
Cloud Competitive Analysis from a design perspective

Damien Solomon and Virginia Honig

Intro

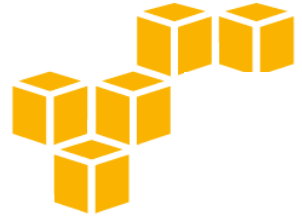
How are three of our top competitors treating the Discover, Sign-up, Spin-up experience?

How do they integrate multiple service offerings?

The Competition



Overview



AWS is like going to the lumber yard to buy the raw wood, then to the hardware store to get the nails and concrete. It gives users the construction material to build whatever they want.

- IaaS but exploring PaaS offerings
- Robust offerings that appeal most to Enterprise users
- Requires user expertise or hired support to use



Azure is like going to Home Depot for a managed DIY experience. It provides users with free range or packaged solutions depending on their needs.

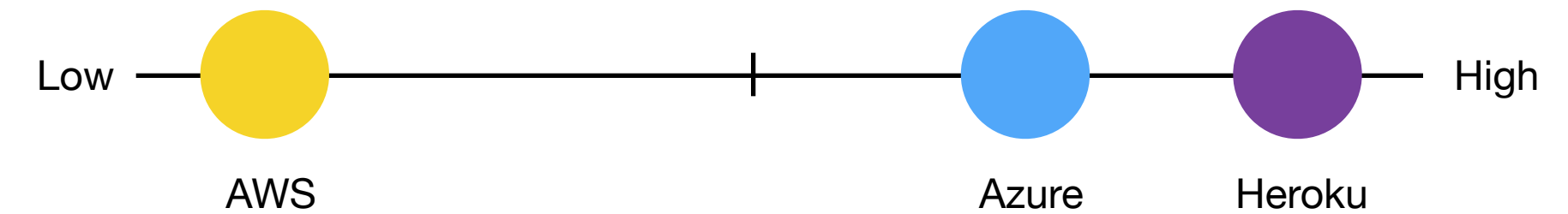
- Both IaaS and PaaS offerings
- Similar robust offerings as AWS but they hidden behind easy to use interfaces
- Easy to use out of the box, and offers support options for more complex Enterprise needs



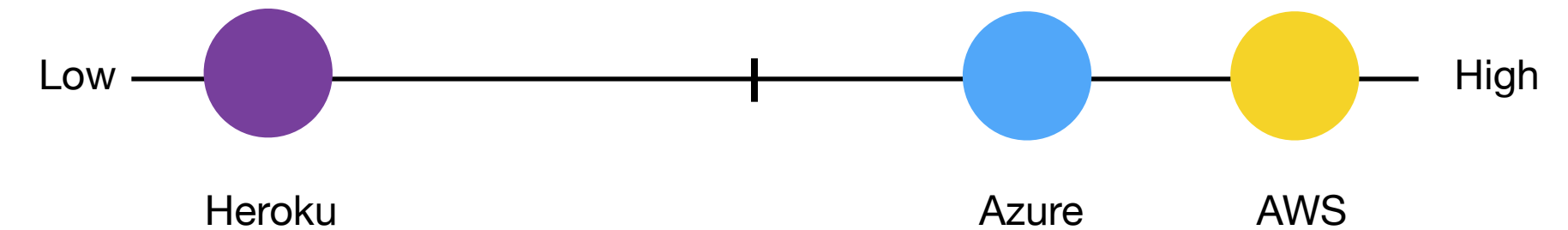
Heroku is like assembling a prefab house online with options that appeal to users but a limited range of choice.

- PaaS
- Simple offerings that meet the needs of start-ups dev but are now expanding into the Enterprise market.
- Most popular in developer community because it is easy to use, quick to learn, and lets them do the work they love.

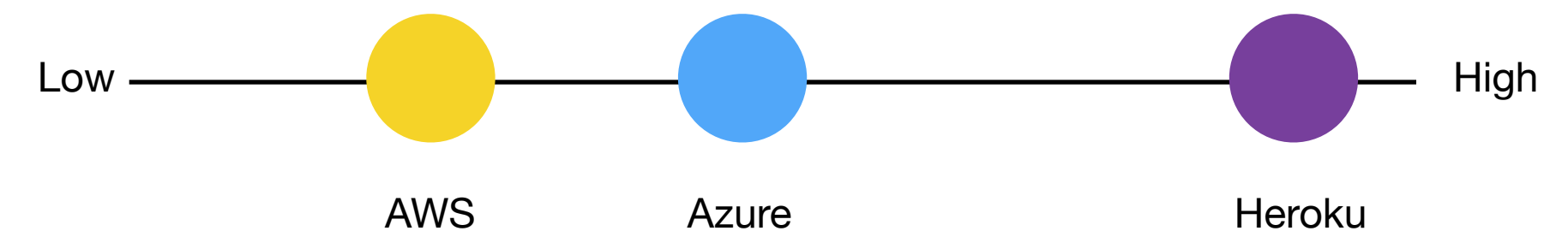
“Out of the box” ease of use



Amount of offerings



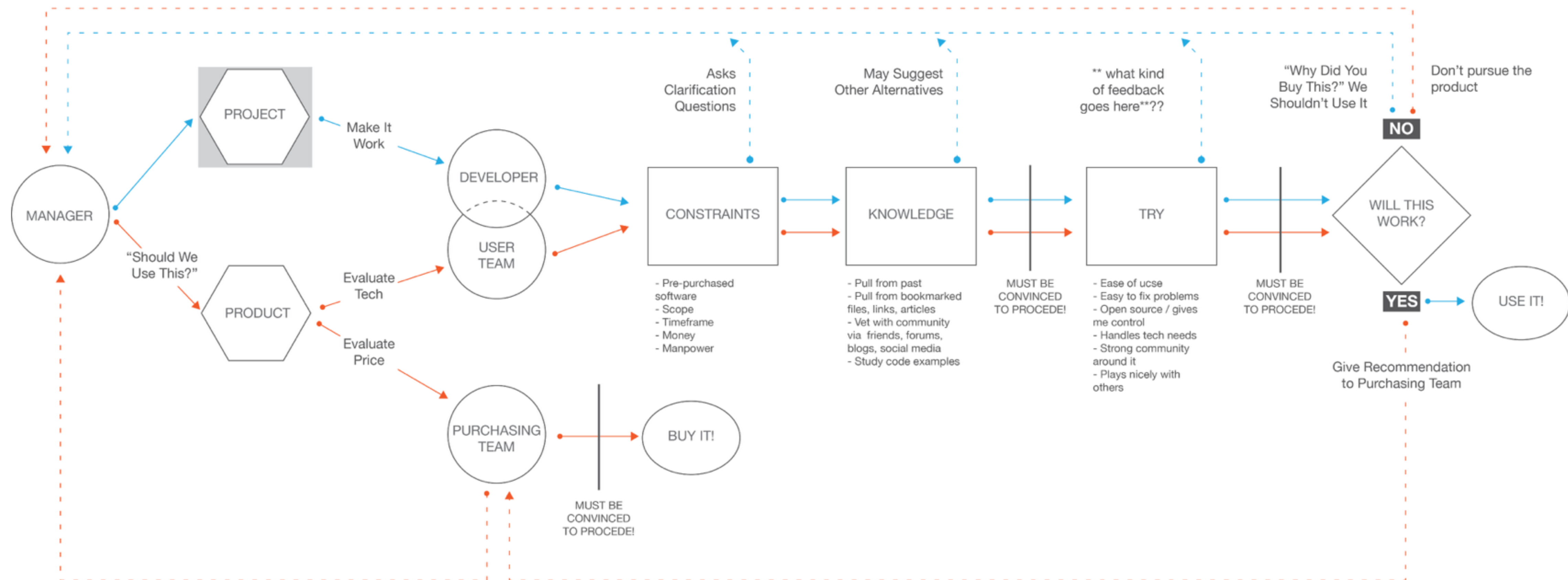
Managed service level



The Developer's Journey

The Discovery Process

Enterprise Developer Workflow for New Projects or Evalation of Products



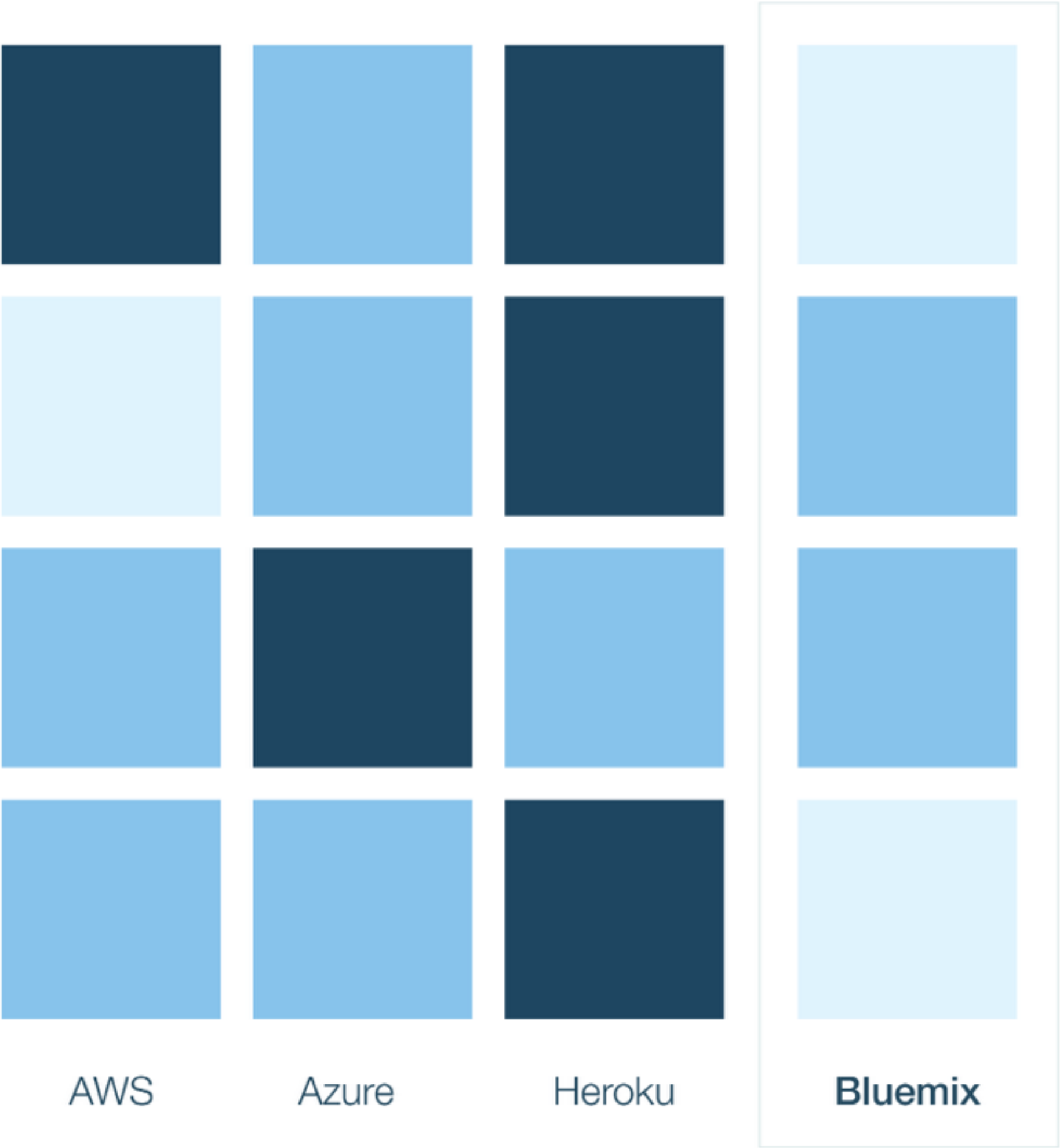
Overview - Key products and attributes for Developers

Community Approval
Offerings are well vetted amongst community of users, and there is frequent and up-to-date activity around using product.

Time to Productive Use
Users can quickly sign up, find what they need, and start using the services.

Integration of Services
Service offerings are easy to link together in the form of bundles or grouped suggestions relevant to users.

Support and Documentation
Help and documentation is easy to find and go through step by step. Support is provided at all levels from free to premium levels.



Best In Class

Average

Subpar

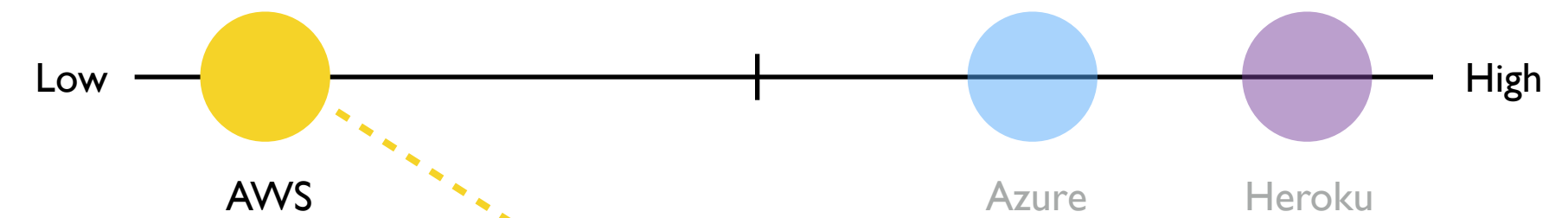
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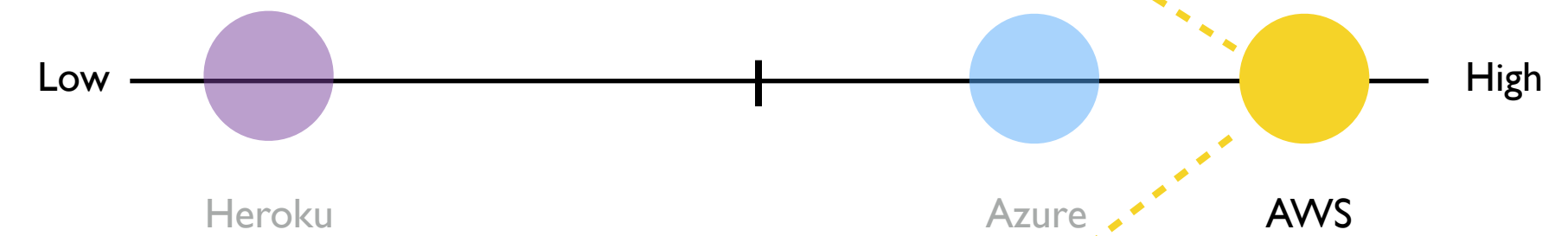
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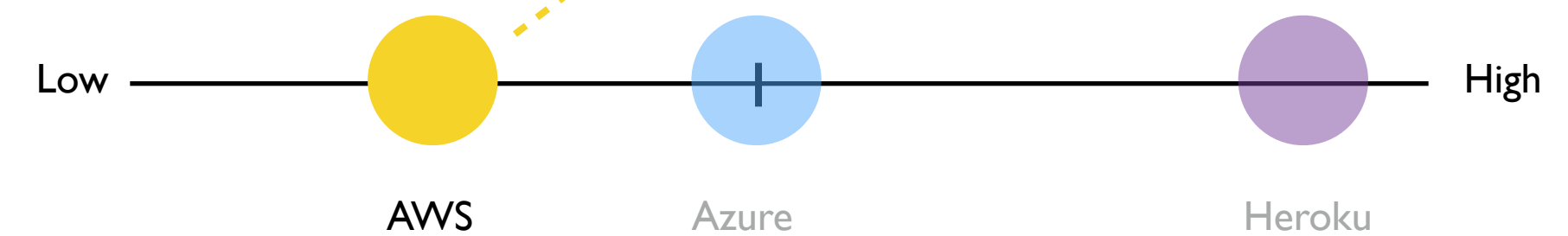
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Amount of offerings



Managed service level



Discover

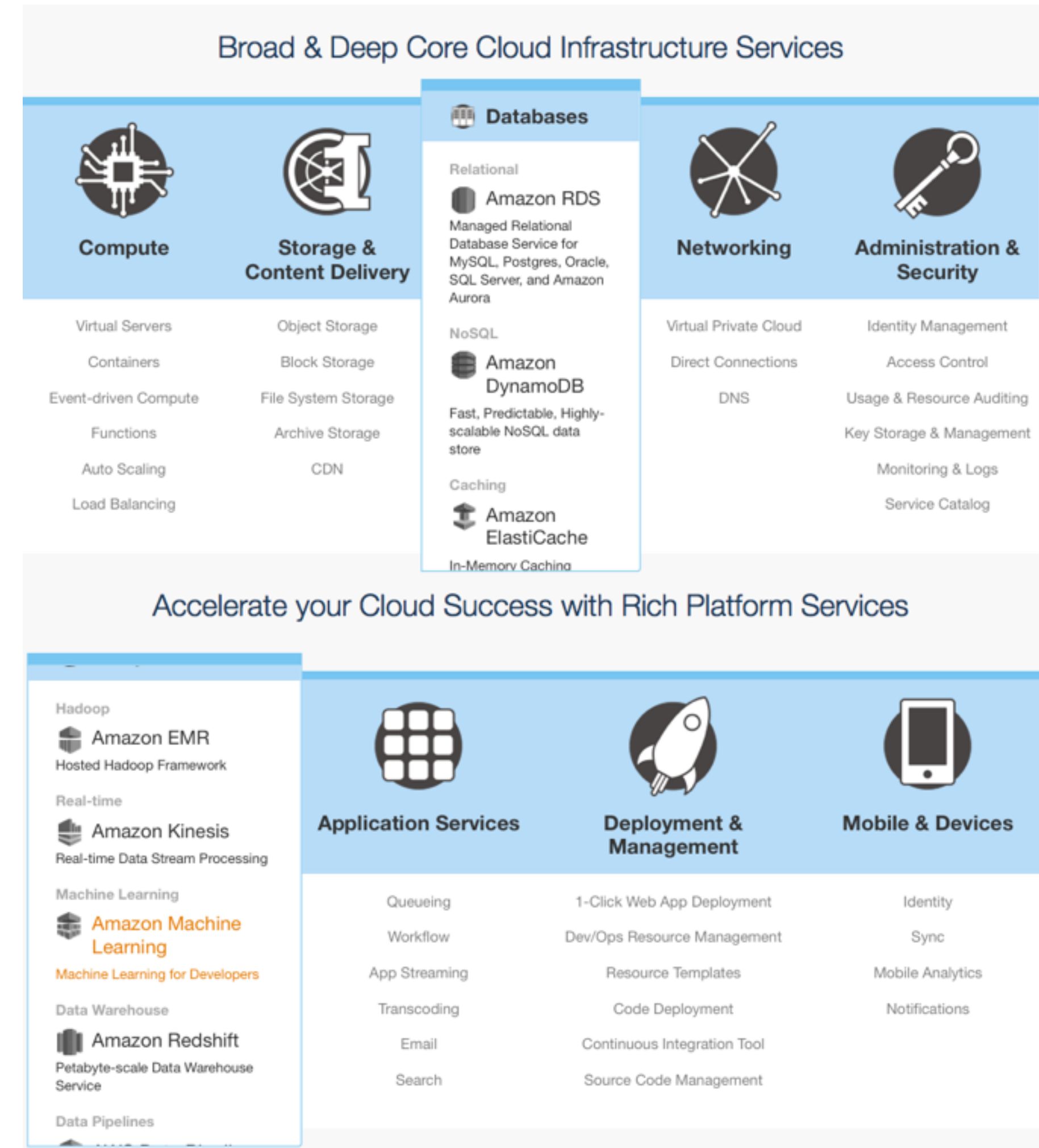


DATABASES

Divided into Amazon branded groups for relational, non relational and caching.

ANALYTICS

Separated into a different section of AWS, following Amazon branded versions of platforms like Hadoop



Sign-up



Easy to follow steps but all users information required at the beginning:

1. Contact Information

2. Payment Information
Includes: overview of free pricing tier

3. Identity Verification
Completed by phone. ~ 2 Minutes

4. Support Plan
Free tier is automatically selected

amazon
web services

Amazon Web Services Sign Up

12345

Payment Information

Please enter your payment information below. You will be able to try a broad set of AWS products for free via the Free Usage Tier. We will only bill your credit card for usage that is not covered by our Free Usage Tier.

AWS Free Usage Tier Free for 1 year*	Compute Amazon EC2 750hrs/month*	Storage Amazon S3 5GB	Database Amazon RDS 750hrs/month*
---	--	-----------------------------	---

*View full offer details >

Credit Card Number

Expiration Date01201512

Cardholder's Name

☐ Use my contact address
(4811 Ramsey Ave. Austin TX 78706 US)

☒ Use a new address

* Required Fields

Full Name*

Company Name

Country*United States

Address*

Street, P.O. Box, Company Name, etc

Apartment, suite, unit, building, floor, etc

City*

State / Province or Region*

Postal Code*

Phone Number*

Continue

amazon
web services

Amazon Web Services Sign Up

12345

Identity Verification

You will be called immediately by an automated system and prompted to enter the PIN number provided.

1. Provide a telephone number

Please enter your information below and click the "Call Me Now" button.

Country CodeUnited States (+1)

Phone Number85037973716

Ext

Call Me Now

2. Call in progress

3. Identity verification complete

Privacy Policy

Terms of Use

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amazon
web services

Amazon Web Services Sign Up

12345

Support Plan

All customers receive free support. Choosing a paid support plan will allow you to receive one-on-one technical assistance from experienced engineers and access many other support features. Please see below.

Please Select One

☒ Basic (Free)
Contact Customer Service for account and billing questions, receive help for resources that don't pass system health checks, and access the AWS Community Forums.

☐ Developer (\$48/month)
Get started on AWS - ask technical questions and get a response to your web case within 12 hours during local business hours.

☐ Business (Starting at \$180/month - Pricing Example) - Recommended
24/7/365 real-time assistance by phone and chat, a 1 hour response to web cases, and help with 3rd party software. Access AWS Trusted Advisor to increase performance, fault tolerance, security, and potentially save money. @

☐ Enterprise
15 minute response to web cases, an assigned technical account manager (TAM) who is an expert in your use case, and white-glove case handling that notifies your TAM and the service engineering team of a critical issue.
If you select this option, you will not be charged immediately. We will contact you to discuss your needs and finalize the sign-up.

Continue

AWS Support Features

	Basic	Developer	Business	Enterprise
Customer Service - 24x7x365	*	*	*	*
Support Forums	*	*	*	*
Documentation, White Papers, Best Practice Guides	*	*	*	*
AWS Trusted Advisor @	4 checks	4 checks	37 checks	37 checks
Access to Technical Support	Support for Health Checks	Email (local business hours)	Phone, Chat, Email, Live Screen Sharing (24/7)	Phone, Chat, Email, Live Screen Sharing (24/7)
Primary Case Handling	Technical Customer Service Associate	Cloud Support Associate	Cloud Support Engineer	Sr. Cloud Support Engineer
Users who can create Technical Support		1 (account credentials only)	Unlimited (IAM supported)	Unlimited (IAM supported)
Response Time		<12 hours	<1 hour	<15 minutes
Architecture Support		Building Blocks	Use Case Guidance	Application Architecture
Best Practice Guidance		*	*	*
AWS Support API @			*	*



Choosing support is a required part of the sign-up process

Basic	Free
Developer	\$49/Month
Business	\$100+
Enterprise	\$15,000

- Developer & Business are charged on credit card
- Enterprise requires higher touch sales process
- Basic if free

amazon

web services

Amazon Web Services Sign Up

1

2

3

4

5

Contact Information

Payment Information

Identity Verification

Support Plan

Confirmation

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Architecture Support		Building Blocks	Use Case Guidance	Application Architecture
Best Practice Guidance		+	+	+
AWS Support API @			+	+
Third-party Software Support @			+	+
Infrastructure Event Management @			Contact Us for Pricing	+
AWS Concierge @				+
Direct Access to Technical Account Manager (TAM)				+
White-glove Case Routing @				+
Management Business Reviews @				+

AWS Support Pricing

	Basic	Developer	Business	Enterprise
Pricing	Included	\$49/month	Greater of \$100 - or - 10% of monthly AWS usage for the first \$0-\$10K 7% of monthly AWS usage from \$10K-\$80K 5% of monthly AWS usage from \$80K-\$250K 3% of monthly AWS usage from \$250K+ @	Greater of \$15,000 - or - 10% of monthly AWS usage for the first \$0-\$150K 7% of monthly AWS usage from \$150K-\$500K 5% of monthly AWS usage from \$500K-\$1M 3% of monthly AWS usage from \$1M+ @

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Spinning up a Database



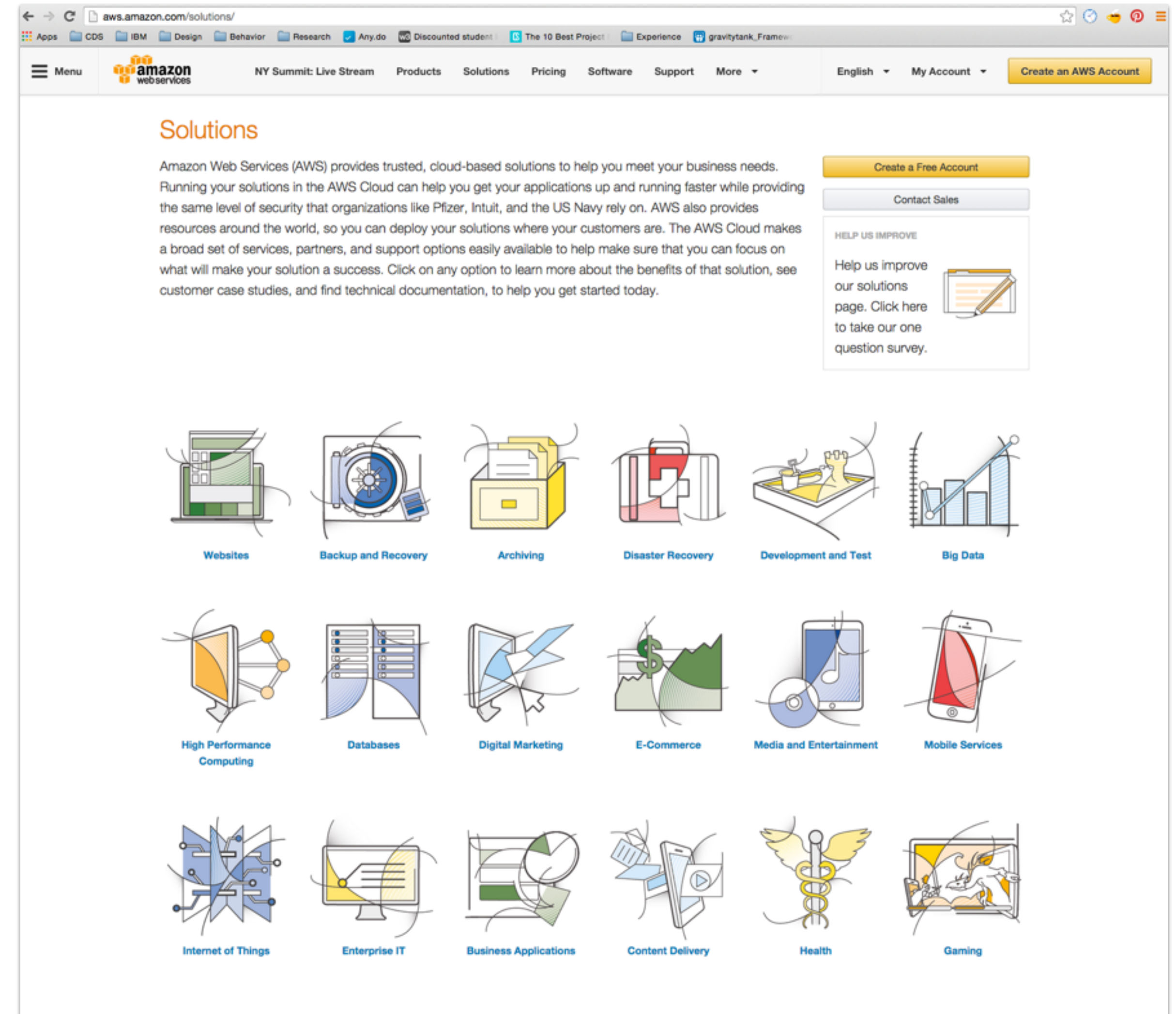
- Amazon's strategy is to give users precise control over the setup of their database.
- It reinforces the notion that Amazon designs for experts well versed in databases as well as the AWS system in general.
- This is in contrast to a developer who cares more about code than the database that powers it.

This screenshot shows the "Specify DB Details" step in the AWS Management Console. The left sidebar lists the steps: Step 1: Select Engine, Step 2: Production?, Step 3: Specify DB Details (active), and Step 4: Configure Advanced Settings. The main content area is titled "Specify DB Details" and contains "Instance Specifications" and "Settings". Under "Instance Specifications", fields include DB Engine (mysql), License Model (general-public-license), DB Engine Version (5.6.23), DB Instance Class (db.m3.xlarge), Multi-AZ Deployment (Yes), Storage Type (Provisioned IOPS (SSD)), Allocated Storage* (100 GB), and Provisioned IOPS (1000). A blue callout box says "Review the Known Issues/Limitations to learn about potential compatibility issues with specific database versions." Under "Settings", there are input fields for DB Instance Identifier*, Master Username*, Master Password*, and Confirm Password*.This screenshot shows the "Configure Advanced Settings" step in the AWS Management Console. The left sidebar shows Step 4: Configure Advanced Settings as the active step. The main content area is titled "Configure Advanced Settings" and contains sections for "Network & Security", "Database Options", and "Backup". Under "Network & Security", there's a note about the new Certificate Authority and fields for VPC*, Subnet Group, Publicly Accessible (Yes), Availability Zone (No Preference), and VPC Security Group(s) (Create new Security Group). Under "Database Options", there's a note about database name and fields for Database Name, Database Port (3306), DB Parameter Group (default.mysql.5), Option Group (default.mysql.5.6), and Enable Encryption (No). Under "Backup", there's a note about automated backups and fields for Backup Retention Period (7 days) and Backup Window (No Preference). At the bottom, there's a "Maintenance" section with fields for Auto Minor Version Upgrade (Yes) and Maintenance Window (No Preference). A "Launch DB Instance" button is at the bottom right.This screenshot shows the final step in the AWS Management Console, where a green banner at the top says "Your DB Instance is being created." with a note: "Note: Your instance may take a few minutes to launch." Below this, the section "Connecting to your DB Instance" explains that users will be unable to connect until they have authorized access on their chosen security group, with a link to "Go to the Security Groups Page". The "Related AWS Services" section lists "Amazon ElastiCache" with a description and a link to "Click here to learn more and launch your Cache Cluster". A "View Your DB Instances" button is at the bottom right.

Integration of Services



- Services divided by business need-based solutions.
- Illustrations make it easy to find.



Summary

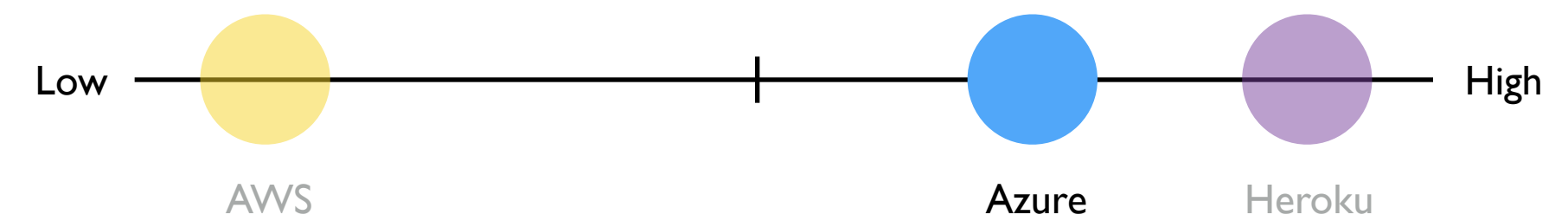


Microsoft Azure

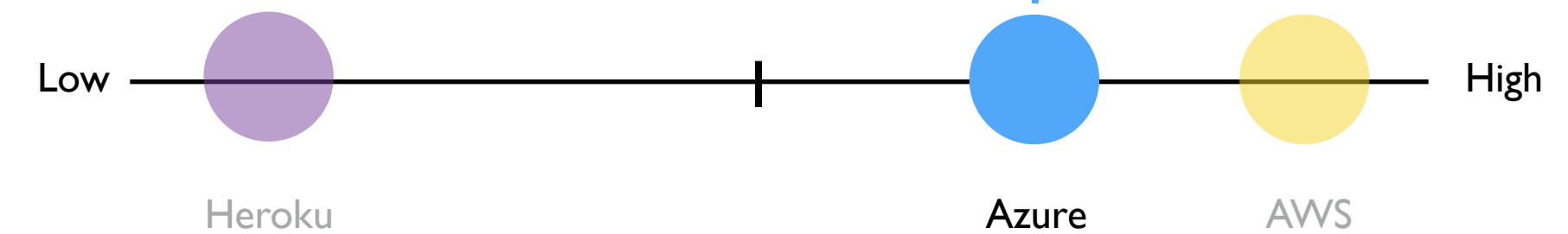
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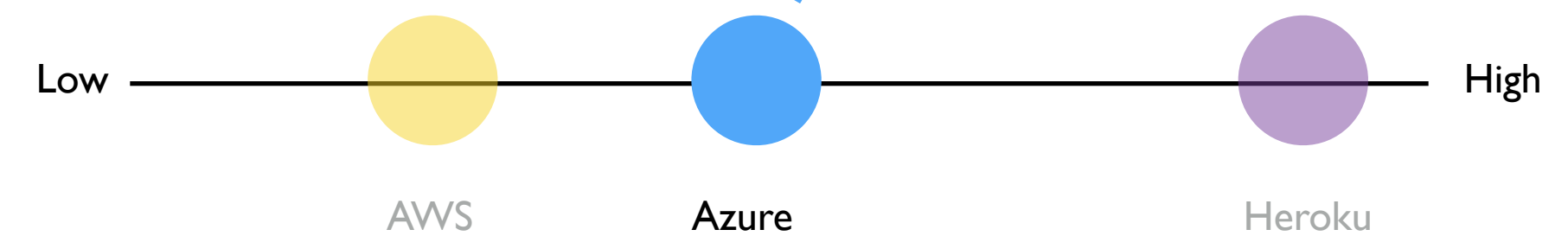
“Out of the box” ease of use



Amount of offerings



Managed service level

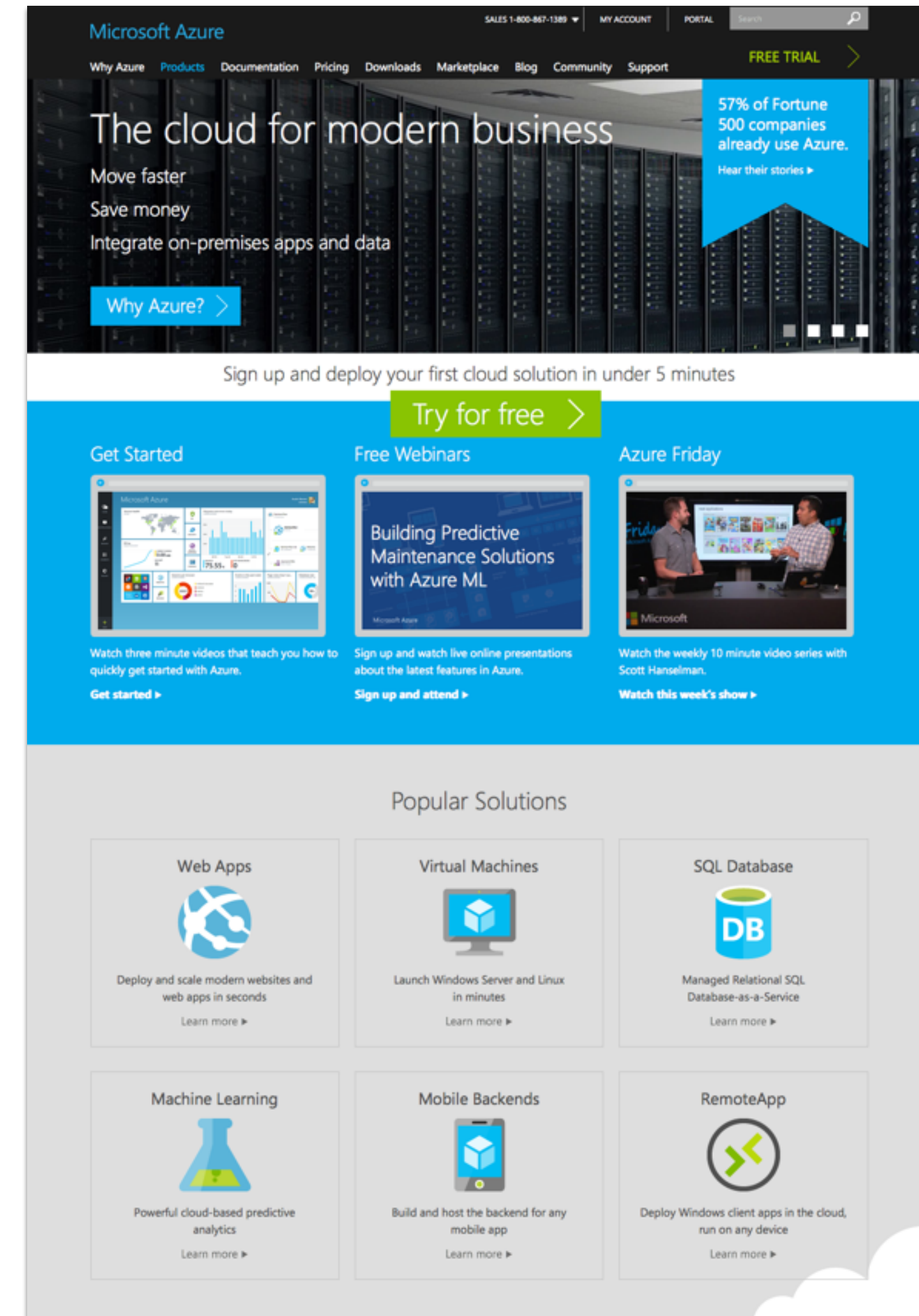


Discover



Microsoft Azure

- Databases and Analytics are in two separate sections, behind the menu. There is no “data section” or landing page for the entire group, just the individual products
- The Only call out for a DBaaS on the homepage is for SQL Databases. Copy reads “Managed Relational SQL Database-as-a-Service”



Discover -DBaaS Landing Page



Microsoft Azure

- Highlights scalability, performance, SLA, etc... **as well as “Self managed for near zero maintenance”**
- Shows customers who use service right below

Microsoft Azure SALES 1-800-867-1389 MY ACCOUNT PORTAL

Why Azure Products Documentation Pricing Downloads Marketplace Blog Community Support **FREE TRIAL**

SQL Database

A relational database-as-a-service that makes tier-1 capabilities easily accessible

- ✓ Scalable to thousands of databases
- ✓ Predictable performance you can dial up or down
- ✓ Availability-backed by replicas & uptime SLA
- ✓ Data protection via auditing, restore & geo-replication
- ✓ Programmatic DBA-like functionality for efficient DevOps
- ✓ Self-managed for near-zero maintenance

Get started

Pricing details • Documentation •

Upgrade to the latest service version for greater SQL compatibility and more Premium performance ▶

Customers leveraging cloud efficiencies for business-class applications

TREK Flavorms Callaway GOLF 3M SAMSUNG easyJet

Build SaaS applications that support massive scale

Developers building software-as-a-service (SaaS) applications can leverage SQL Database to provide flexibility to support both explosive growth and profitable business models. For workloads with unpredictable database resource consumption, the elastic database model provides you with the ability to pool resources to be leveraged among a group of databases. Instead of overprovisioning to meet peak demand, you can use an elastic database pool to let hundreds or thousands of databases leverage resources within a budget that you control. You can drive cost efficiencies with a purchase model that allows you to maintain control over price and performance across a group of databases.

[Learn more about creating elastic database pools.](#)

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Easily manage massive numbers of databases

Simple management tasks become complicated when you scale to thousands of databases, and that's the challenge of explosive growth. SaaS developers spend countless hours writing complex logic to handle these schema changes and other administrative operations as the business grows. With elastic databases, life becomes easier. You take a script, submit it as a job, and Azure SQL Database does the rest to perform the script across many databases. Elastic database tools simplify building and managing applications that scale across lots of databases, so building applications against a single database or thousands of databases is just as easy using familiar T-SQL and ADO.NET programming models. You can also run centralized query operations like reporting and data extractions spanning many databases, returning a single unified result set.

[Learn more about using elastic database tools.](#)

Gain 25% more Premium performance

Backed by the power and presence of Azure, high-throughput applications can take advantage of the latest version which delivers 25% more Premium database power. Additionally, internal tests over 600 million rows of data show up to 100x query performance improvements when applying the In-memory columnstore technology. The SQL Database service tiers enable applications to easily scale-up or down predictable performance on each database.

Flavorus unlocked new business with an on-premises to cloud hybrid architecture that supports massive

99.99% SLA

tenance through a

nce with SQL Database which provides automatic software built-in system replicas using the quorum writes technique ease uptime and system stability which means less hassle as are automatically moved to new machines which are

php .NET Java JS

Sign-up



Microsoft Azure

NOTE

User must create a Microsoft account and then an Azure account

1. Create Microsoft Account

2. Verify Microsoft Account

Uses: Code sent by email

3. Create Azure Account

Requires: Verification by phone, adding credit card to account

The image shows two overlapping screenshots of the Microsoft Azure sign-up process. The background screenshot is the 'Sign up' page, and the foreground screenshot is the 'Create an account' page.

Sign up page (background):

- Header: Microsoft Azure, damiensoio@live.com
- Section 1: About you. Fields: FIRST NAME (Damien), LAST NAME (Solomon), COUNTRY/REGION (United States), CONTACT EMAIL.
- Section 2: Verification by phone. Status: COMPLETE.
- Section 3: Verification by card. Fields: PAYMENT METHOD (New Credit Card), CARD NUMBER, CARD TYPE (Discover Network), EXPIRATION DATE, CVV, NAME ON CARD, PHONE NUMBER, ADDRESS LINE 1, ADDRESS LINE 2, CITY, STATE, ZIP CODE.
- Section 4: Agreement. Checkbox: I agree to the subscription agreement, offer details, and privacy statement. Text: Microsoft may use my email and phone to provide special Microsoft Azure offers.
- Button: Sign up.

Create an account page (foreground):

- Header: Microsoft.
- Section: Create an account. Text: You can use any email address as the user name for your new Microsoft account, including addresses from Outlook.com, Yahoo! or Gmail. If you already sign in to a Windows PC, tablet, or phone, Xbox Live, Outlook.com, or OneDrive, use that account to sign in.
- Fields: First name, Last name, User name (someone@example.com), Password (8-character minimum, case sensitive), Reenter password.
- Fields: Country/region (United States), Birthdate (Month, Day, Year), Gender (Select...).
- Section: Help us protect your info. Text: Your phone number helps us keep your account secure.
- Fields: Country code (United States (+1)), Phone number.
- Text: We want to make sure that a real person is creating an account.
- Buttons: New, Audio.
- Image: CAPTCHA.
- Text: Enter the characters you see.
- Checkbox: Send me promotional offers from Microsoft. You can unsubscribe at any time.
- Text: Click Create account to agree to the Microsoft Services Agreement and privacy and cookies statement.
- Button: Create account.
- Footer: © 2015 Microsoft. Terms of Use. Privacy & Cookies.

Spinning up a database



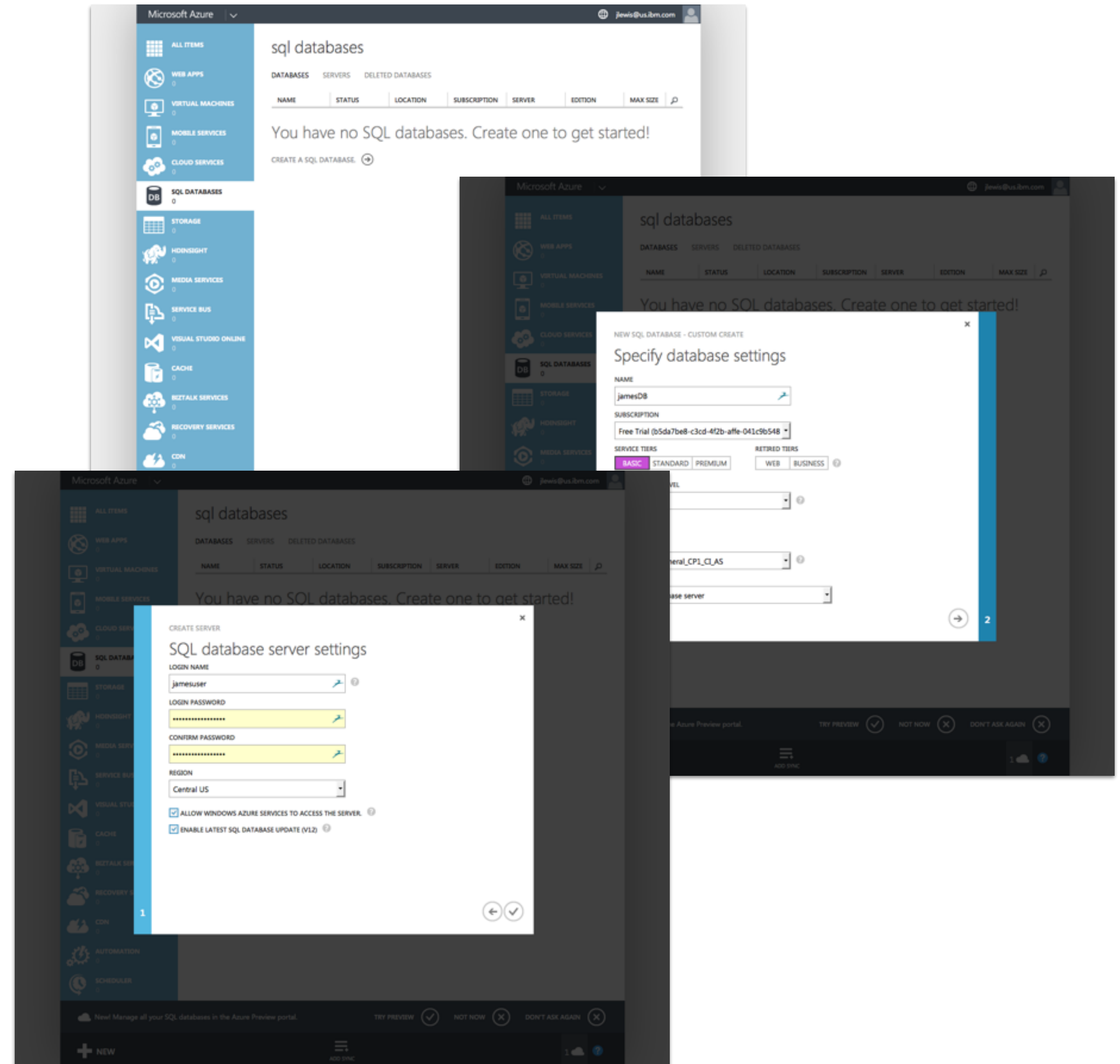
Microsoft Azure

- While spinning up an azure SQL Database is fairly straight forward and simple.
- more concerned with creating settings that relate to billing and performance.
- If users care about a database that will scale easily, it leaves one to assume that their database won't scale unless they change service tier and performance level.
- Secondly, what happens if they haven't selected the correct subscription level?

1. SQL Databases on Sidebar and Click "Create a SQL Database"

2. Specify subscription, service tiers, performance and SQL Server

3. If no SQL Server set up, set user a username, password and region for server.

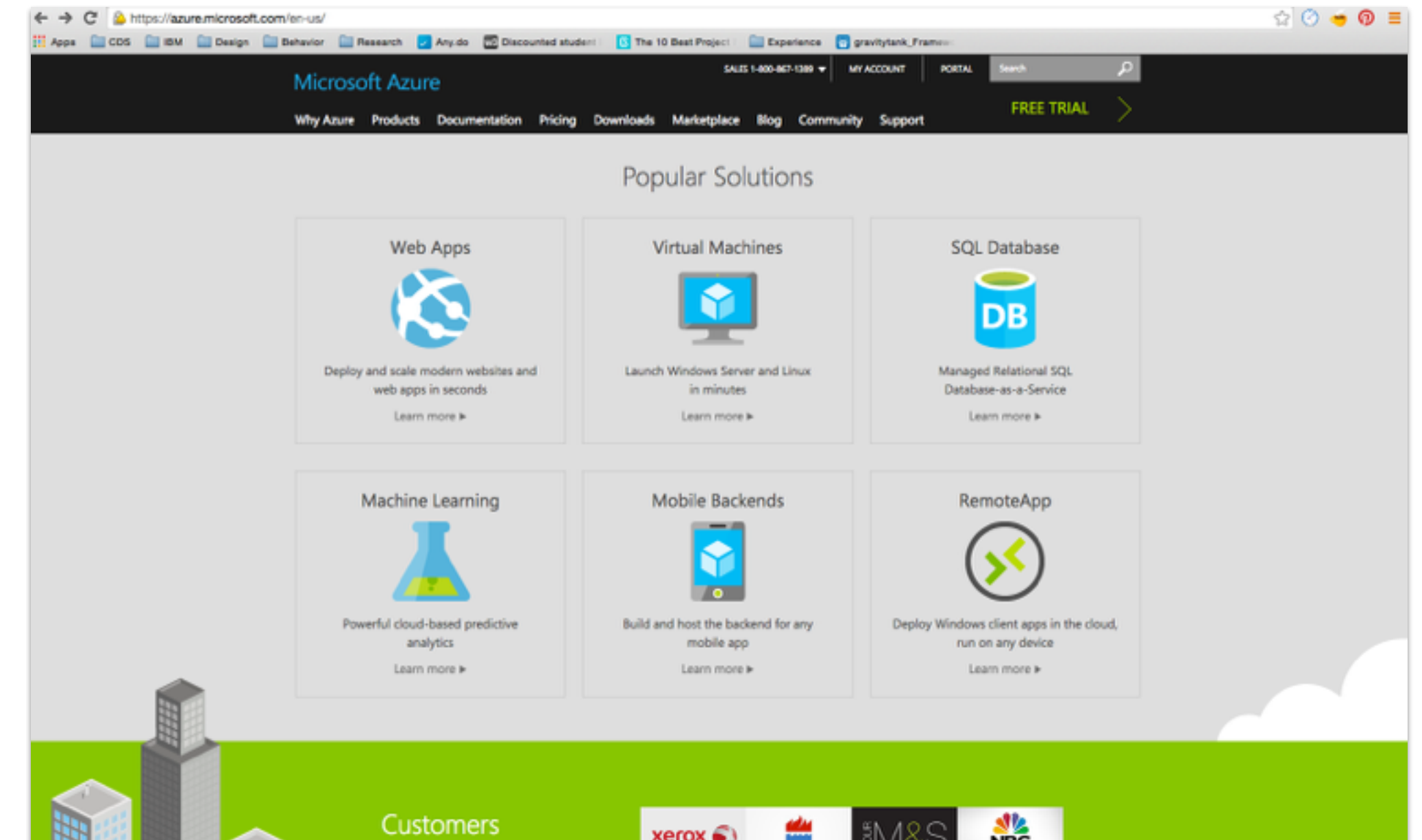


Integration of services



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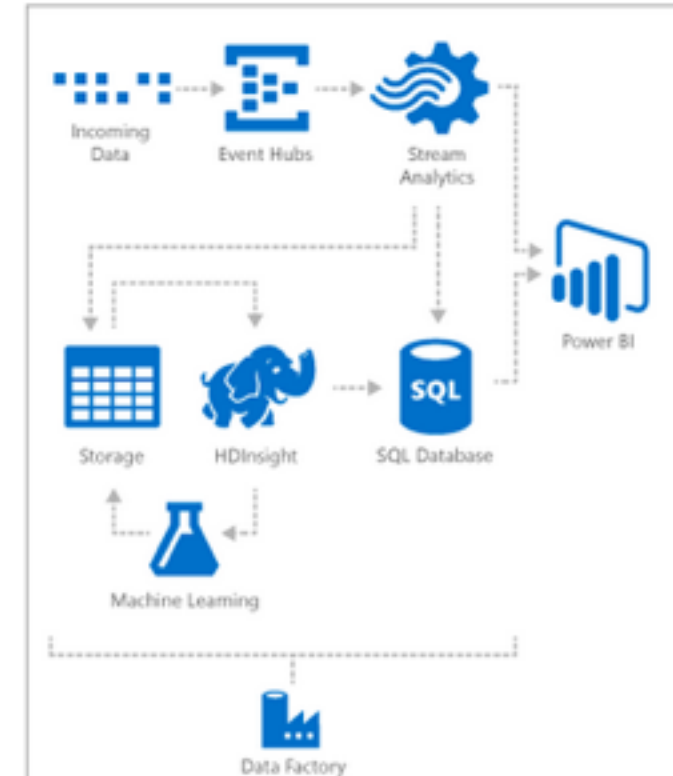
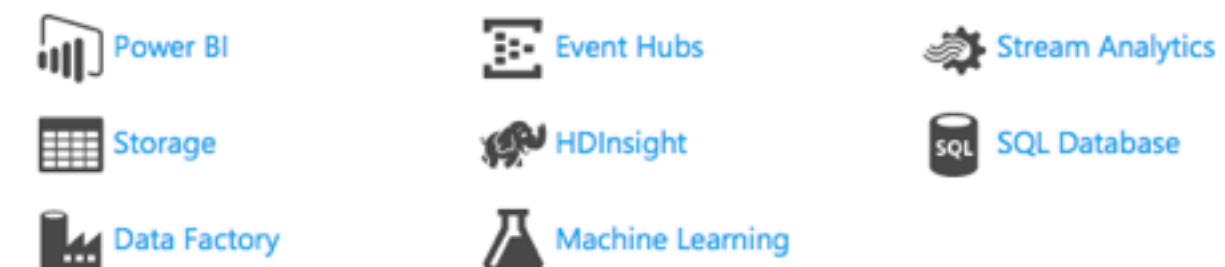
- Visual systems map shows how multiple elements work together for all scales of
- Each offering shows type of service in quick read description
- Popular solutions shows successful combinations of offerings



Transform your business with a complete data analytics solution

Use data factory to orchestrate a data workflow across storage, Machine Learning, HDInsight, and stream analytics using data from virtually any source. Monitor your data pipelines, and use Power BI to answer your toughest business questions.

Learn more:



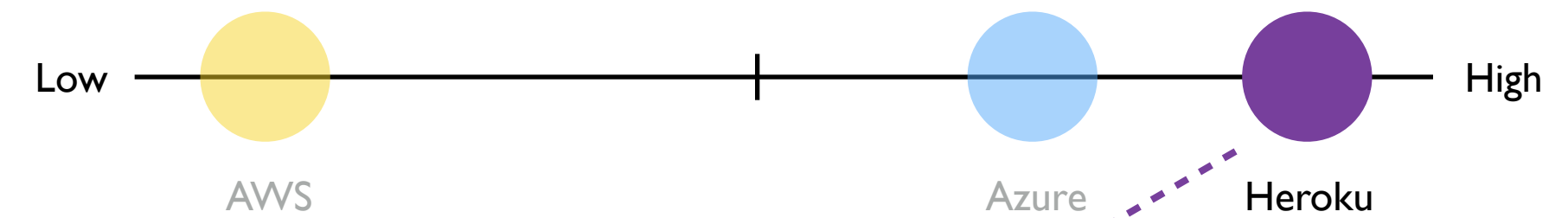
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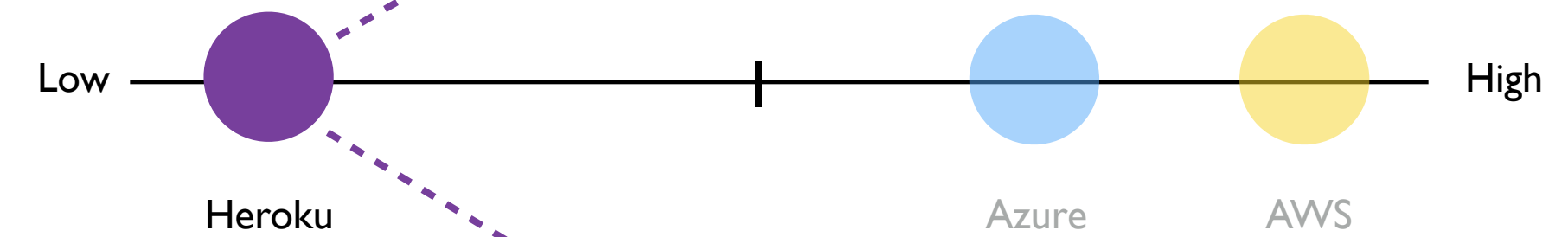
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- PaaS
- Simple offerings that meet the needs of start-ups dev but are now expanding into the Enterprise market.
- Most popular in developer community because it is easy to use, quick to learn, and lets them do the work they love.

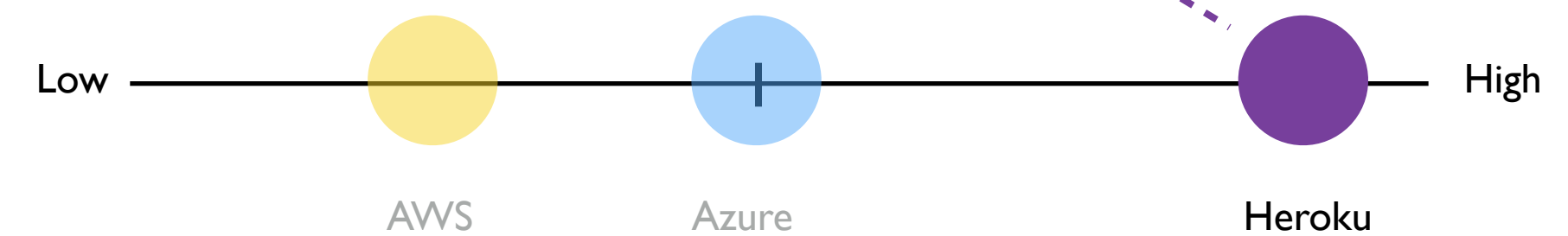
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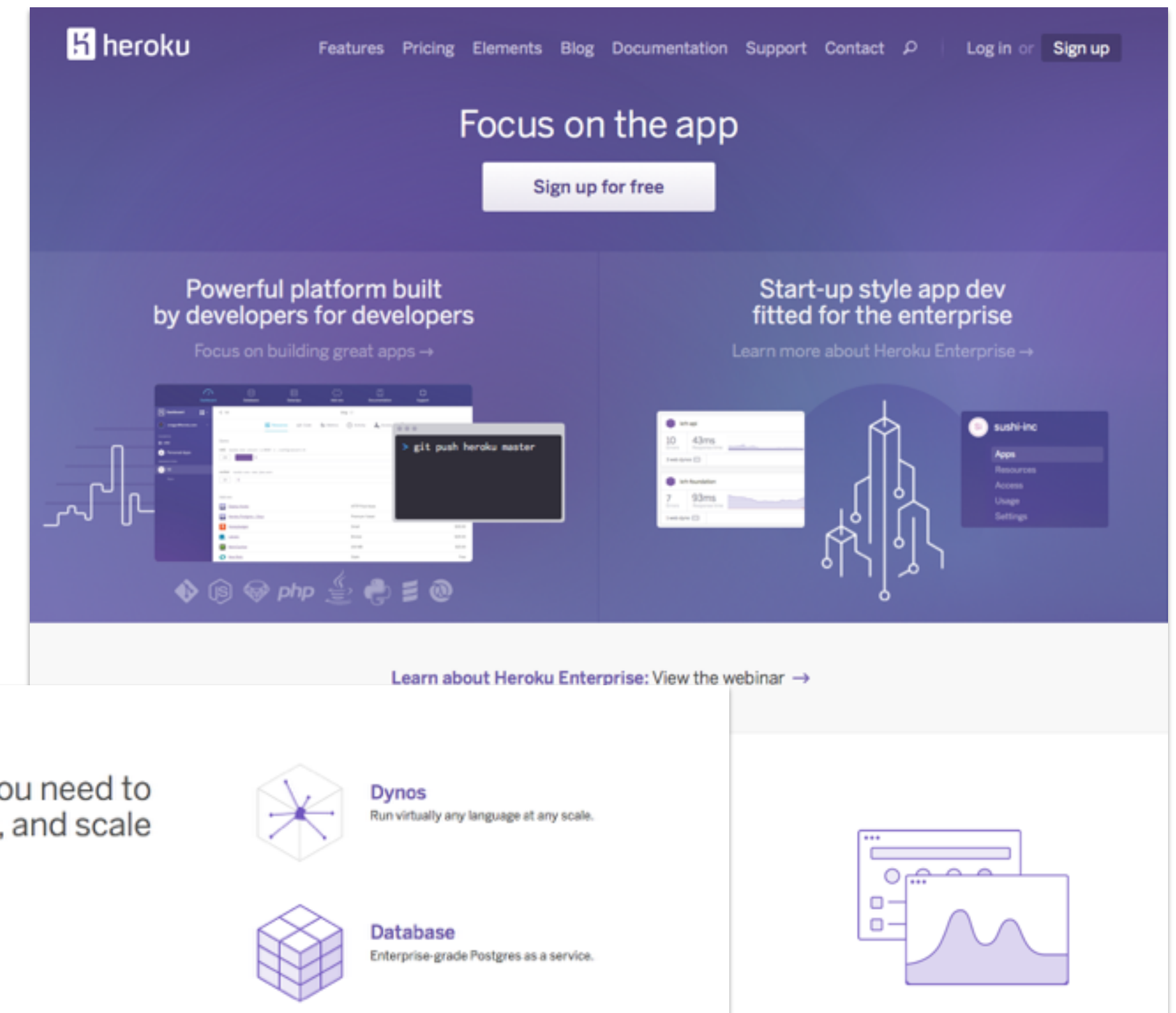


Discover



Heroku has traditionally focused on solo developers and small teams. However, it is evident it is focused on serving enterprise customers, and will likely be aided in the fact that developers love Heroku.

Heroku doesn't have a separate landing page for its main DBaaS, postgres. Instead it focused on the integration of PaaS services to “build, run and scale” apps.



Everything you need to
build, run, and scale



Dynos
Run virtually any language at any scale.



Database
Enterprise-grade Postgres as a service.



Elements
Marketplace of tools, components and services for your app.



Heroku Connect
Seamlessly integrate and sync with Salesforce.



Support
Safe harbor certified, enterprise-grade support.



Sign-up



Heroku is similar to Bluemix - it doesn't require a credit during signup, and only prompts a user for one when they want to use a paid service.

1. Create Heroku Account

No Credit Card Required

2. Set Password

After confirmation of email address

The image shows two overlapping screenshots of the Heroku sign-up process. The foreground screenshot is the 'Sign up for free and experience Heroku today' page. It features the Heroku logo at the top, followed by the heading 'Sign up for free and experience Heroku today'. Below this, there are three sections: 'Free account' (Create apps, connect databases and add-on services, and collaborate on your apps, for free.), 'Your app platform' (A platform for apps, with app management & instant scaling, for development and production.), and 'Deploy now' (Go from code to running app in minutes. Deploy, scale, and deliver your app to the world.). To the right of these sections are input fields for 'First name', 'Last name', 'Email', and 'Company name', each with a green checkmark icon. Below these fields is a 'Create Free Account' button. At the bottom, there is a link to 'Terms of Service and Privacy Policy' and a 'Log in' button for users who already have an account. The background screenshot is the 'Set your password' page, which has the Heroku logo at the top, followed by the heading 'Set your password' and the text 'Create your password and log in to your Heroku account.'. It shows two password input fields with a green checkmark icon and a 'Log in' button.

Pricing and Support



There is no call out for premium support on the sign up page.

It is only on the pricing page, placed at the bottom of the page. It is something users need to look for, as opposed to AWS which includes it as a step in their signup process.

- Estimated cost updates at top, always visible on screen
- Managed features & pricing tiers for Postgres DBaaS. Mentions “fully managed” but only in subheadline
- Support tiers are at the very bottom

Dynos

Databases

Add-ons

Support

Estimated monthly cost **\$1700** [Sign up for free](#)

Keep your data safe and be more productive with **Heroku Postgres**

Heroku Postgres is a fully managed, reliable database-as-a-service and powerful suite of tools.

Hobby

DATACLIPS

ROW LIMITED

FOUR HOURS DOWNTIME / MONTH

Free — \$9

Standard

CONTINUOUS PROTECTION

PERFORMANCE ANALYTICS

FORK / FOLLOW

1 HOUR ROLLBACK

MAX 1 HOUR DOWNTIME / MONTH

\$50 — \$3,500

Premium

STANDARD TIER FEATURES

HA DATABASE

ENCRYPTION AT REST

1 WEEK ROLLBACK

MAX 15 MINUTES DOWNTIME / MONTH

✓ \$200 — \$6,000

Enterprise

PREMIUM TIER FEATURES

1 MONTH ROLLBACK

LARGEST AVAILABLE PLANS

SLA AVAILABLE

\$15,000 — \$30,000

Customize your Postgres setup.

Scale vertically by choosing from a range of plans. Plans differ based on the portion of data available and optimized on-the-fly in high speed RAM. Scale read performance horizontally by adding read-only followers.

• Premium 0 — 1 GB RAM, 64 GB storage, 120 connections

\$200.00

• Premium 2 — 3.5 GB RAM, 256 GB storage, 400 connections

\$350.00

• Premium 4 — 15 GB RAM, 512 GB storage, 500 connections

\$1,200.00

• Premium 6 — 60 GB RAM, 1 TB storage, 500 connections

\$3,500.00

• Premium 7 — 120 GB RAM, 1 TB storage, 500 connections

\$6,000.00

Get expert help and advice with **premium support** and a **customer solutions architect**

Support is available to all Heroku users, but premium support can guarantee a response for your most critical apps when you need it most, 24x7x365. A Customer Solutions Architect can help you get the most out of your app with expert 1-on-1 consulting.

Standard Support

BUSINESS HOUR SUPPORT¹

1+ DAY RESPONSE TIMES

Free

Premium Support

24x7 SUPPORT

1+ HOUR RESPONSE SLA

✓ Starting at \$1,000/month²

Customer Solutions Architect

INCLUDES PREMIUM SUPPORT

DEDICATED TECHNICAL CONSULTING

Starting at \$2,000/month³

¹ Support business hours are 6AM to 6PM PDT. ² Greater of \$1,000 or 20% of total monthly usage. Minimum 3 month commitment. ³ Premium Support price plus \$1,000/month.

Spinning up a database



1. Select Database in main navigation on account dashboard

2. First Time Use: CTA to create a database and indication of how long it will take to spin up a database: 1-5 minutes

3. Select database by pricing level. Easy to miss free and low cost plan

4. Database with auto assigned name and overview of settings appears in postgres dashboard

Note: Clicking on the Database tile in the navigation takes you out of the main dashboard into a “Heroku Postgres” space, with no easy way to get back. Bad UX practice!

Dashboard

Databases

Dataclips

Add-ons

Docs

Support

Personal Apps

LATEST FROM THE BLOG

[Heroku Redis GA and Introducing Heroku Data Links](#)

<https://postgres.heroku.com/databases>

Search Personal Apps

Getting Started with Heroku

If you're new to Heroku, choose your language and follow our Getting Started guide to create a new app.

Ruby

Get Started

PHP

Get Started

Node.js

Get Started

Python

Get Started

Java

Get Started

Clojure

Get Started

Scala

Get Started

herokupostgres

Databases

Dataclips

virginia.honig@gmail.com

Search

Create Database

Databases will appear here

Create a database to get started with Heroku Postgres. There are a number of database capability plans available and databases require 1 to 5 minutes to provision.

Create Database

Standard ⁰	Standard ²	Standard ⁴	Standard ⁸
1 GB RAM*	3.5 GB RAM*	15 GB RAM*	60 GB RAM*
64 GB storage	256 GB storage	512 GB storage	1 TB storage
120 connections	400 connections	500 connections	500 connections
\$ 50 / mo	\$ 200 / mo	\$ 750 / mo	\$ 2,000 / mo

Other plans: [Dev Plan \(Free\)](#) and [Basic Plan \(\\$9/mo\)](#)

* To know more about memory usage, read this [Dev Center Article](#).

To view all our available databases, please visit [Heroku pricing](#).

heroku-postgres-1d7ab4a6::jade

6.4 MB

Hobby Dev

PostgreSQL 9.4.1

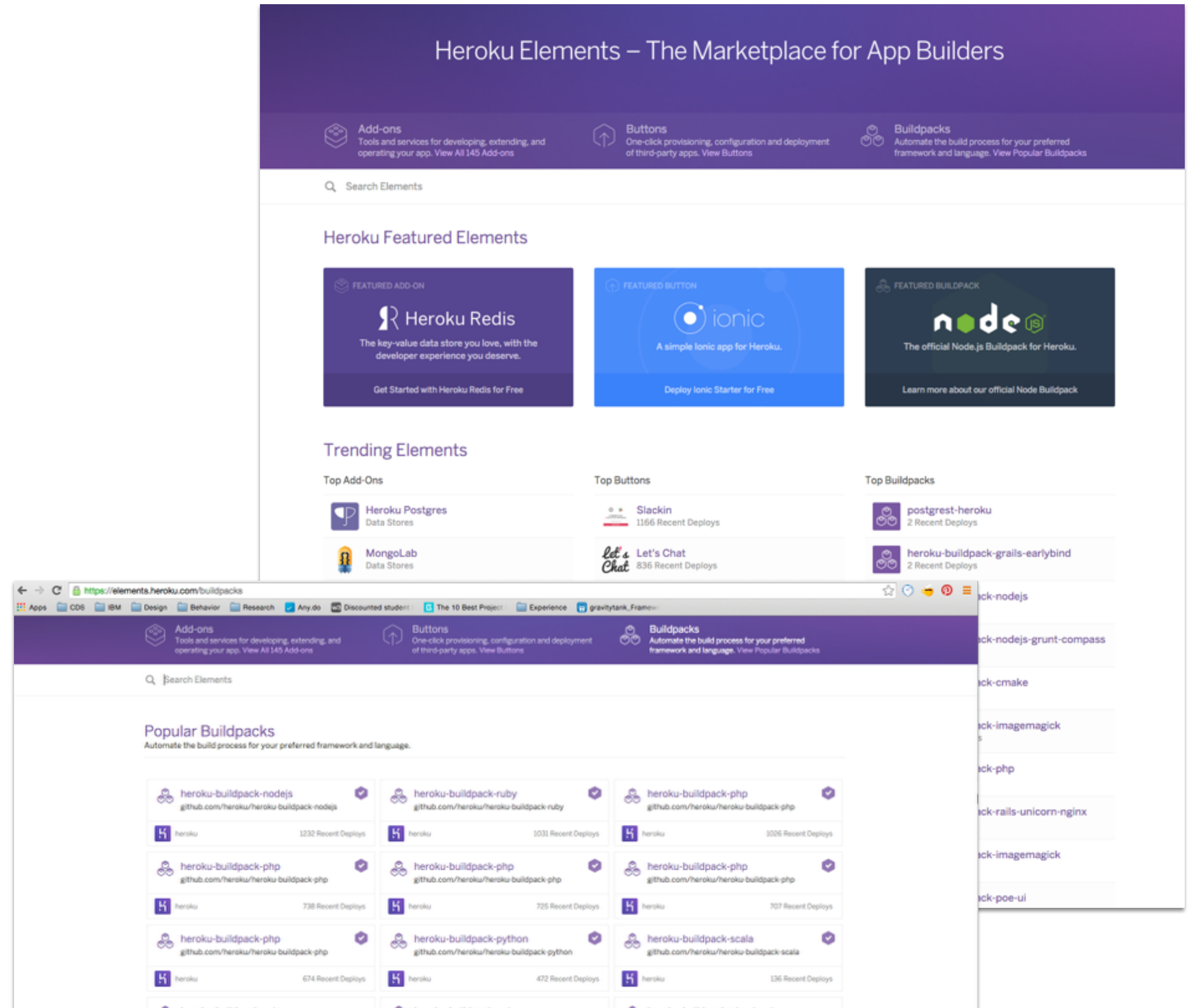
IBM Design

24

Integration of Services

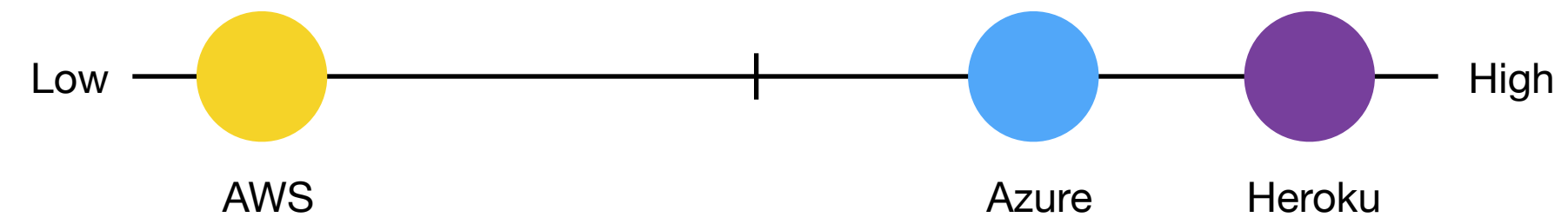


- Offerings categorized by add-ons; top buttons; and top build packs. But no integration mentioned.
- Number of deployments show how popular each offering is based on community use

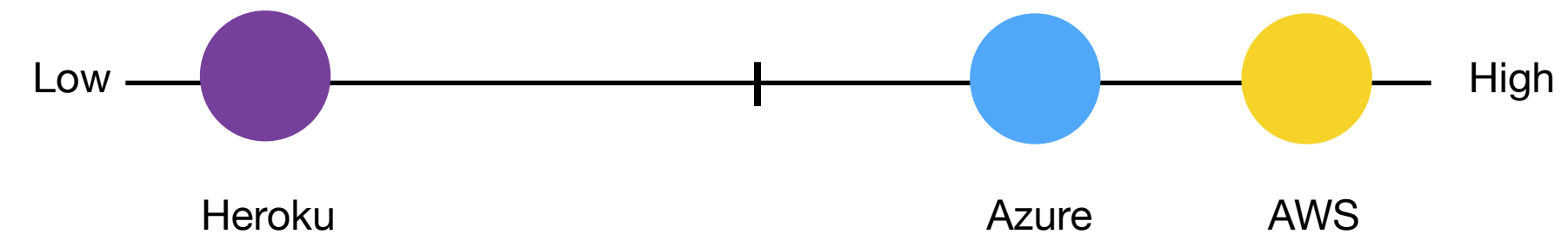


Recap

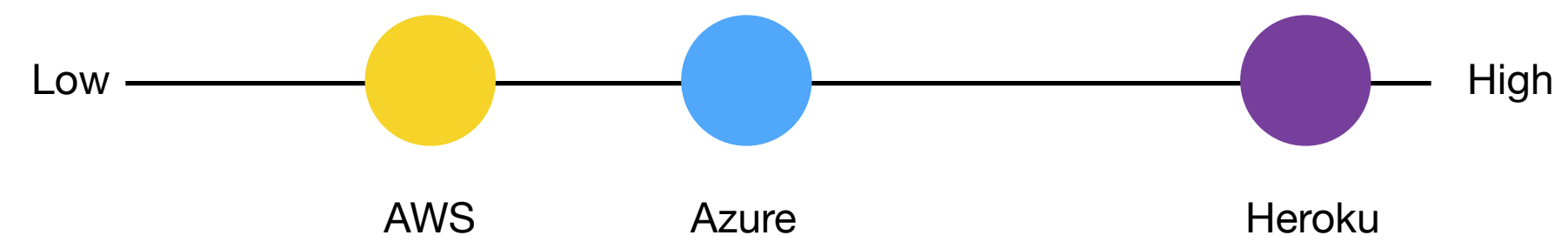
“Out of the box” ease of use



Amount of offerings



Managed service level



Outro

How might we offer the robustness of AWS, the do-it-for-me options of Azure, and the simple, friendly vibe of Heroku?