

HIGHLIGHTS OF SQL DIAGNOSTIC MANAGER PRO

INTRODUCTION

IDERA offers a wide range of products covering the needs of database administrators (DBA) for Microsoft SQL Server. Also, IDERA provides a wide range of capabilities within [SQL Diagnostic Manager](#) (SDM) spanning the demands of complete and holistic performance management and analysis.

For more advanced application transaction monitoring and SQL query optimization capabilities, IDERA offers SQL Diagnostic Manager Pro, which includes SDM plus the add-ons [SQL Workload Analysis](#) (SWA) and [SQL Query Tuner](#) (SQT).

Combining the deep functionality and customizable monitoring and presentation of SDM with the quick drill-down transaction monitoring and recommendations of the add-on SWA provides the best of both worlds. That functionality includes the simplified drill-down interface when needed without sacrificing the context of complete holistic monitoring.

This solution brief highlights key features of IDERA's SDM Pro such as wait type analysis, user interface, ease of use, history, database server load, database server and cloud support, integrated product portfolio, user community, and customer base.



WAIT TYPE ANALYSIS

SDM sorts query waits into logical categories for an efficient display and analysis. However, SDM also provides a detailed analysis of specific waits. Also, SDM permits filtering and drill-down by application, database, session, client, and user.

The prescriptive analytics of SDM goes further by evaluating the SQL Server across a library of expert recommendations including but not constrained to fundamental wait analysis.

SWA will add further drill-down wait stat capability to see the top bottlenecks across several different dimensions of workload analysis within a single view. Also, SWA enables drill-down and filtering to get to root causes of bottlenecks including advice for tuning of problem SQL statements.

USER INTERFACE

SDM is an in-depth product with features spanning the experience of many DBA users and features of multiple products. Customers compare SDM to a swiss army knife for DBAs for the many feature areas. SDM presents far more than a lot of metrics.

The prescriptive analytics of SDM adds a library of recommendations. Microsoft Certified Professionals (MCPs) and Microsoft Most Valued Professionals (MVPs) developed these recommendations over multiple releases of SDM. Prescriptive analytics analyzes and finds specific issues and provides detailed information about each finding with a weighted priority score. Prescriptive analytics offers specific recommendations to tell users what the problem is and how to fix it. Also, prescriptive analytics provides corrective scripts in some cases to resolve directly.

SWA adds the simple drill down on bottlenecks to find problem transactions with tuning advice provided directly.

EASE OF USE

SDM provides three user interface options, with many options for different types of users in different situations.

The thick client interface provides real-time monitoring and full access to the complete array of in-depth diagnostics, reporting, analysis, and alerting capability.

The IDERA Dashboard provides a browser-based interface for federated overviews of multiple SDM installations in a browser-based interface. Also, the IDERA Dashboard provides access to the stable of products of IDERA to improve the productivity of DBAs. These products focus on security, compliance, backup, job management, inventory management, and business intelligence management.

SDM Mobile is also browser-based but is optimized for the mobile form-factor and automatically adjusts presentation from phones to tablets. DBAs can run SQL scripts directly from their phones in addition to exploring performance issues and getting alert notifications through Newsfeed.

SWA adds a browser-based interface optimized for analyzing cumulative transaction performance when users are interested in just finding the biggest wait bottleneck.

HISTORY

The statistical history of SDM provides a productive reporting capability for long-term capacity and performance analysis. There is more to managing SQL Server than solving the immediate symptoms of wait performance bottlenecks.

As such, SWA adds the transaction drill-down capability. That capability allows users to pick any time slice and find the top bottlenecks across a range of performance dimensions (SQL, databases, tables, users, programs, machines, clients) in a few clicks. That is beneficial if solving those immediate symptoms is what is needed.

DATABASE SERVER LOAD

SDM can use Extended Events or in some cases SQL Trace to gather the detailed and complete information without sampling error when the situation demands it.

SWA adds a light yet continuous, frequent sampling of cumulative SQL transactions.

DATABASE SERVER AND CLOUD SUPPORT

SDM development always focused on the SQL Server platform as opposed to a generalized one-size-fits-all design for all database types, ignoring the inherent differences.

IDERA added the capability to monitor Azure SQL Database and Amazon RDS for SQL Server database-as-a-service (DBaaS) and always was compatible with Azure Virtual Machine (Azure VM) and Amazon Elastic Compute Cloud (Amazon EC2) environments.

INTEGRATED PRODUCT PORTFOLIO

With an emphasis on targeting integration efforts towards real-world personas, IDERA focuses on integrating all of its suite of SQL Server management products within the Idera Dashboard. These products all serve the DBA and DBA manager and integration, therefore, makes sense.

The Uptime Infrastructure Monitoring product of IDERA likewise focuses on the Information Technology (IT) operations generalist, who does not ask for integration with DBA tools.

With these product offerings, IDERA remains user-focused.

USER COMMUNITY

IDERA launched a new [user community](#) with new capabilities for sharing customized resources and ideas across all of the expanding portfolios of products. The community is a free resource for all users, customers, and thought leaders. The community of IDERA has a rapidly-growing membership of more than 85,000.

Visitors are required to register as a user to participate in the SDM portion of the IDERA community. Most customers of paid products such as SDM use other, more direct support channels. The use of such channels is encouraged since such customer support is a paid service. That is, customers tend to receive support from tech support via one of the three support packages (platinum, gold, and basic), and the [customer support portal](#).

CUSTOMER BASE

IDERA has approximately 12,000 to 13,000 customers. The primary end-users of the products of IDERA are DBAs, data architects, data modelers, database developers, data analysts, and business analysts. The top-10 industries are financial services, educational institutions, government, health care, computer services, computer software, professional services, insurance, banking, and transportation services.

CUSTOMER TESTIMONIALS

100% of surveyed organizations confirmed that it took less than 2 weeks to fully deploy their IDERA Database Tools into production use.

survey of 127 users of IDERA Database Tools

For 71% of surveyed organizations, the biggest reason to choose IDERA Database Tools over the competition was the functionality, the price, and the ease of use.

survey of 114 users of IDERA Database Tools

FUNCTIONALITY

“We recently purchased SQL Diagnostic Manager for SQL Server to solve the problem of replacing our rudimentary in house monitoring with a more complete solution. The problem impacted our organization by not having full insight into the states and behaviors of our production SQL Servers. Also, the problem impacted me by having issues that I was not able to spot in their earlier stages that lead to 0-crisis situations. We also evaluated Quest, Redgate, SentryOne, and SolarWinds and the biggest reason that we chose IDERA was the functionality.”

Patrick Hurst, Database Administrator, iQmetrix Software Development Corp. (Small Business, Computer Software, Canada, 1,000 or more SQL Server databases)

PRICE

“We recently purchased SQL Diagnostic Manager for SQL Server to solve the problem of not seeing how the production servers were performing and what changes needed to be made to improve performance. The problem impacted our organization by slow response times. And the problem impacted me by creating more headaches. We also evaluated Quest, Redgate, SentryOne, and SolarWinds and the biggest reason that we chose IDERA was the price.”

Bill Lugaila, Database Administrator, talentReef Support (Medium Enterprise, Computer Services, USA, less than 10 SQL Server databases)

EASE OF USE

“We recently purchased SQL Diagnostic Manager for SQL Server to solve the problem of a lack of notifications of any performance issue including deadlocks and index issues. The problem impacted our organization by a slow response or any database issues that affect our customers using our SaaS products. Also, the problem impacted me by affecting my stress and uncertainty levels, and making my team and myself look bad to senior management. We also evaluated ApexSQL, Redgate, and SolarWinds and the biggest reason that we chose IDERA was the ease of use.”

Roy Davis, IT Director, Top Image Systems, Ltd. (Medium Enterprise, Computer Software, USA, 100 to 499 SQL Server Databases)

CUSTOMER SERVICE

“We recently purchased SQL Diagnostic Manager for SQL Server to solve the problem of locked queries. The problem impacted our organization by making the system slower. Also, the problem impacted me by creating pressure and having to report to our executives. We also evaluated SolarWinds and the biggest reason that we chose IDERA was the customer service.”

Franova Herdiyanto, Data Analyst, Kementerian Riset dan Teknologi DIKTI (Ministry of Research and Technology DIKTI) (Federal Government, Indonesia, 10 to 24 SQL Server databases)

