Get Back in Control of your SQL

TM

Why your developers need jOOQ.

SQL and Java could work together so much better if we only let them.
What is jOOQ?  

JDBC vs. jOOQ  

JPA vs. jOOQ  

ROI offered by jOOQ

jOOQ is SQL written in Java

- SQL is from 1974: Mature and robust
- Java is from 1995: Mature and robust

- Up to date, it is hard to write SQL in Java

(«hard» means inefficient, error-prone. developers focus on infrastructure instead of business-logic)
In this metaphor, electricity is the data (SQL) that flows into your appliance / application (Java)
SQL and Java – in practice – a bad fit

Java

one jack

SQL

lots of plugs

What JDBC means for your developers

With JDBC, your developers have to do a lot of manual, error-prone (dangerous) and inefficient work.

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# How JDBC compares with jOOQ

<table>
<thead>
<tr>
<th>JDBC</th>
<th>jOOQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time consuming</td>
<td>Time saving</td>
</tr>
<tr>
<td>Manual work</td>
<td>Automated work (code generation)</td>
</tr>
<tr>
<td>Error prone (no Java typesafety)</td>
<td>Error safe (Java typesafety)</td>
</tr>
<tr>
<td>Errors detected at run time (production)</td>
<td>Errors detected at compile time (development)</td>
</tr>
<tr>
<td>Errors cost XX,XXX.XX € or more</td>
<td>Errors cost XXX.XX € or less</td>
</tr>
<tr>
<td>Databases are all different</td>
<td>jOOQ handles database differences</td>
</tr>
<tr>
<td>Very basic SQL</td>
<td>Highly extensible SQL</td>
</tr>
</tbody>
</table>

With JDBC, your developers will build something like jOOQ themselves instead of writing business-logic.
What JPA means for your developers

With JPA, your developers use a huge framework with lots of complexity that can get hard to manage.
## How JPA compares with jOOQ

<table>
<thead>
<tr>
<th>JPA</th>
<th>jOOQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time consuming</td>
<td>Time saving</td>
</tr>
<tr>
<td>Complex</td>
<td>Simple</td>
</tr>
<tr>
<td>Performance is difficult</td>
<td>Performance is easy</td>
</tr>
<tr>
<td>Writing SQL is hard</td>
<td>Writing SQL is easy</td>
</tr>
<tr>
<td>You need a DBA <em>and</em> a JPA expert</td>
<td>You only need a DBA</td>
</tr>
<tr>
<td>JPA defines your whole architecture</td>
<td>jOOQ works with any architecture</td>
</tr>
<tr>
<td>JPA costs much in development efforts</td>
<td>jOOQ costs little in development efforts and little in licensing</td>
</tr>
</tbody>
</table>

With JPA, your developers will spend a lot of time tuning JPA and a lot of time circumventing JPA.
What jOOQ means for your developers

With jOOQ, Java plugs into SQL intuitively, letting your developers focus on business-logic again.
Your ROI with jOOQ

REDUCE YOUR OVERALL PRODUCT COSTS

- Money spent on jOOQ licenses
- Money spent on development

Without jOOQ

With jOOQ
Why use jOOQ

- Your developers save time
- Your developers increase quality
- Your customers get better software

- And: You save money
I love your licensing! It let us truly try you out and then when we were satisfied (security, functionality, etc) that things were good and that this would help us with some of our less SQL-knowledged developers who kept giving us bad SQL, SQL injection, etc, that would have to be fixed prior to release, we bought it and began telling people throughout our company about it so that others might buy it for their projects. The ability to trivially add SQL functions (like the Oracle-specific substring call, concat, and to_number) in a single line of a single method is fantastic! Honestly, we’ve gotten away using your documentation, examples, and source and never had to bug you guys with “How do I ...?” You blog, manual, etc, all combine together with a simple library (simple for us) to make a great product that let’s us do some insane SQL *really really easily*.

Daniel Owens - DanielSecurities
Testimonials

Using jOOQ has been a joy, it's made life much easier for us.

Ilkka Halila - Boomlagoon Ltd.

The level of support from the jOOQ team was nothing short of excellent. They were extremely easy to talk to, and had my problem solved in less than an hour on Skype. I would recommend jOOQ support services to anyone.

Paul Woodland - ABC Information Solutions Pty Ltd

Thanks to jOOQ we are in control of our SQL which helps to be in control of our project.

Marco Dubacher - Ergon Informatik AG