

# TmaxSoft Licensing Model Verification

## “TIBERO LICENSING MODEL VERIFIED AS CLEAR AND EASY TO UNDERSTAND BY THE CAMPAIGN FOR CLEAR LICENSING”

- Independent Licensing Model Assessment - TIBERO by TmaxSoft

*The Campaign for Clear Licensing verified the TmaxSoft licensing model as clear and easy to understand in Autumn 2015. This report provides an introduction to TmaxSoft's 'Tibero' database offering and independent analysis of their licensing model.*

### Introduction

TmaxSoft were founded in 1997 and are a Korean enterprise software company that has an Oracle-compatible database called Tibero. Tibero was first established in 2003, and is currently on its 6<sup>th</sup> major release. Tibero is used by over 1000 clients in Asia as an alternative to Oracle products, and they are now operating in the UK and looking to bring a new alternative to Oracle in the UK market.

TmaxSoft suggest that Tibero has the highest level of Oracle-compatibility on the market today, and provides more features and functions than any of the open source software available as an Oracle competitor. Tibero has been built from the ground up to look and feel like Oracle, so migration from Oracle to Tibero is said to be easy and hassle free. TmaxSoft state that most Oracle users and experts learn Tibero quickly – suggesting quick time to value and minimal disruption. Tibero is also considerably cheaper than Oracle.

Well-known customers of TmaxSoft include Kia, Hyundai, LG and Samsung.

### Primary Market Focus

TmaxSoft's primary market focus is currently Asia. They have a huge customer base in Asia, but they are looking to branch out and build a footprint within the UK and European markets.

From a customer perspective, TmaxSoft's target market is Oracle users or organisations looking for an easier to manage alternative to Oracle. TmaxSoft's objective is to provide a lower cost alternative to Oracle with an easy to understand licensing model with no threat of audits.



By Martin Thompson & David Foxen,  
Campaign for Clear Licensing,  
November 2015.

# Tibero License Model Assessment – Key Findings

## License Model Analysis

The Tibero licensing model is simple and easy to understand. In fact, it is so easy that we can explain it here:

Customers of Tmaxsoft have a number of different options:

- **Tibero Standard Edition** – (CPU) 4 sockets or less, (User) 4 sockets or less, minimum of 10 users per CPU
- **Tibero Enterprise Edition** – Minimum of 25 users per core
- **Tibero Active Cluster** – Part of the enterprise option. User or Core options, minimum 25 users per core.

There are only two licensing metrics to choose from, either by CPU or by user. The terms of the license are clearly stated in the price list and highlight the amount of users and CPU's required for each version of Tibero.

Tmaxsoft's price list is a single page and is very easy to understand. The prices and products are clearly set out and there are no hidden extras that customers need to look out for. You do not have to purchase any add-ons other than maintenance and support. Organisations choosing maintenance and support gain access to upgrades and can downgrade to two previous versions of the software.

The EULA (end user license agreement) for TmaxSoft products is only 9 pages and includes an audit clause:

“12.3 any such audit shall be conducted during regular business hours at the Licensee's offices and shall not interfere unreasonably with the Licensee's business. **TmaxSoft will endeavor to follow the spirit and intent of the Software Audit Code of Conduct (version 1.0) of the Campaign for Clear Licensing** but nothing therein shall limit TmaxSoft's right to commence proceedings in respect of any infringement of its rights in the Software where it believes that either the Licensee is not adhering likewise to the Code or it is unlikely to lead to a mutually satisfactory resolution of any dispute over the licensed use of the Software within a reasonable period of time.”

TmaxSoft reserve the right to audit their customers, however at the time of writing they have stated that they have never audited a customer and have no plans to. TmaxSoft have stated that it is almost impossible for users to install features or software versions that they do not have a license for, as they need a license file to actually install and run the software.

Tmaxsoft have a number of partners that specialise in Oracle training providing support and training to their customers, should they require any specialist training. However, as stated previously, they have deliberately built their software to look and feel like Oracle so that transition from Oracle to Tibero is relatively easy and pain free.

## Strengths

- License model is straightforward and easy to understand
- TmaxSoft will follow the spirit of the CCL code of conduct with respect to auditing their customers
- Tibero has Oracle drop-in compatibility and looks and feels just like Oracle – minimal adjustment required for new technology
- Massively reduced end user TCO in comparison to Oracle
- TmaxSoft have agreed to the Campaign for Clear Licensing Audit Code of Conduct V1.0

## Weaknesses

- Emerging company presence in Europe – minimal European references or name recognition.

## Oracle Comparison

The Campaign for Clear Licensing identified three major risks of owning Oracle software<sup>1</sup>:

1. Oracle customers do not feel autonomous – they are dependent on Oracle for major decision-making
2. They receive mixed messages from Oracle regarding licensing
3. They feel that Oracle regularly changes the goal-posts to benefit revenue

The table below summarizes how TmaxSoft compares to the three major issues:

Issue	Tmaxsoft's stance
Oracle customers do not feel autonomous	<i>"TmaxSoft's wish is to give Oracle database users the freedom of choice to retain or reduce their investment in both people and technology. With the same expected levels of performance, similar look and feel, Tmaxsoft want to give customers a fair choice, but under much more agreeable costs, flexible licensing terms and without the disruption and hidden costs of changing to open source"</i>
Mixed messages from Oracle around licensing	<i>"TmaxSoft is a privately owned company that values its customers and actively engages them to get feedback to help deliver better solutions. When our customers speak we listen, we embrace their hopes and desires and treat them according to the old adage that the customer is always right"</i>
Oracle realigns the goal posts to favour revenue streams over customer requirements.	<i>"We want our licensing, costs and product development to be as transparent as possible. We follow the CCL audit code of conduct and we place trust on our clients to keep their house in order"</i>

## Further Resources

Tmaxsoft are new to the UK and Europe market, but they have thousands of customers in Asia and a large market share for database software.

For more information about Tmaxsoft, or to contact their UK team, please see the links below:

<http://www.tmaxsoft.com/>



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