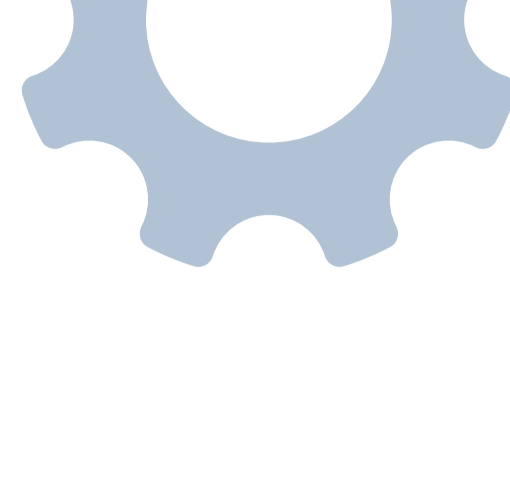


THE ABC'S OF INNOVATION

Automation, Big Data, Cloud and Containers

Discover how contemporary IT leaders are using the ABC's of innovation to build smarter, more productive businesses.



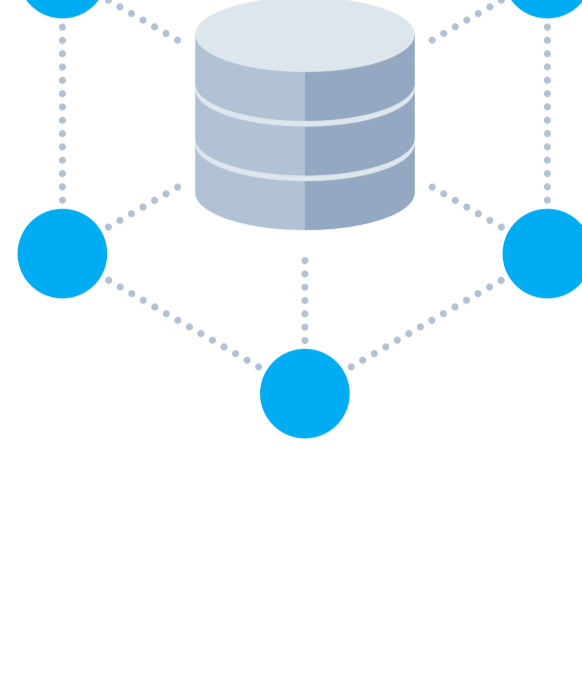
Automation

75%

of enterprises have more than four diverse automation technologies within their IT management portfolios, up from less than 20% in 2014.¹

At least 40%

of new application development projects will have an AI-powered 'virtual developer' on their team by 2022.²



Big Data

Big Data is decreasing expenses by

49%

and **44%**

use savings to create new avenues.³

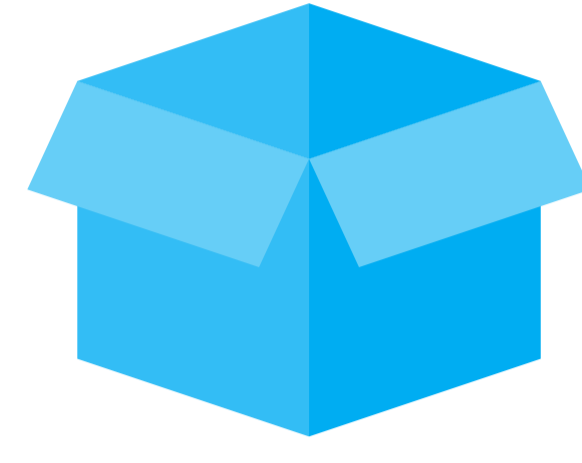


Cloud

The adoption of cloud databases (40% in 2018) will double by 2020.⁴

40%+

And Gartner recommends that data and analytics leaders **consider a database platform as a service.**



Containers

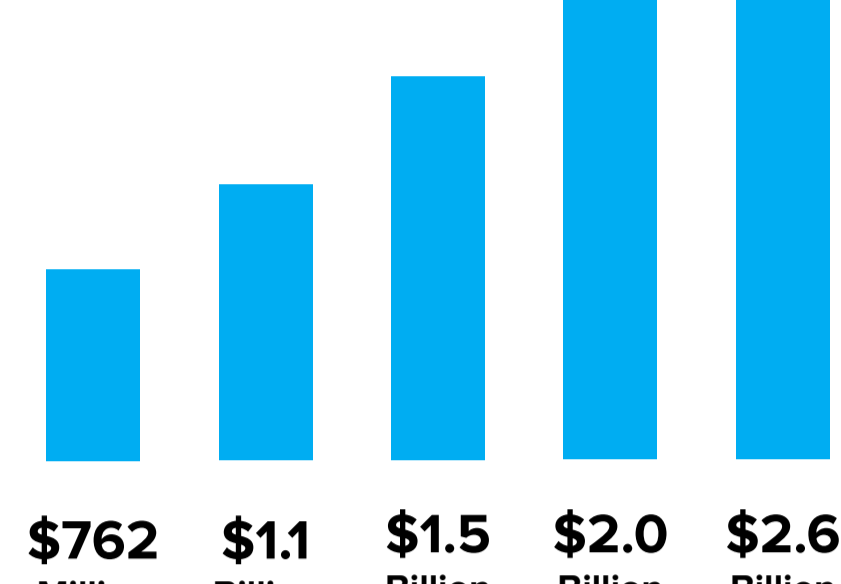
Container use cases are becoming far more diverse.⁶

55% new cloud-native applications

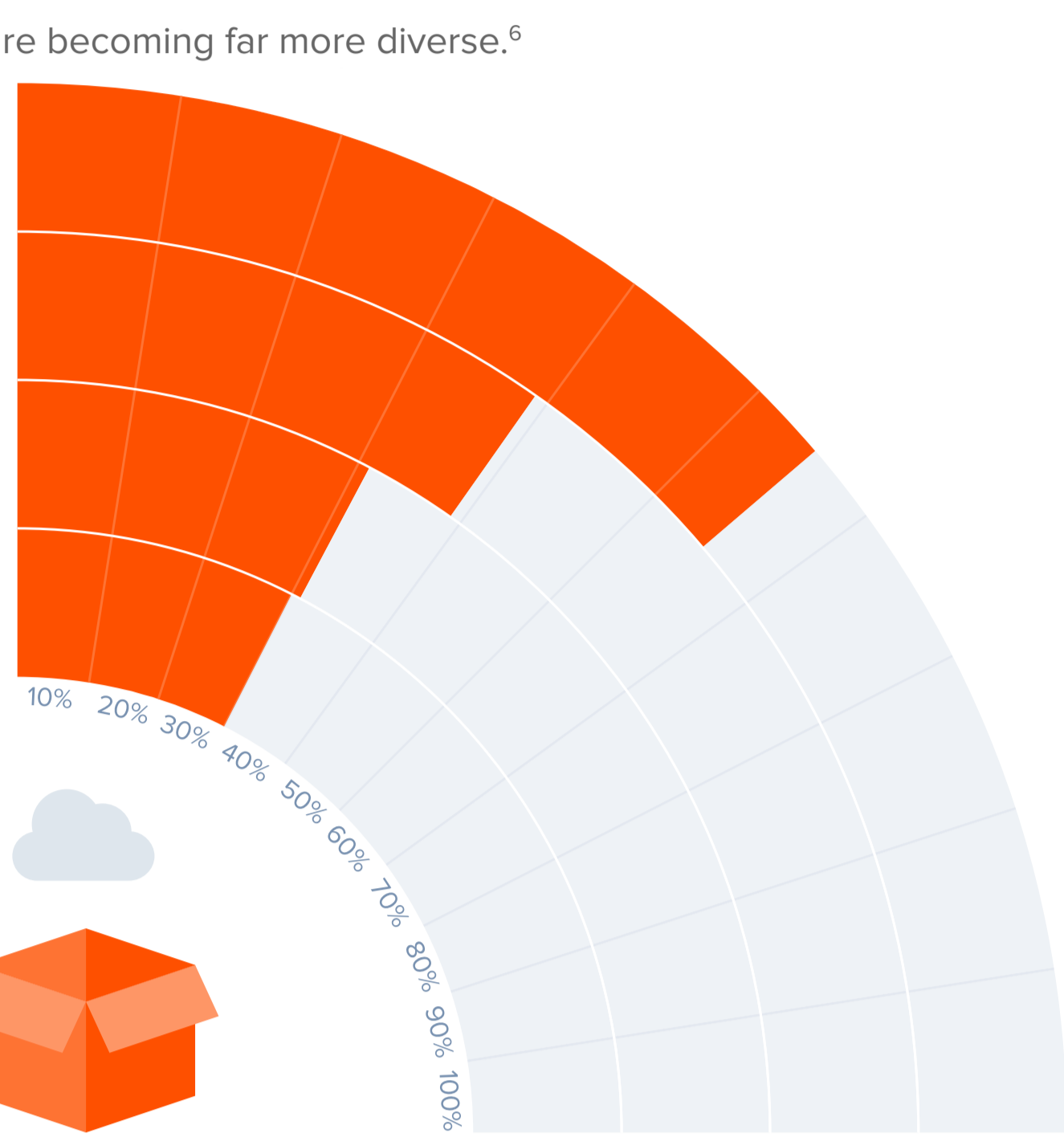
39% lightweight stateless apps

31% modernizing legacy apps

30% databases



Containers are replacing virtual machines worldwide, and the market is expected to grow from \$762 million in 2016 to nearly **\$3 billion by 2020.**⁵

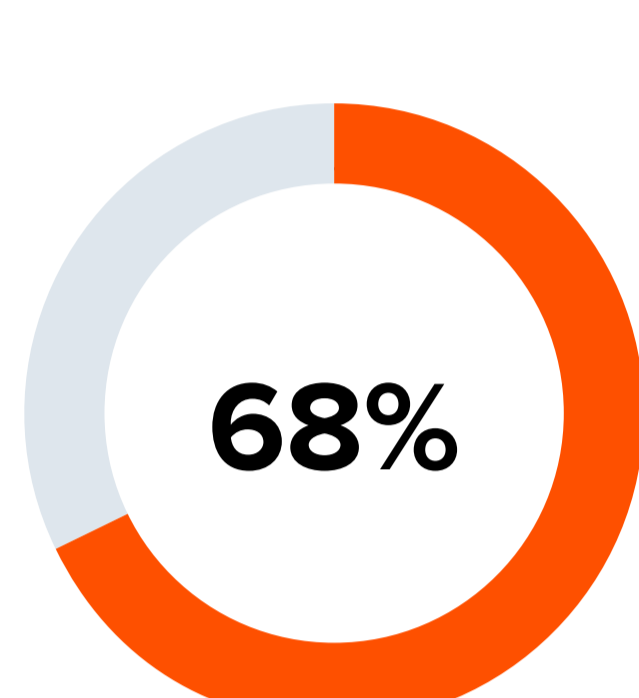


It's time to become a SMARTER business

Invest in Tech that Aligns Your Business Priorities



By 2020, cost savings produced from automation will top out. Future focus will be more about investing in technologies and capabilities necessary for changing business requirements.⁷



point to improving data management capabilities to enhance the customer experience as a top priority.⁸

It's time to REDUCE RISK to your business

Leverage Data to Take Market Share

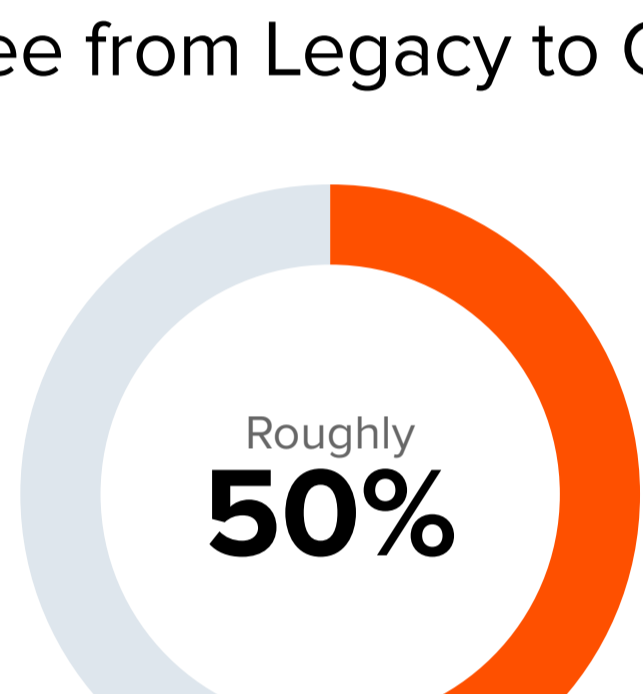
79%

of enterprise execs say that companies that don't embrace Big Data will lose market strength and may face extinction.⁹

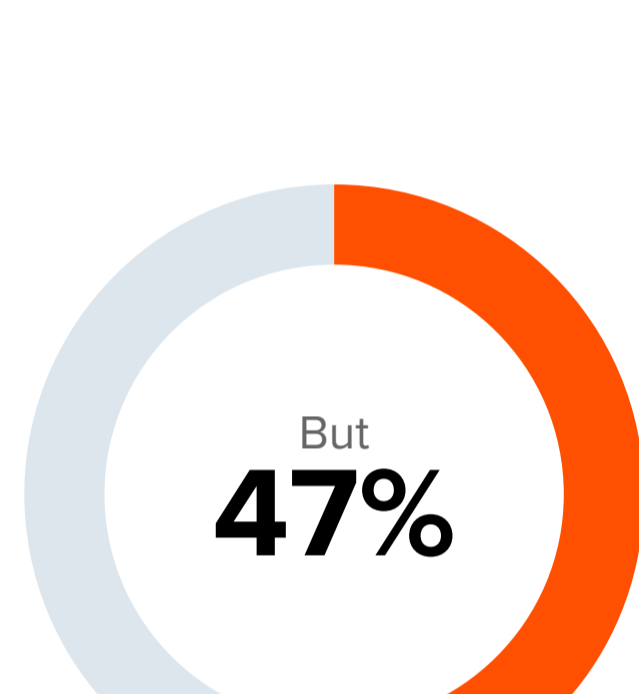


It's time to become a MORE PRODUCTIVE business

Break Free from Legacy to Gain Agility



Roughly **50%** say launch times for new products four to five years from now need to be cut in half.¹⁰



But **47%** say their teams are spending too much time on maintaining legacy infrastructure.¹¹

Build a Smarter, More Productive Business with EDB Postgres™

Enterprise Postgres makes your business smarter

Today, **disruptive companies** are using EDB Postgres™ to outmaneuver competitors

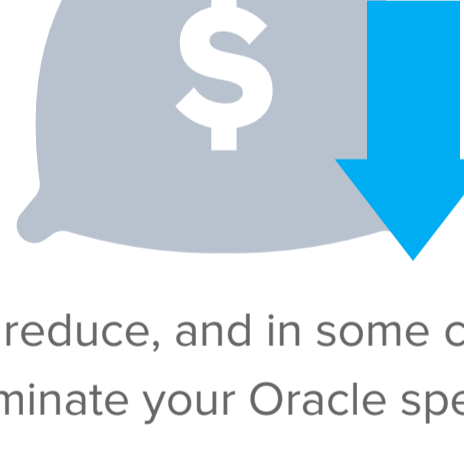
By automating database deployments, you can realize a faster time to value for new applications and reduce your cost of innovation. Plus, by changing the fundamental composition of your largest software cost (legacy database), you can allocate more funds to the development of innovative solutions.



Enterprise Postgres helps reduce risk to your business

Open source reduces your risk of getting locked into a platform, as well as your risk of expensive, overreaching Oracle® audits

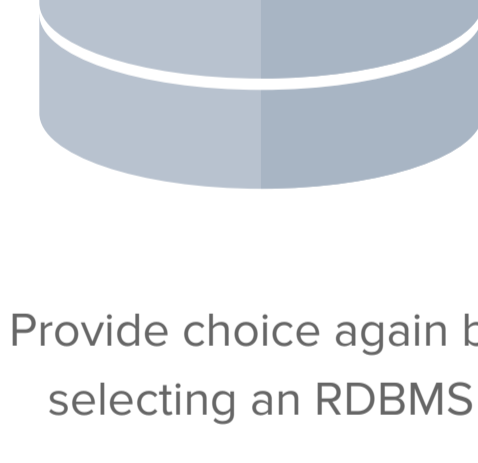
EDB Postgres, an open source alternative to Oracle, can help you realize up to 80% savings on your current licensing costs—freeing up budget to help innovate and grow your business.¹²



Cap, reduce, and in some cases, eliminate your Oracle spend

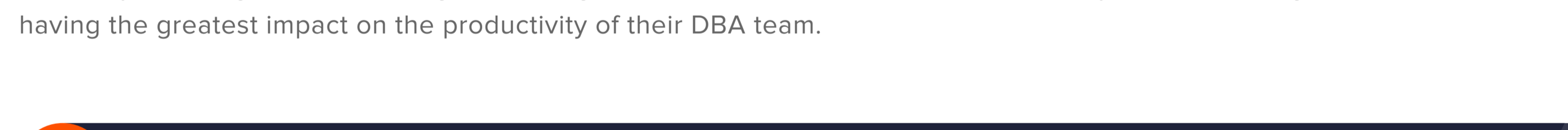


Mitigate the impact of ULA's



Provide choice again by selecting an RDBMS

The Oracle database compatibility features of EDB Postgres reduce the risks of adopting a new RDBMS, leverages your developers' existing skill set and integrates smoothly into your remaining Oracle applications with replication or database links.



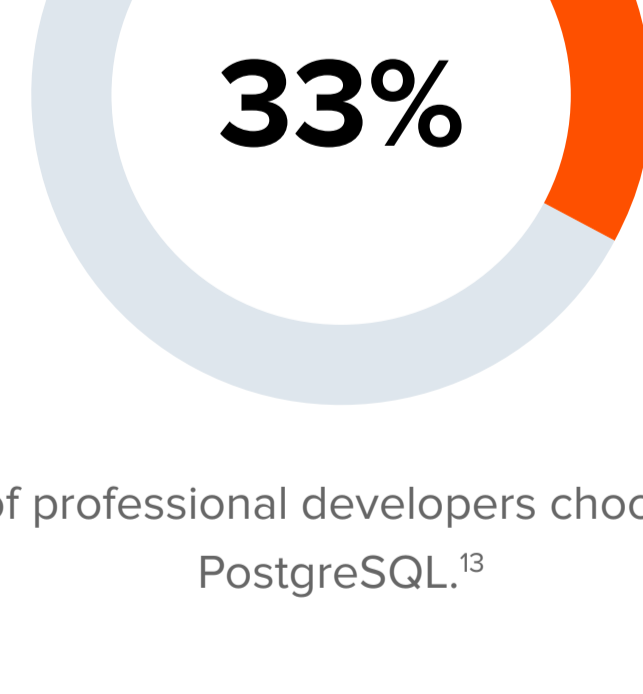
of surveyed IT organizations using EDB Postgres Advanced Server identified the ability to use existing Oracle DBA skills as having the greatest impact on the productivity of their DBA team.

Enterprise Postgres makes your business more effective

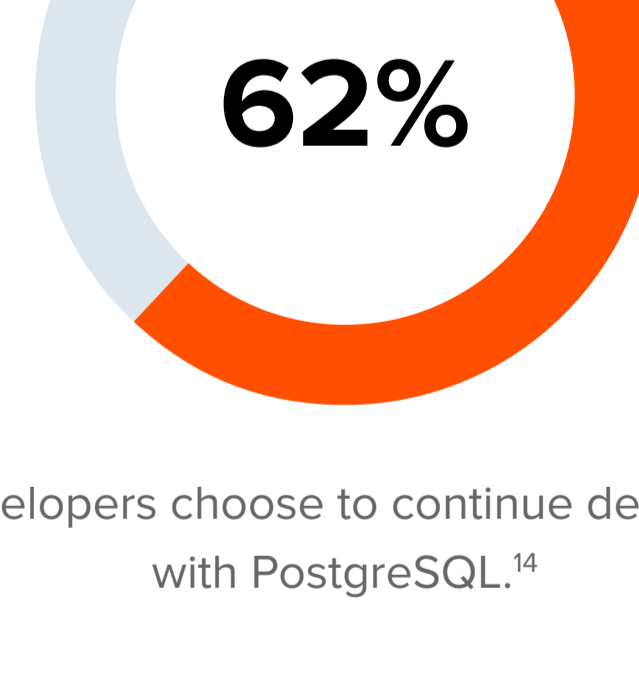
Despite all the NoSQL hype, EDB Postgres remains the most ideal general purpose database

Whether your goal is reporting, inline analytics or just supporting a new business process, you can use EDB Postgres to be more effective. Give users the flexibility to treat their database as a single pool and enable access through many different access patterns.

Enable developers to automate database and application deployment with their most used and most loved database.



of postgres developers choose PostgreSQL.¹³



of developers choose to continue developing with PostgreSQL.¹⁴

Plus, you can overcome the disadvantages of large, monolithic databases, with a microservices architecture supported by containerized databases. EDB Postgres makes it **easy to develop, deploy, and scale** new applications, due to their portability, efficiency, and manageability.

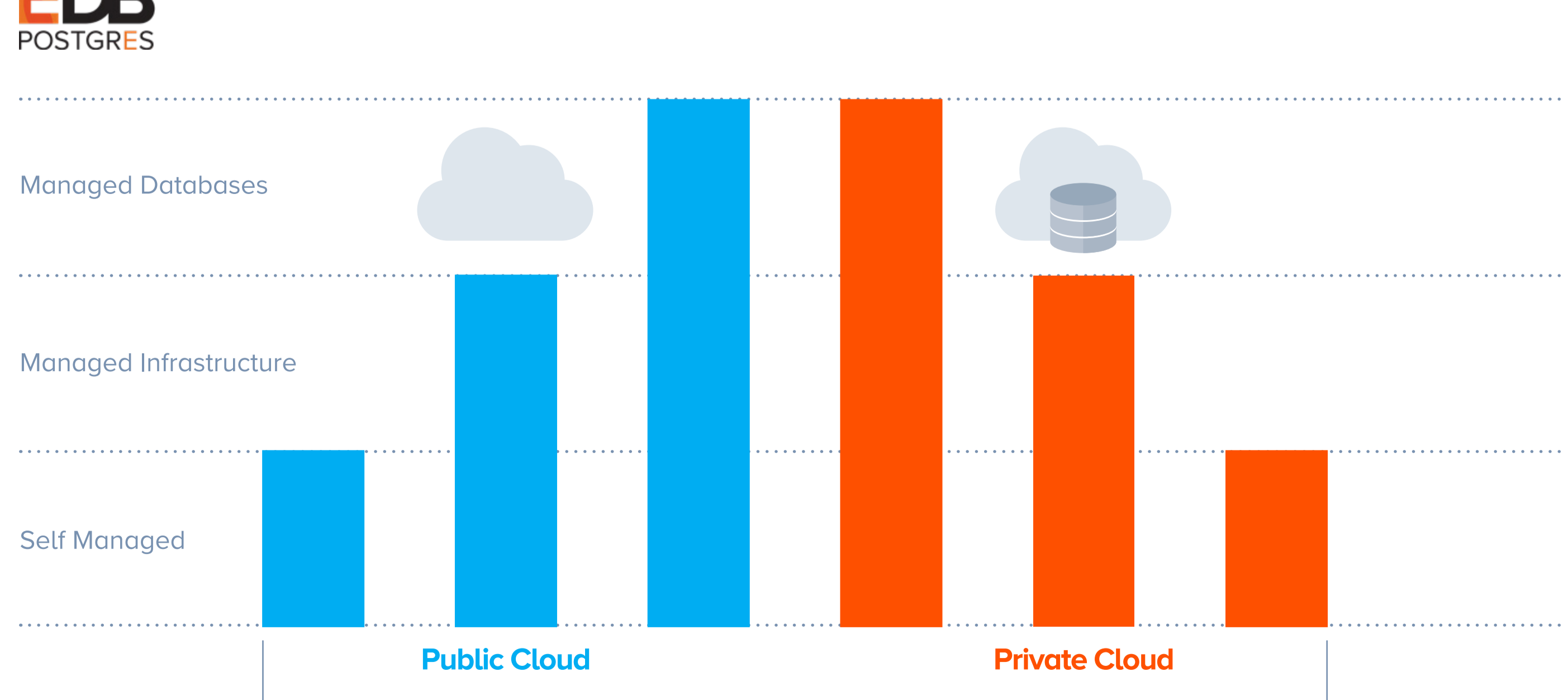
Take Postgres Everywhere

Same Postgres Everywhere—on premises, public and private cloud, and containers

PostgreSQL is once again the DBMS of the Year, as identified by **DB-Engines**, as a popular alternative to legacy databases, like Oracle. Leverage enterprise-ready EDB Postgres—a Postgres-based data management platform, optimized for greater scalability, security, and reliability—to enjoy the benefits of open source and access additional enterprise tools and capabilities for backup, disaster recovery, replication, monitoring, and data migration.

Plus, contemporary IT leaders are shifting their legacy databases to the cloud at an impressive rate. If you want to be highly innovative and lower your operational risk, consider your options for Postgres in the cloud.

As much or as little control as you need



Used across the world in **organizations of all types and sizes**, EDB Postgres is deployed in today's most popular environments. Depending on how much control or support you need, EDB has an option.



One Postgres on premises or in the cloud



Greater control over environment and databases



Enhanced Postgres with Oracle® compatibility features

Sources

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