

Selling PostgreSQL



PGConf Europe 2026, Valencia - Spain
October 20 through 23, 2026

How do you sell free software

Postgres is
"free as in speech" (libre)
and
"free as in beer" (gratis)



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Jan Karremans

PostgreSQL person

- Techie in Sales
- a life of technical expertise
- half a life of commercial expertise

Enterprise Kubernetes & PostgreSQL Strategist

Field CTO | Principal Cloud Native Architect | Digital Sovereignty Advocate



TRAINED





Preparing for my talk

- Topic: wardrobe considerations



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Perspectives



Selling Postgres
is something
that happens
from various perspectives

presentation?

or discussion...



A couple of topics

- What does "open source" mean?
- Selling the project
- Community centric
- Us versus the rest
- The features game



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Vendor OSS

- Vendor decides
- Vendor builds
- Vendor manages



Community OSS

- Community decides
- Community builds
- Community manages



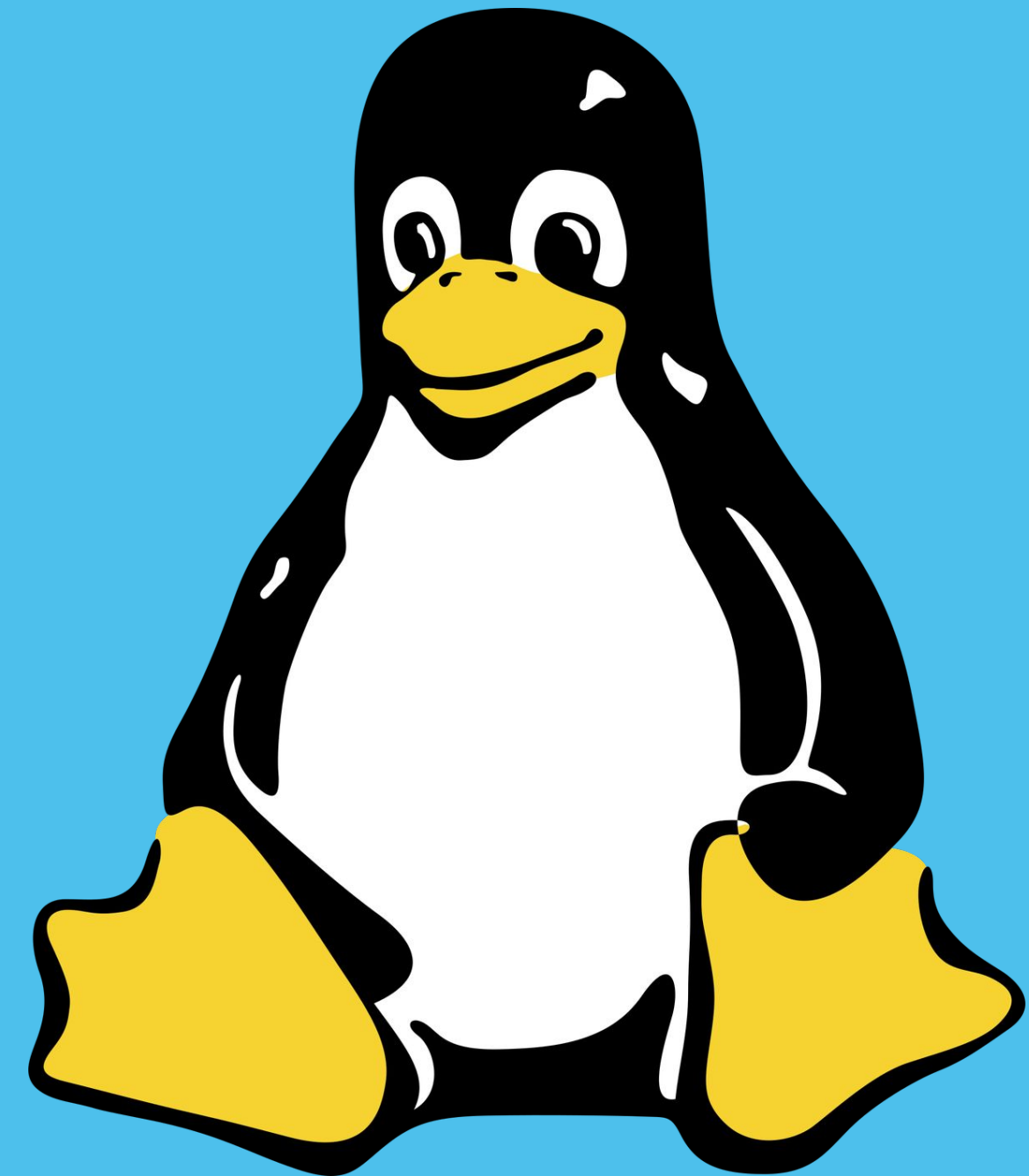
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From: The Penguins of Madagascar - Nickelodeon.

PostgreSQL is not Linux

- Not 100's of projects
- Don't need a distribution
- No vendor really stands out
- Database vs. OS people?



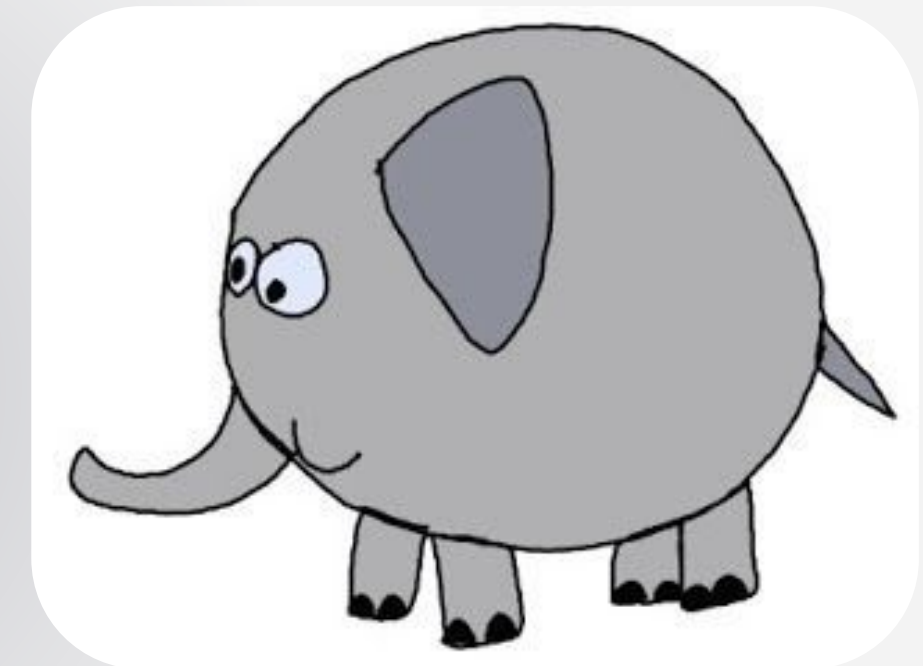
Which PostgreSQL

...is actually (still) PostgreSQL??

Check out the PCI:

PostgreSQL
Compatibility
Index

by Mayur!



Sales basis

Traditional software

Built by a company
Solves a problem
Ridgid roadmaps
Generate revenue
Binds the customer
Prohibits access

Majority of traditional software

"Modern" software

Built by a company
Solves a problem
Benefits from open?
Generate revenue
Binds the customer
Allows code access

The vast majority of modern software

PostgreSQL

Built by a community
Results from usage
Full flexibility
Run and be practical
No customer concept
Most liberal license

Very limited number of similar projects

How do you "sell" PostgreSQL

*"Vendors" are using
every thinkable
model*

Traditional

- Postgres variation
- "All inclusive" experience
- Binds the customer perfectly
- Fits the traditional model and methods



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"Modern" software #1

- Postgres variation
- "Enterprise features"
- Binds the customer perfectly
- Fits the traditional model and methods



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"Modern" software #2

- PostgreSQL
- "Enterprise platform"
- "Additional control"
- Fits the traditional model and methods



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PostgreSQL

- Challenge
- Understanding
- Modern approach
- Different model



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Why does this matter?

Change is the Default

- Sovereignty
- Compatibility
- Longevity
- FREEDOM



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Sovereignty

- Continents
- Nations
- Organisations
- You & I



- Data
- Portability
- Flexibility
- Independent

Remember this slide

Preparing for my talk

- Topic: wardrobe considerations



JK CONSULT
IT Consultancy

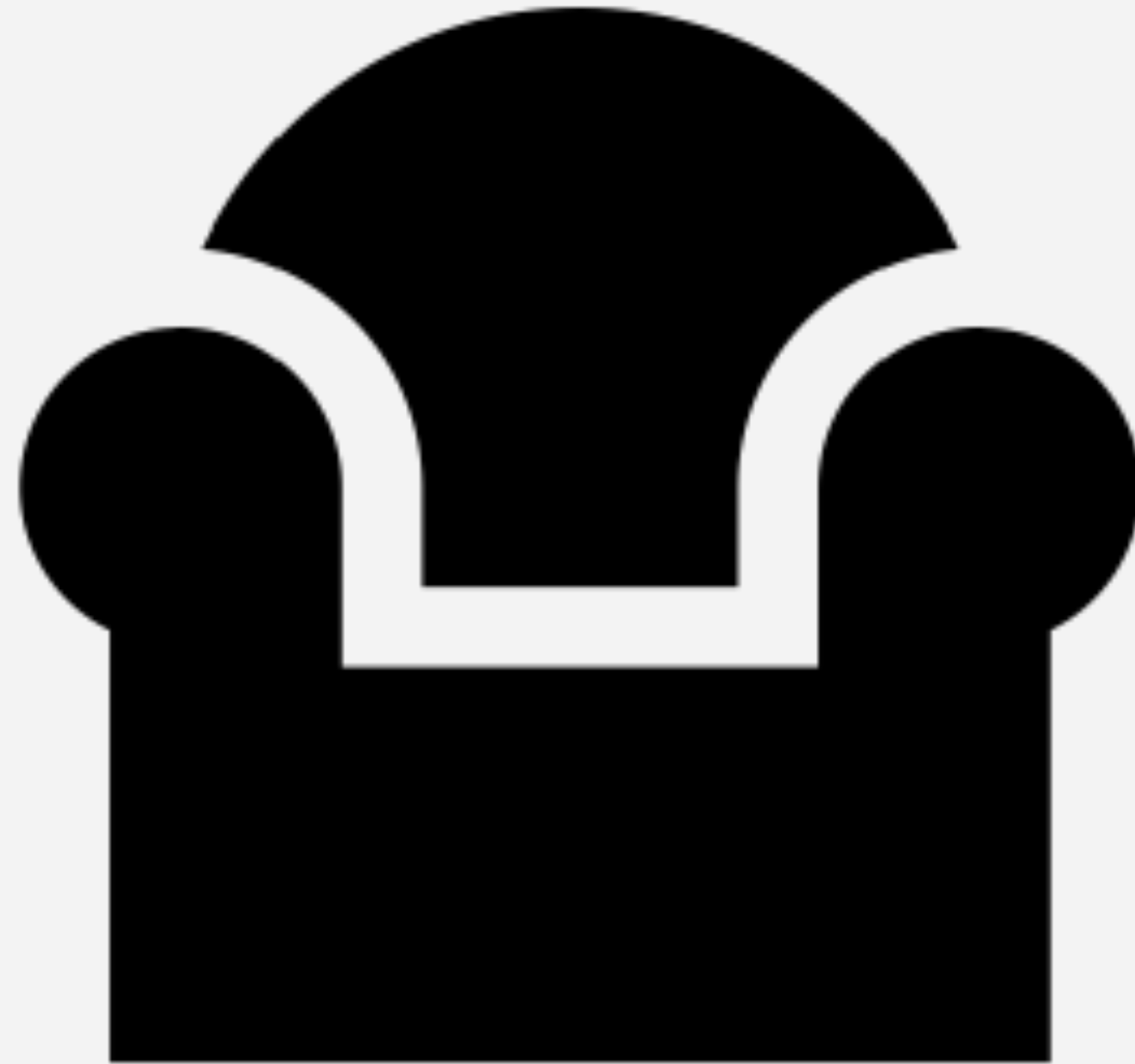


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Who "remembers" the story?



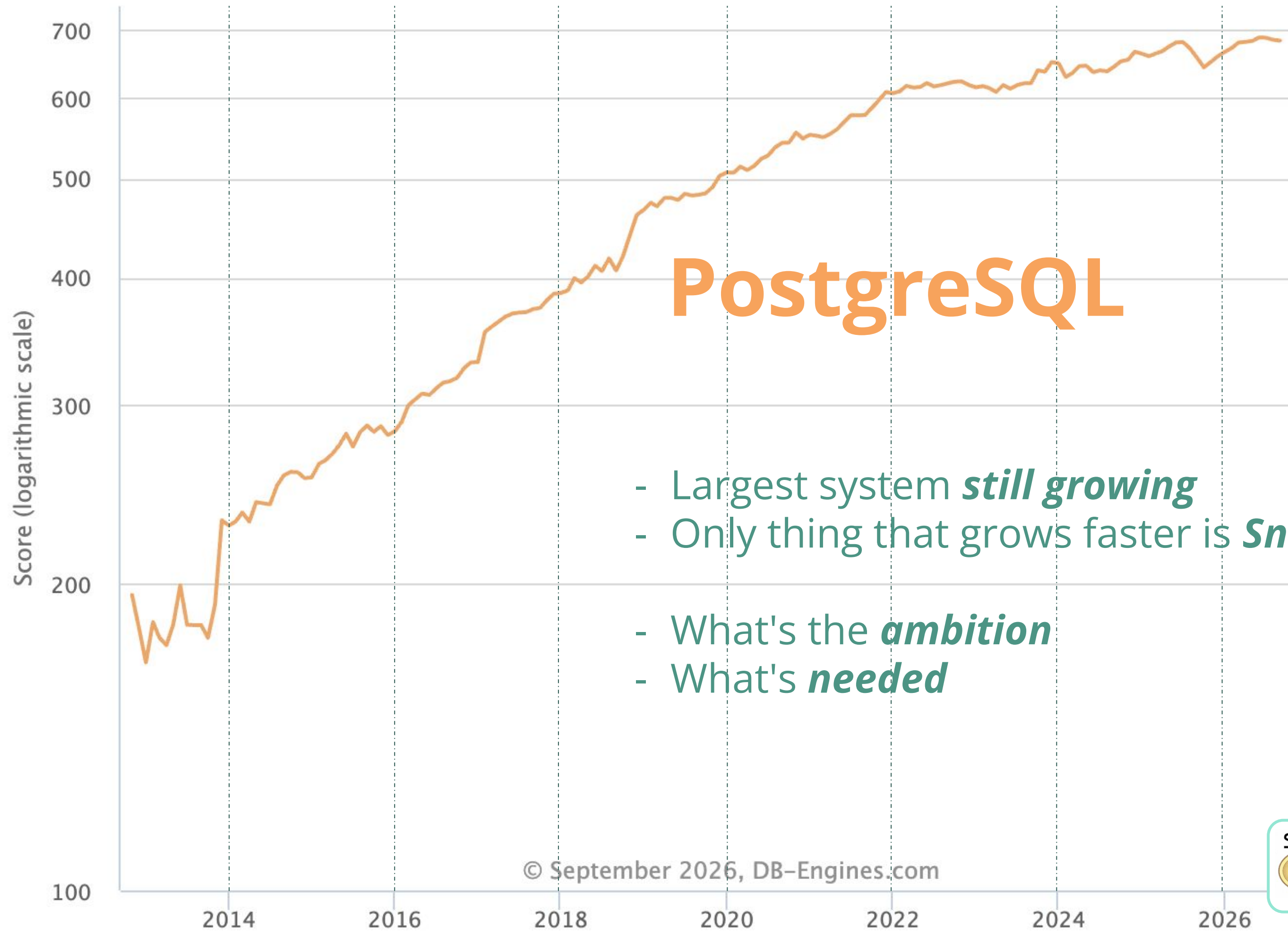
Postgres vs. company

- "We need feature 'y' in Postgres"
- "Please build this/that for us"
- The grandeur of community development
- Thou shalt not...



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DB-Engines Ranking



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How do you move beyond...

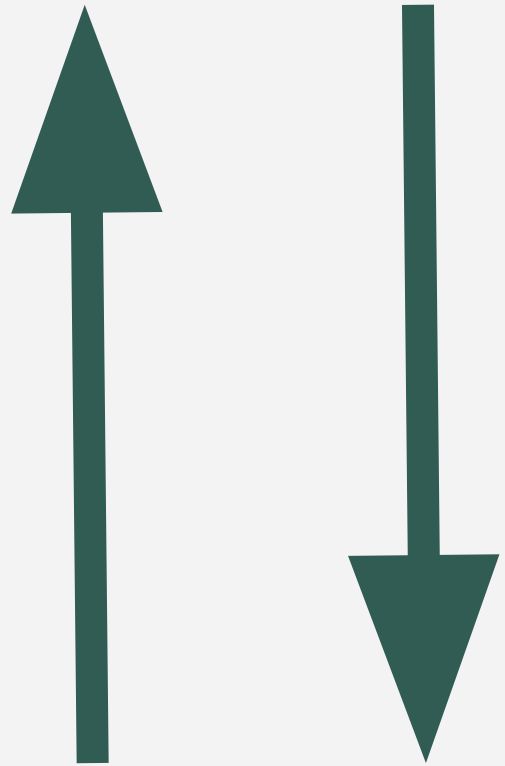
- Valuation multipliers
- Shareholder value
- Fantasy pricing
- Target: IPO



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PostgreSQL

How can Postgres trigger these gentlemen into investing?



Fact

Nobody knows about PostgreSQL!

So nobody talks about PostgreSQL!



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The true challenge

- Hyper technological approach
- Lack of familiarity
- Ecosystem fragmentation
- A touch of arrogance
- Combined with a hint of naivety



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A S T O R Y O F

COMPETITIVE ADVANTAGE



perception

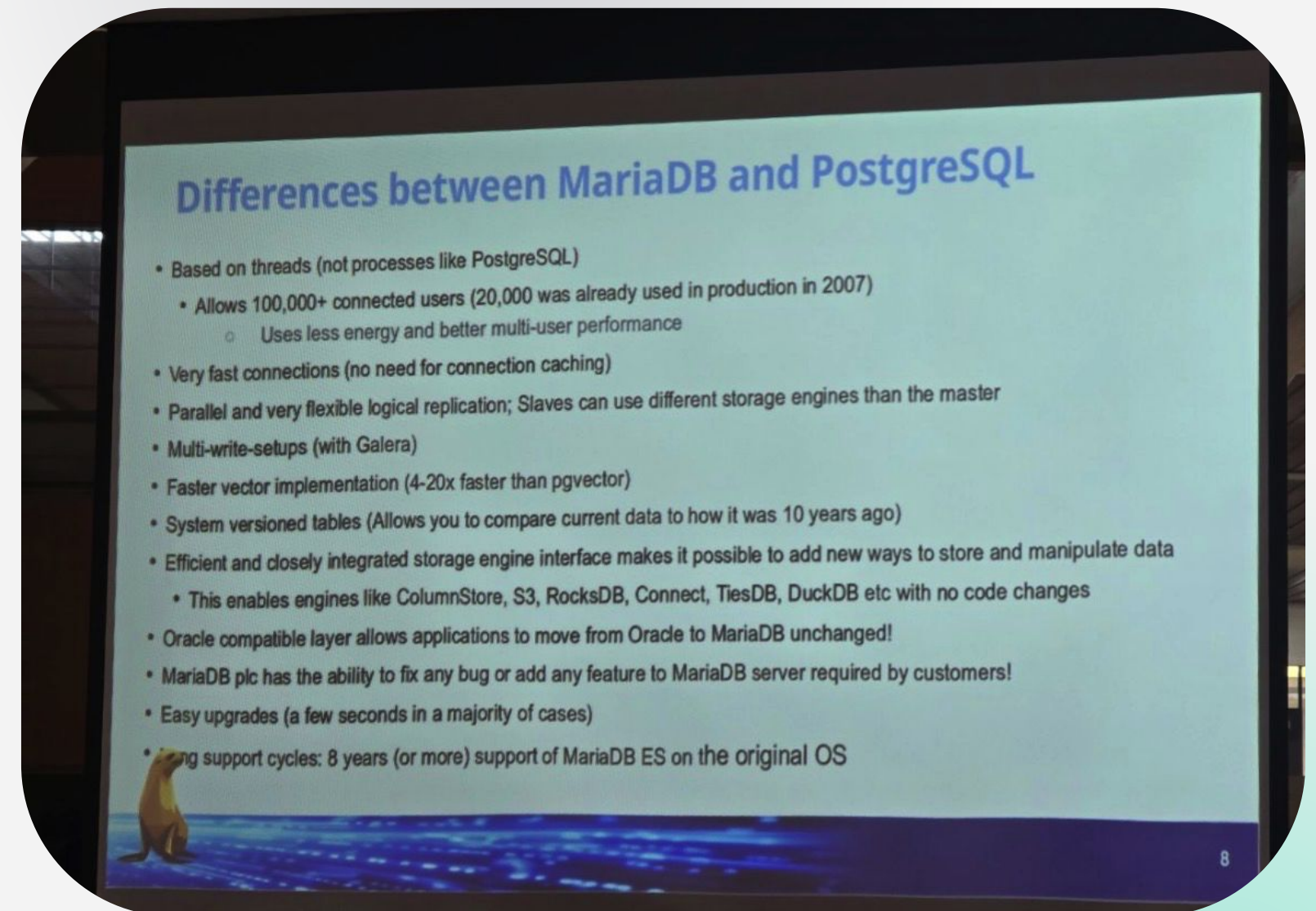
us versus them

Feature, anyone?

- Preparation: features
- Most discussions: features
- How do I stand out: features

***Selling PostgreSQL is about
Selling the concept:***

- Extensibility
- Innovation
- Community
- Longevity



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The best at being good end

Fundamental paradigm shift
that you need to understand
to explain



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Recap...

- No single answer
- What is Postgres (commercially)
- Why does it matter
- Give to take (the deal)
- Features to value



Open Alliance for PostgreSQL Education Meetup

Room: SM1-C



Open Alliance

For PostgreSQL Education

Your Pathway to Verified PostgreSQL Skills

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Feedback goes here:
(very much appreciated)



Questions?