

AimBetter 

Today for a Better Tomorrow



FEATURES AND BENEFITS OF AIMBETTER DATABASE MONITOR APPLICATION

SECTION 1: APPLICATION BENEFITS – DIRECT SAVING

Feature	Benefit	Potential saving
SETUP SAVINGS		
Fixed application cost	AimBetter makes a single charge for the full service. No hidden costs or add-ons	\$500 - \$1500 per year compared to competitive products
SaaS	Application is based on SaaS – no added DB software needed on-site. Does not require DB license, hardware, repositories etc.	Up to \$10K initially on SQL license for repository etc plus ongoing charges for DB upgrades
Cloud-based	Minimal presence on-site – one application which can be installed anywhere inside your environment without additional resources	Up to \$5K initially for additional new platform (OS license, hardware), plus ongoing upgrade/support charges
Direct install	Simple step-by-step install procedure – fully operational in one hour!	40 – 80 hours saved (\$3K – \$6K), time not needed for hardware/OS/repository/application setup and tuning
ADMINISTRATION SAVING		
Small footprint	Minimal impact on in-house performance	Elimination of extra DBA workload means direct cost saving \$1k – \$2k per month
Full administration on cloud	Cloud-based application is directly administered by AimBetter	
Fully backed up on cloud	All data is screened and protected by us	
Virus protection on cloud	All data is screened and protected by us	Up to \$500 in annual license
<p>Note: Estimates of cost savings are based on small-size business models. Medium to large environments could need three to four times the hardware capacity as well as SQL instance licenses. See Microsoft's pricing model here (https://www.microsoft.com/en-us/sql-server/sql-server-2017-pricing)</p>		
OPERATIONAL SAVING		
Optimization of hardware	Reduces downtime and improves overall performance. Makes optimum use of existing hardware, reduces need for expansion	Saves 5-10% of total investment in hardware and infrastructure
Optimization of network	Maximizes efficiency in queries, keeps network traffic to lowest possible levels	
Optimization of DBA workload	Reduces DBA routing maintenance duties, allowing for concentration on positive activities (strategic planning, code optimization etc.)	Potential saving of 15-50% of existing DBA costs.

SECTION 2 – FUNCTIONALITY

Feature	Benefit
SCOPE	
Correlates operational data across the whole environment	Measures storage, hardware, operating system and network metrics in a single comprehensive monitor
Monitors core SQL database performance	Detects deviations from normal performance, compared to individual thresholds set per SQL instance
Reports on SQL Exceptions	blocks, deadlocks, duplicate key, query timeouts etc.
Alerts of any unexpected behavior	Multi-level alerts are raised, from Low through Medium up to Critical
Enables comparison of current with historical metrics	Can access historical readings up to 30 days in the past, and display graphically
Enables wide-scope correlation	Can correlate operation environment occurrences (such as virus scans, backups) with SQL activity to help diagnose and explain performance issues.
EASE OF USE	
Displays in a single comprehensive dashboard	“One-stop-shop”, with complete drill-down capability to track through all elements from top to bottom
Displays all operational metrics on one screen (+++ - ability to select which elements are displayed)	<p>Displays comprehensive picture of all operating system metrics:</p> <ul style="list-style-type: none"> Network – id, bandwidth, network utilization, send/receive rates, +++ Disk – usage, free space, busy time, read/write time, i/o time, capacity, +++ CPU – id, core usage Paging – id, used, max, initialized, manage type, allocated, +++ Services –id, display name, state, mode, account, path, status, +++ Process – id, CPU, memory, page files, command Line, last initialization, +++ Analyze – runtime, server id, CPU usage, memory utilization, disk i/o, network utilization MSSQL – version, instance, test connection, last restart, page life expectancy, user connections - batch requests, buffer cache hit ratio, +++ DB – id, recovery, last full backup date, last log backup date, memory, size, data growth, log growth, always on (state, health, graph, not committed at secondary, waiting to send to secondary), +++ Wait stats – instance, type, %, avg (ms), wait (ms), tasks

Feature	Benefit
EASE OF USE	
Identifies all current queries elements	Displays comprehensive details of running queries: status, time of execution, resources, session id, runtime, duration, max. duration with blocks, blocks, client, instance, db, app, command, open tran, wait resource, last wait, disk i/o, cache reads (gb), cpu load %, tempdb, tempdb log, db log, plan compile time, transaction log status
Allows query selection on specific criteria	Displays details of queries that match long running, missing index, SQL block, maximum duration, wait state limits
Displays all live Queries statistics	Displays runtime, duration, max. duration with blocks, blocks, client, instance, db, app, command, status
Historical display of queries	Enables retrieval of all queries in a specific time range
Retrieves full query syntax	Displays complete query syntax (sanitized for security), allows for copying to local cache
Retrieves query plan	.sql plan downloaded for graphic display and analysis
BUSINESS IMPACT	
Alerts for network failures/weakness	Identifies network problems (jittering, delay, latency), providing detailed information to allow positive action before impact is felt by users
Alerts for backup failure	Identifies missing backup events. Failure to backup can lead to catastrophic collapse, and greatly extended work/time/cost to re-instate
Proactive monitoring	Intelligent analysis raises alerts before the issue has impacted on performance and availability for users
Raising DBA profiles	DBA can concentrate on positive functionality (current studies show that DBAs spend 60-70% of their time on pure maintenance activity)
Enjoy Expert Support at no extra cost	AimBetter offers the support of our Expert Support team, which comprises experienced database administrators who specialize in every aspect of our product. We provide regular supervision of your AimBetter dashboard, to ensure that all data is properly collected, and can identify issues in your own database requiring attention