

REPORT REPRINT

# RDX turns ClearDB into a fully managed DBaaS cloud service

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RDX announced its G5 DBaaS software platform based on its acquisition of ClearDB, which combines automation and provisioning capabilities to give customers control, visibility and cost management over database-as-a-service (DBaaS) implementations in the public cloud. G5 supports Amazon Web Services (AWS) and Microsoft Azure and commercial and open source databases, including Oracle, SQL Server, MySQL and PostgreSQL.

### 451 TAKE

IT services are evolving out of being a pure outsourcing play and into delivering business outcomes as a service, using intelligent platforms. Adding ClearDB's DBaaS offerings to its service portfolio should strengthen RDX's value proposition as more enterprises adopt this approach to IT.

### Context

In adding ClearDB to its portfolio, RDX gets a managed DBaaS and cloud service provider that has deployed more than one million cloud-based databases worldwide through its software platform, and claims to be the world's largest private MySQL-as-a-service provider. This announcement comes on the heels of RDX's acquisition of clckwrk and is part of an aggressive strategic expansion of the RDX service portfolio.

ClearDB's G5 software platform provides high availability combining cloud automation, orchestration and monitoring, with multi-cloud and multi-database support. ClearDB had been focused on accelerating database automation in combination with partner-led enterprise services – the acquisition turns it into an enterprise service.

Plano, Texas-based ClearDB was founded as SuccessBricks in January 2010 and came out with a DBaaS product in December 2010. We estimate revenue was less than \$5m.

In February, RDX acquired clckwrk, a UK provider of AWS cloud migration, implementation and management services. It has a particular focus on Oracle workloads and also expands RDX's presence in Europe.

### Business model

Founded in 1994, RDX provides database infrastructure, data management and cloud management services in North America. It's currently integrating its data architecture, consulting and data management organizations. The 250-person company claims 650 customers – 451 Research estimates revenue at about \$50m. The company had some customers on public cloud but no programmatic ways to help them on to cloud so it's acquired skills for migration to public cloud. RDX's goal is to achieve 70% recurring revenue and 30% services. Its key focus will be to deliver remote support to customers moving to public cloud – plus support the customer requirements of its acquired assets.

### Competition

RDX's closest DBaaS competitor is AWS RDS, which offers the choice of several databases including MySQL as well as AWS's own cloud database, Aurora. However, RDX now becomes one of the only suppliers of a fully managed multi-cloud and multi-database services platform. Competition includes suppliers that have developed their own SQL or NoSQL database derivative. In RDX's view, many competitors do not deliver these as a service, let alone a fully managed service.

SWOT Analysis

**STRENGTHS**

RDX believes the acquired assets will enable it to help take advantage of the transformation of the database industry as the conversion to cloud accelerates and build out its partner ecosystem and attack Oracle and SQL Server workloads in a meaningful way.

**WEAKNESSES**

Security, compliance, data protection and performance remain the key factors contributing to workloads being considered for public cloud. However, many larger enterprises remain hesitant to put their data in the cloud and are concerned about the cost and complexity of moving large datasets.

**OPPORTUNITIES**

RDX's goal is to become a single source for companies that want to use outsourced managed services for databases and applications, deployed in any environment - on-premises, in the cloud or hybrid. With many enterprise companies having experienced success with the migration of simple workloads to the cloud, they are now considering the migration of back-end enterprise systems and mission-critical applications.

**THREATS**

Traditional managed service provisions were premised on spending the least amount of effort for the most amount of money, undertaking projects and handing over keys to the customer. Today's MSPs must provide 24/7 service, block and tackle and support as well as help upskill customers' operations and processes.