

MariaDB

Sylvain ARBAUDIE · 2025-06-21

- MARIADB
- MARKETING
- COMMUNITY
- OPINION

MARIA WHAT? — THE VISIBILITY PROBLEM

75% of Fortune 500 use it — yet most developers have never heard of it

DB-ENGINES AWARENESS



SOLUTIONS TO BUILD AWARENESS

- Ambassadors**
Local community leads
- Dev content**
YouTube, Dev.to, HN
- Dev conferences**
FOSSDEM, KubeCon, DevOxx
- Day 0 simplicity**
docker run mariadb
- Identity**
Not just a fork

Technology alone is not enough — awareness is built through education and presence

Introduction

As a database engineer, I've often heard the phrase "MariaDB is just MySQL" or "It's just a fork".

But as a DBA, I know that MariaDB is a distinct database engine with its own ecosystem, DevOps practices, and CTO-level considerations.

MariaDB is used by 75% of Fortune 500 companies, including major Linux distributions.

Why MariaDB?

When comparing DB-Engines, MariaDB stands out for several reasons:

- **Oracle MySQL** compatibility
- **PostgreSQL** features (10+ years of development)
- **MariaDB** is a true fork of MySQL

Google Trends shows that "MariaDB" searches are growing, while "MySQL" and "PostgreSQL" remain high.

MariaDB offers advanced features like Galera and ColumnStore.

Conclusion

MariaDB plc is a strong competitor to Oracle and AWS, offering a modern database solution for AI and CIO-level B2B markets.

MariaDB 与 B2B

PostgreSQL PostgreSQL

-
- DBA
-
-

MariaDB

MariaDB MySQL

"MariaDB" PostgreSQL "Mongo" MongoDB "Maria"

MySQL MariaDB MySQL Connector

MariaDB

1.

PostgreSQL MariaDB

2.

CIO 40 10 5 MariaDB "MariaDB vs MySQL" 10 Galera

YouTube Dev.to Hacker News Reddit r/programming MariaDB

3.

KubeCon FOSDEM Devoxx DotJS VoxxedDays MariaDB DBA MariaDB

4.

MariaDB Docker run mariadb 30 Python Node.js Go Java

5.

MySQL Galera CTE MySQL ColumnStore.....

MySQL

MariaDB

MariaDB Stack Overflow

MariaDB

MySQL

"MariaDB" MariaDB

MariaDB MySQL "MySQL" MySQL

Medium