

# Top considerations when selecting a database management system



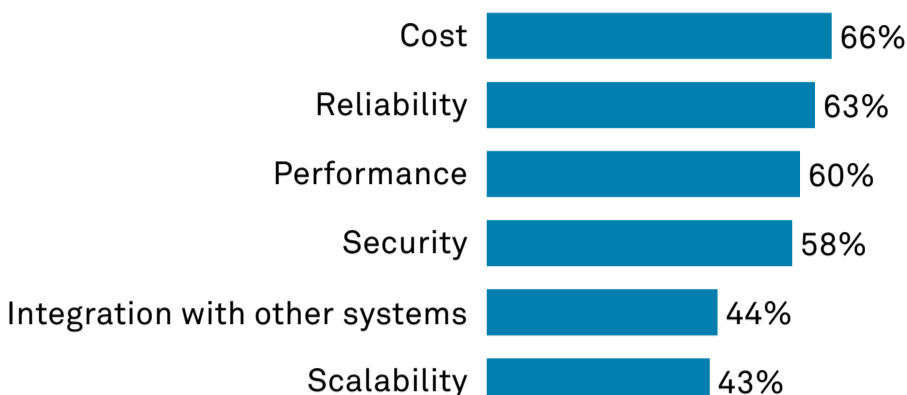
## Why a serverless approach has gained popularity

Enterprises have a lot to consider when choosing a **new data platform system**.

Business leaders have spoken, revealing the criteria they consider the most important in their selection process.

**Top criteria** for selecting a data platform system for their organizations

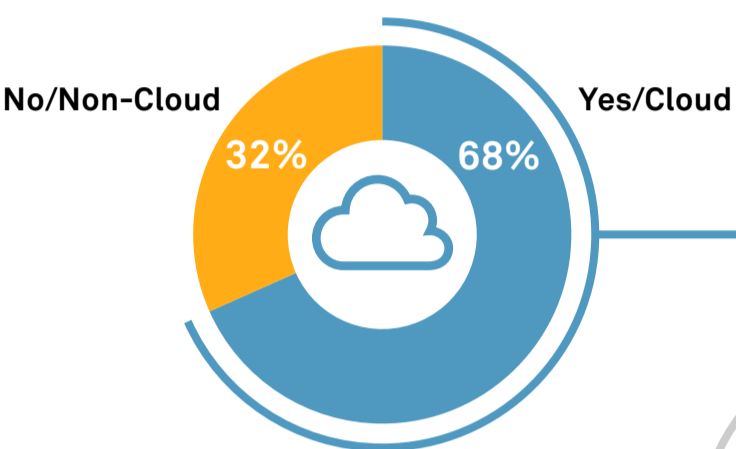
### Top 5 factors considered when selecting current data platform vendors



### Where to run their database systems

plays a critical role in enterprises' selection of a platform provider.

### IT environment for data platform services 2 years from now



Enterprises are overwhelmingly choosing a cloud environment – **more than 2:1** – over non-cloud environments to run their data platform workloads.

While for many organizations the 'opex rather than capex' argument remains a strong selling point for moving to a cloud-based data platform, their specific reasons strongly support the **business case for cloud adoption**.



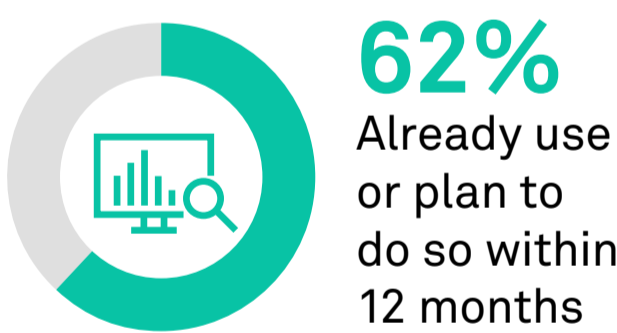
The top reasons include:



**Serverless data processing provides exactly what enterprises need** – from faster provisioning and overall reduced administrative costs to reliability and scalability.

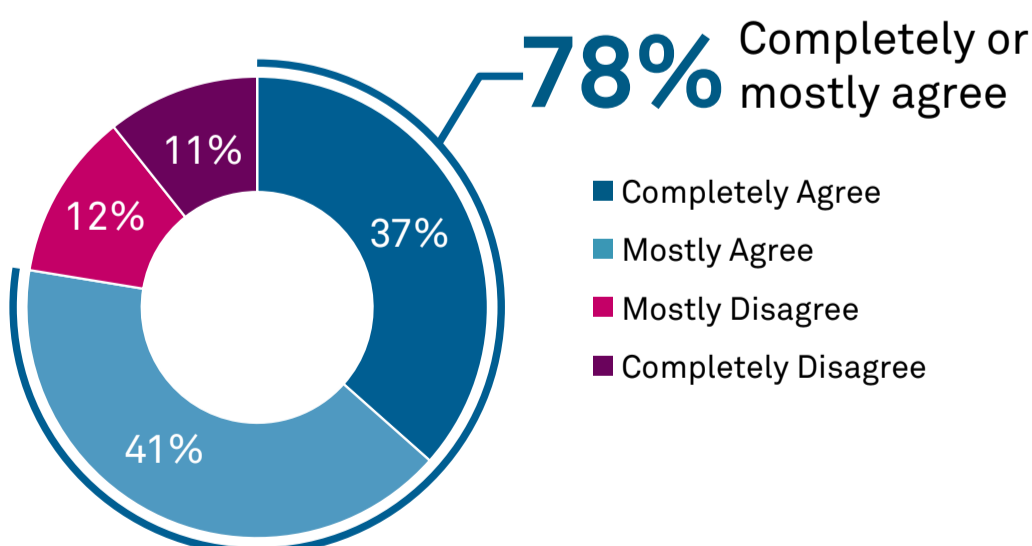
That's why **enterprises are looking to embrace serverless technologies** for their cloud databases.

### Serverless data processing adoption plans



Running an enterprise database in a cloud environment has been shown to be a favorable approach but **enterprises don't want to be restricted to a single cloud provider**.

### Importance of database support for multiple clouds



**Enterprises prefer a multicloud solution** – one that supports the organization's broader cloud strategy.

Source: 451 Research's Voice of the Enterprise, Data & Analytics, Data Platforms 2021

## DataStax

**DataStax Astra DB**, built on Apache Cassandra, offers the high performance, reliability, and scalability that today's enterprises require combined with the freedom and flexibility that only a multi-cloud, open source technology can provide. With its unprecedented combination of serverless technology and pay-as-you-go pricing, Astra not only offers significant savings in terms of total cost of ownership (TCO) but also by reducing deployment time from weeks to minutes.

Want to see for yourself why Astra DB might just become your next best business decision?

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