

The Business Value of Amazon Relational Database Service

IDC found that interviewed organizations achieved significant value from using Amazon Relational Database Service (Amazon RDS) to cost effectively set up, operate, and scale relational databases in the cloud. Through reduced costs, greater staff and database performance, and business enablement, IDC calculated that interviewed organizations achieved an average annual benefit of **\$11.7 million per year**, resulting in a **three-year ROI of 258%**

KEY RESULTS



\$198,600 per 10 databases
average annual benefit



5 months
payback on investment



258%
three-year return on investment

CUSTOMER QUOTE (SOFTWARE ORGANIZATION):

“The attractive thing about using Amazon RDS is that my organization can hand off lower-level undifferentiated work like provisioning, patching, scaling, and availability to Amazon RDS to handle. Our staff can now focus on handling the managed experience we want to deliver in our application to our customers.”

IT BENEFITS

34% lower annual databases costs

63% more efficient DBA team

36% more efficient IT infrastructure team

CUSTOMER QUOTE (FINANCIAL SERVICES ORGANIZATION):

“A significant benefit of Amazon RDS is their managed SQL database services. It has helped with scalability, the ability to import from the existing SQL, and the fact that we can integrate with AI and machine learning.”

PERFORMANCE BENEFITS

37% improvement in maximum number of concurrent users

38% less instances of unplanned downtime

30% more applications released per year

BUSINESS ENABLEMENT BENEFITS

15% more productive end users

\$2.15 million in additional net revenue per year

All statistical claims included in this document are based on the interview responses received by IDC.