

Solution Brief: Future-proof ISV applications with MySQL HeatWave



Rapidly integrate AI capabilities, improve performance, cost-effectively scale, and enhance operational efficiency.

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Introduction

The technology landscape for independent software vendors (ISVs) is undergoing rapid transformation. From the rapid adoption of AI capabilities to the shift towards cloud-native architectures and subscription-based models, ISVs face both great opportunities and significant challenges. To remain competitive, they must not only innovate rapidly but also manage ever growing amounts of data efficiently while ensuring security, regulatory compliance, and cost-effective scalability.

The increasing demand for AI-powered solutions represents a significant evolution as customers now expect solutions that deliver personalized experiences, automation, and real-time intelligence. However, integrating generative AI and machine learning (ML) at scale can be complex and costly.

ISVs must also bolster data security to counter ever more sophisticated threats while complying with local data privacy regulations.

The technology that ISVs rely on is therefore paramount, and their data platform typically represents a foundational component of their offerings. To succeed, ISVs should select a data platform that enables high performance, reliability, security, and cost-effective scalability. Implementing a unified data platform allowing ISVs to run different workloads within a single cloud service can also greatly improve their operational efficiency, while helping them to rapidly integrate generative AI and ML into their offerings.

MySQL HeatWave has become a very popular choice among ISVs. It provides automated, integrated, and secure generative AI and ML in one cloud service for transactions and lakehouse scale analytics. It's available on OCI, AWS, and Azure.

In this brief, we first review how MySQL HeatWave enables ISVs to significantly improve results and subsequently provide an overview of the cloud service.

ISVs improve customer experience, performance, operational efficiency, and accelerate time to market with MySQL HeatWave

Let's consider why 4 ISVs selected MySQL HeatWave, and the results they achieved:

SmarterD speeds product roadmap by 12 months using MySQL HeatWave

[SmarterD](#) combines essential aspects of IT and security management into one platform designed for SMBs. The company wanted to rapidly deliver a new, AI-powered solution to gain a competitive edge. It selected [Oracle HeatWave GenAI](#) over Snowflake and Databricks based on its comprehensive capabilities, higher performance, and lower cost. The integrated capabilities of MySQL HeatWave GenAI, including in-database large language models (LLMs) and an automated, in-database vector store, helped SmarterD to:

- **Fast-track its roadmap by 12 months** to launch SmarterD.ai, an enterprise AI platform.
- **Go from development to production in only one month**, enabling generative AI use cases in its contract management and compliance management flows.
- Deliver new modules supporting new use cases **in only two to four weeks**.

SmarterD also tapped MySQL HeatWave AutoML to build and train ML models for use cases such as IT service management. Previously, data scientists with Python skills could require three months to build and train a model. Today, using HeatWave AutoML, they need **only hours to accomplish the same task, without ML expert skills**.

“The simplicity and flexibility of MySQL HeatWave GenAI gave us the confidence to embark on our AI journey. We gained a competitive edge in the AI space, and significantly accelerated our time to market.”

— **Vijay Sundhar**, Founder and CEO, SmarterD

Sam.ai helps clients make decisions at the speed of thought with MySQL HeatWave

[Sam.ai](#) offers conversational intelligence and acts like an in-house data scientist that you can talk to and get answers faster than clicks, taps, and keystrokes—insights not limited by the search, sort, and filter options of a user interface. Sam.ai used Amazon RDS and began struggling with performance issues that often resulted in long response times or 404 errors for major clients with large datasets. Even after increasing computing spend by 35% and escalating issues via premier support channels, the company's performance problem could not be resolved. Plus, management was keenly aware that any increases in computing costs would need to be passed on to customers. Sam.ai conducted a detailed evaluation of alternative solutions and selected MySQL HeatWave over Snowflake based on its cost, performance, and support. They achieved the following:

- **Doubled the processing speed** it experienced with AWS **at 45% of the cost**.
- I/O operations per second **increased more than 12X from 4,000 to 50,000**.
- **Up to 50X improvement** in query speed.
- Sam.ai now **answers questions that it could not before**.
- The superior price-performance also gave the company **a level of availability that it could not afford with AWS, Azure, or Google**.

“With the performance of Oracle MySQL HeatWave on OCI, Sam.ai can analyze data and answer questions that it couldn't on AWS. It has given us an unmatched competitive advantage at a predictable cost, especially for our SAM HQ product for enterprise clients.”

— **Raz Choudhury**, Founder and CEO, Sam.ai

EatEasy transforms food delivery services using HeatWave

[EatEasy](#) is a leading SaaS ISV in the food delivery market in the United Arab Emirates. Its mobile app supports over two million subscribers and 150,000 daily active users. The company wanted to leverage cutting-edge AI and ML technologies to gain deep customer insights, enabling it to provide more personalized offers and recommendations. EatEasy had deployed some analytics and ML capabilities in AWS, but these were limited in scope and not integrated with its transactional database. This required cumbersome and time-consuming Extract, Transform, Load (ETL) processes across several systems, and meant that any logistics insights gleaned were based on stale data. As a result, EatEasy was not able to update its customers in real time on the status of their food deliveries, risking poor service and subsequent lost business. EatEasy migrated to HeatWave and achieved the following:

- Integrated **transactional, analytical, and machine learning functionalities in a single cloud database service** for its logistics system. This has enabled them to provide customers with real-time updates on delivery times while food orders are in progress, **significantly enhancing service levels**.
- Greatly improved operational efficiency in EatEasy's IT department, which **no longer needs to spend time on lengthy ETL processes** between different systems.
- By tapping into the **built-in AI features** of MySQL HeatWave, EatEasy summarizes food types and menus based on the customer's previous activity.

- Leveraging Generative AI capabilities and recommendation systems, EatEasy expects to **increase active-user orders by 80%**—driven by highly personalized and timely dining suggestions sent via push notifications.

“We were particularly impressed with MySQL HeatWave’s ability to host transactions, analytics, and machine learning concurrently in a unified cloud database service. This not only saves valuable time for our IT team, but it also provides us with real-time insights into food delivery times that we can immediately pass on to our customers.”

—**Safarath Shafi**, CEO, EatEasily Online DMCC

Plax1 accelerates online sports gaming sites with HeatWave

[Plax1](#) leases a platform that powers sports gaming and casino gambling websites run by approved online gaming licensors. With competitive gaming odds updated every millisecond and thousands of players online simultaneously, the company’s on-premises infrastructure was unable to meet the skyrocketing transactional volumes. Providing the highest availability was also challenging. Plax1 started looking for a way to boost performance and analytical capabilities while eliminating the data center costs. It chose MySQL HeatWave on OCI and achieved the following:

- **10X reduction in infrastructure costs** with a **huge performance boost**.
- HeatWave refreshes **millions of gaming odds in milliseconds**, resulting in **improved customer experience** and **higher revenues** for operators.
- Online gaming sites load **3 times faster**, allowing players to place bets **faster and more frequently**.
- Obtained **real-time analytics without ETL** to a separate analytics database, providing **enhanced visibility on KPIs** such as odds, bets, wins, losses to gaming licensors.
- **Dynamically scales workloads to meet surges in online gaming volumes** from millions to billions of odds per week at peak times.
- Harnessed OCI Load Balancer to **orchestrate the concurrent gaming of millions of players** across Plax 1-powered online gaming sites, adjusting seamlessly to weekend and holiday spike.

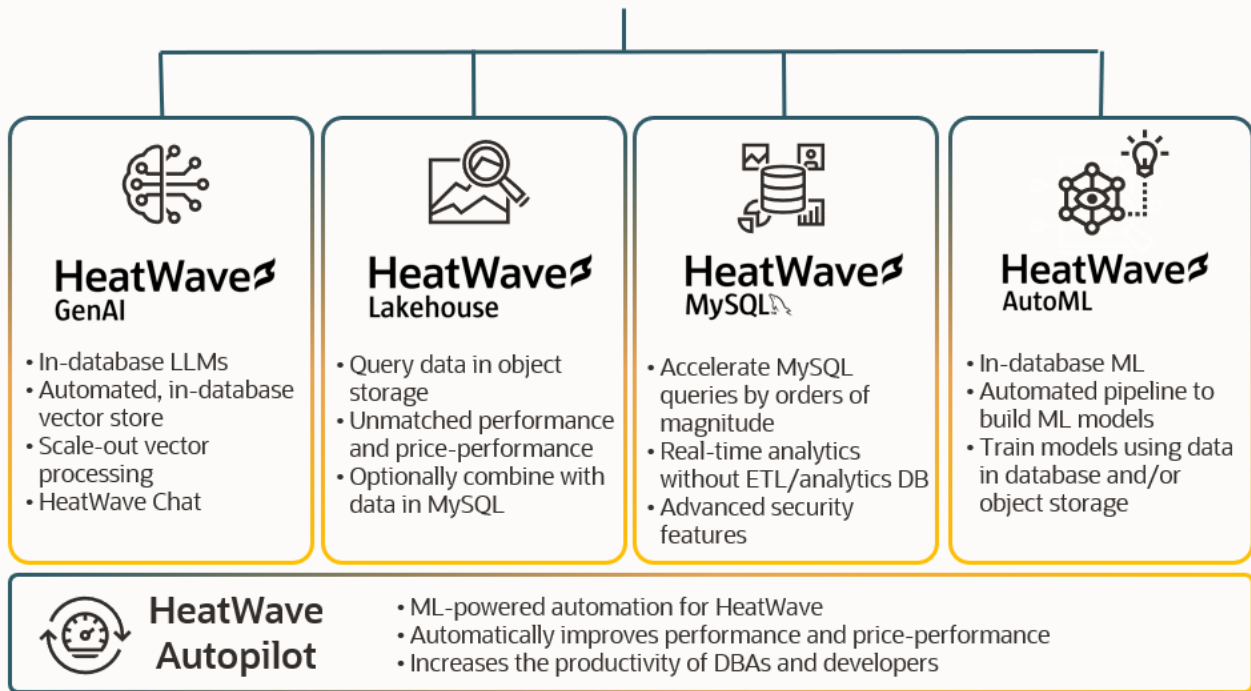
“MySQL HeatWave is the best database in the world and has given us more performance than we’ve ever had, translating to customer websites loading faster and more online gaming. With HeatWave and OCI we get the latest developments right out of the box, at the best price. What could be better?”

— **Fabrizio Farina**, CEO, Plax1

MySQL HeatWave overview

It provides automated, integrated, and secure generative AI and machine learning in one cloud service for transactions and lakehouse scale analytics.

HeatWave



Solution for your different workloads

You can use all the built-in MySQL HeatWave capabilities, at no additional cost, for your different workloads.

- [HeatWave GenAI](#) provides integrated, automated, and secure generative AI with in-database LLMs; an automated, in-database vector store; scale-out vector processing; and the ability to have contextual conversations in natural language—letting you take advantage of generative AI without AI expertise and data movement.

“With in-database LLMs that are ready to go and a fully automated vector store that’s ready for vector processing on day one, HeatWave GenAI takes AI simplicity—and price performance—to a level that its competitors such as Snowflake, Google BigQuery and Databricks can’t remotely begin to approach.”

—**Steve McDowell**, Principal Analyst and Founding Partner, NAND Research

- [HeatWave Lakehouse](#) lets you query data in object storage in a variety of file formats such as CSV, Parquet, Avro, JSON, and exports from other databases with unmatched performance and price-performance, and optionally combine it with transactional data in MySQL databases. Data in object storage is not copied to the MySQL database since query processing is done entirely within the HeatWave engine, so you can take advantage of HeatWave Lakehouse for non-MySQL workloads as well as MySQL-compatible workloads.

“Organizations looking for the best value in the cloud data lakehouse landscape must seriously consider HeatWave Lakehouse.”

—**Carl Olofson**, Research Vice President, Data Management Software, IDC

- [MySQL HeatWave](#) is a fully managed database service, and the only cloud service built on MySQL Enterprise Edition, with advanced security features for encryption, data masking, authentication, and a database firewall. It improves MySQL query performance by orders of magnitude and enables you to get

real-time analytics on your transactional data in MySQL—without the complexity, latency, risks, and cost of ETL duplication to a separate analytics database.

“MySQL HeatWave represents the fiscally responsible approach to cloud databases while AWS Redshift and Snowflake represent the fiscally reckless approach.”

—**Ron Westfall**, Senior Analyst and Research Director, The Futurum Group

- [HeatWave AutoML](#) lets you build, train, and explain machine learning models without ML expertise and data movement, using data stored either in MySQL Database or object storage. HeatWave AutoML automates the machine learning lifecycle, including algorithm selection, intelligent data sampling for model training, feature selection, and hyperparameter optimization. It supports anomaly detection, forecasting, classification, regression, and recommender system tasks.

“I believe the automation built into HeatWave AutoML will make it tangibly easier for customers to use, extending ML beyond the realm of data scientists.”

—**Matt Kimball**, Vice President and Principal Analyst, Moor Insights & Strategy

- MySQL HeatWave also includes **Autopilot**, which provides workload-aware, machine learning–powered automation. It improves performance and scalability without requiring database tuning expertise, increases the productivity of developers and DBAs, and helps eliminate human errors. HeatWave Autopilot automates many of the most important and often challenging aspects of achieving high query performance at scale—including provisioning, data loading, query execution, and failure handling as well as capabilities for OLTP workloads, such as auto-indexing.

Available in multiple public clouds

You can deploy MySQL HeatWave in your choice of public clouds: OCI, AWS, or Microsoft Azure.

- MySQL HeatWave runs natively on AWS. AWS customers can reduce complexity by replacing up to six AWS services with MySQL HeatWave.
- MySQL HeatWave is available on Azure via the [Oracle interconnect for Azure](#). Azure customers can use MySQL HeatWave running on OCI as if it were an Azure resource.

You can also use MySQL HeatWave in your data center with [OCI Dedicated Region](#).

“For cost-conscious IT teams and developers, HeatWave on AWS represents a whole new TCO calculation with zero cost for what are add-on services on AWS and no data egress fees.”

—**Marc Staimer**, Senior Analyst, Wikibon

Conclusion

The ISV landscape is highly competitive, and choosing the right technology can allow you to gain a competitive edge. As demonstrated by multiple examples in this brief, MySQL HeatWave helps you quickly and easily integrate AI capabilities to enhance customer experience. It can also help you significantly improve operational efficiency and reduce costs by running key workloads within a single cloud service—with high performance, security, uptime, and cost-effective scalability. ISVs are improving results with MySQL HeatWave across multiple industries including high technology, education, financial services, communications, and gaming. We would be happy to help

you evaluate how you could benefit from MySQL HeatWave, please contact an [Oracle representative](#) or an [Oracle partner](#).

HeatWave resources

- [Learn more about MySQL HeatWave](#)
- [MySQL HeatWave migration program](#)
- [Request a free MySQL HeatWave workshop](#)
- [Try MySQL HeatWave for free](#)

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