  - every customer needs different functionality
  - performance is still critical in many apps
- DBMS solve only part of the problem...
  - solving the whole problem creates bigger monster
  - data centric / client-server is the right architecture!
- DBMS can be attacked...
  - if not, what happens if you lose the keys?
- DBMS are boring...
  - we would make less $ if they were cool and simple

What does DaaS add?

- **New business model**
  - makes people pay for things that matter today
    - (not for things that mattered 20 years ago)
- **Helps to rethink and reassess pain**
  - repackaging technology stack probably good idea
  - get rid of a few layers (e.g., merge DB+App tiers)
  - rethink programming languages (e.g., LINQ, XQuery)
- **Summary: Great playground for new ideas**
  - DBMS will evolve into „*true*" distributed systems.