

1. Don't I already pay a DBA to do performance tuning?  
*Generally, DBA's are overtaxed and don't have the time to be proactive about performance. And sometimes, a little mentoring can go a long way.*
2. We don't just have developed software, we buy a lot of purchased software. How can you tune if we don't own the code?  
*We can focus on non-code related tuning (indexing, statistics, etc.). Often the vendor will incorporate our recommendations into their base code. We can still often "change the code" without touching the code with techniques that focus on changing the execution of the SQL and not the code.*
3. What am I getting for my money?  
*"Overall Performance Analysis" – These reports show the bang-for-the buck performance opportunities in your system. "Individual Performance Recommendation" – These documents clearly present a solution with before/after performance metrics and the supporting rationale. Great for learning! You also get reports that follow-up in the production environment to confirm expected gains on recommendations.*
4. Performance issues can be anywhere in the system, why do you focus on the database so heavily?  
*We can help establish a true application performance process in your shop. Defining roles/responsibilities; ensuring the right tools are in place; ensuring the right processes are in place. Industry reports show that over 80% of application performance issues are directly related to SQL at the database layer.*

#### Things to Think About...

1. **What has been your recent cost history over the past couple of years for expenditures to which you may have grown acclimated?**
  - Hardware purchases (CPU, Memory, DASD)
  - Database license fee escalations, due to increased CPU needs
  - Software license fee escalations, due to increased CPU needs
2. **What are your upcoming costs or expenditures due to scaling or performance issues?**
  - What if you could defer or eliminate that upcoming expenditure?
3. **What are your mission critical applications and functions?**
  - Furthermore, what are the top 10% most critical functions in those applications? Have you done everything you can for optimized performance?
4. **Are there recurring performance problems regardless if analysis has been performed? Are there runtimes on batch processes that frequently breach their allotted time window? Are your end users completely satisfied with the performance of all mission critical processes?**
  - If no, is there a pattern of hardware purchases to mitigate scaling or performance issues?
  - Are those processes extending the time windows of other processes? Is the system overly taxed when those processes execute?
  - Or...have they just acclimated to inefficient performance?
5. **What is your proactive performance strategy?**
  - Any proactive production monitoring, reporting and alerting?
  - Any benchmark or system test phase to catch performance issues before production?
  - Any development or design phase activity to correct performance issues in their infancy?