

DPSMF

Competitive Comparison

DPSMF vs. SolarWinds DPA · Redgate SQL Monitor · SentryOne

For internal sales use. Do not share directly with prospects.

<p>SolarWinds DPA</p> <p>\$1,800–\$3,000+/yr</p> <p>Agent required</p>	<p>Redgate SQL Monitor</p> <p>\$1,200–\$2,500+/yr</p> <p>Agent + schema changes</p>	<p>SentryOne</p> <p>\$2,000–\$5,000+/yr</p> <p>Heavy agent footprint</p>	<p>DPSMF</p> <p>\$799/month</p> <p>Read-only, zero footprint</p>
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1. FEATURE COMPARISON

Use this table to understand where DPSMF wins, where competitors have advantages, and how to position each conversation.

FEATURE	SolarWinds DPA	Redgate SQL Monitor	SentryOne	DPSMF
SQL Server support	✓	✓	✓	✓
No agent required	✗	✗	✗	✓
No schema changes	✗	✗	✗	✓
Read-only deployment	✗	✗	✗	✓
AI / plain-English Q&A	✗	✗	✗	✓
Knowledge graph	✗	✗	✗	✓
Security anomaly detection	~	~	~	✓
Compliance reports	~	✓	~	✓
Wait stats analysis	✓	✓	✓	✓
Query plan analysis	✓	✓	✓	✓
Blocking / deadlock viz	✓	✓	✓	✓
Free trial — no CC required	~	~	✗	✓
Same-day go-live	✗	✗	✗	✓
Starting price	\$1,800+/yr	\$1,200+/yr	\$2,000+/yr	\$799/mo

✓ = fully supported · ~ = partial or add-on · ✗ = not available

2. HOW TO POSITION AGAINST EACH COMPETITOR

VS. SOLARWINDS DPA

SolarWinds is the incumbent for large enterprises. It's powerful but expensive, agent-heavy, and requires significant configuration. DPA focuses on query tuning — it does not have AI reasoning or a knowledge graph.

WHAT TO SAY

"SolarWinds is built for large enterprise teams with dedicated DBAs to manage it. DPSMF is built for teams that don't have the bandwidth to configure and maintain a complex monitoring stack — it learns your environment and explains what's happening in plain English, without an agent or schema changes."

VS. REDGATE SQL MONITOR

Redgate is well-regarded and SQL Server-focused. It requires an agent and schema changes, and pricing escalates quickly per instance. It has no AI layer and no knowledge graph — it shows metrics but doesn't explain them.

WHAT TO SAY

"Redgate is a solid product, but it installs agents and makes schema changes — which is a non-starter for many compliance environments. DPSMF is fully read-only. And where Redgate shows you the metric, DPSMF tells you what it means and what to do about it."

VS. SENTRYONE / SQL SENTRY

SentryOne (now part of SolarWinds) is known for its wait stats visualization and SQL Server Agent job monitoring. It has a significant agent footprint and is priced for mid-to-large teams. No AI layer.

WHAT TO SAY

"SQL Sentry is strong on wait stats visualization, but it's another agent-based product with a heavy footprint. DPSMF gives you the same wait stats depth with zero footprint, and adds an AI layer that can answer questions about your environment in plain English — something no traditional monitoring tool does."

3. WHAT ONLY DPSMF DOES

These are capabilities that no direct competitor offers today. Lead with these in competitive conversations.

Knowledge Graph	DPSMF builds a self-learning knowledge base of SQL Server behavior — 251 nodes, 10 domains, validated against Microsoft documentation. No competitor has this.
Sentinel AI	Ask questions in plain English. Get targeted DMV queries, config reviews, and index recommendations — with a full evidence chain. No competitor has this.
Zero Footprint	Read-only. No agent. No schema changes. No elevated permissions. Connect in minutes. No competitor achieves all four simultaneously.
Same-Day Go-Live	Trial account created in seconds. First instance connected the same day. Most competitors require multi-day setup and professional services.
Security-First Design	19 automated checks across 6 categories, built in response to the 2024 Change Healthcare breach. Anomaly detection included at all tiers.

POSITIONING GUARD

Do not claim "predicts failures" — claim "detects patterns and explains root causes." Do not cite customer outcomes until Phase 1 POV data exists. Only use the facts in this document.