

# MariaDB

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- 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**  
FOSDEM, 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.

## Market Context

Understanding the DB-Engines market is crucial for visibility.

- **Oracle MySQL** is the market leader.
- **PostgreSQL** is growing rapidly, reaching 10% market share.
- **MariaDB** is often perceived as just a MySQL fork.

Google Trends shows that "MariaDB" searches are significantly lower than "MySQL" and "PostgreSQL".

MariaDB features Galera and ColumnStore, which are key differentiators.

## Conclusion

MariaDB plc is a public company, while Oracle and AWS are private. AI and CIO roles are increasingly B2B.

MariaDB 与 B2B

PostgreSQL PostgreSQL

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- DBA
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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

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MariaDB

MariaDB Stack Overflow

MariaDB

MySQL

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"MariaDB" MariaDB

MariaDB MySQL "MySQL" MySQL

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Medium