THE DIGITAL GENERATION TAKES ON DBaaS —

How Today's Wired Workers Will Transform Your Business's Future

UNISYS

EXECUTIVE SUMMARY

Digital workers are taking over the enterprise, many of them Millennials. While this generation has the right skills to help enterprises create digital businesses, their expectations for workplace tools and collaborative environments are higher than ever.

IT leaders can meet them with Database-as-a-Service (DBaaS) offerings that enable employees to quickly and easily provision, acquire, and leverage cloud-based database services. DBaaS can serve as the ultimate sandbox for IT teams to build new apps and develop new skills and for organizations to accelerate their digital transformation. DBaaS resources can also help prevent IT workers from "going rogue" and provisioning their own tools, which can create unexpected vulnerabilities.

Move faster, access the latest technologies, and keep your staff focused on innovation with DBaaS.

Learn more at **unisys.com**.

WHY LIVE WHEN YOU CAN RULE?

The digital generation has arrived in modern enterprise, and these technology-savvy workers are rewriting the rules of hiring and development. Digital-generation workers have higher expectations of their employers and won't wait around for the tools and assignments they want to develop their skills — and build their careers.

Millennial workers are swelling their ranks. In 2015, they became the largest generation of workers in the United States.[1] This group is in top demand. And they know it.

Traditional enterprise can compete with startups by offering digitally skilled employees of all ages the opportunity to work on cross-functional teams or serve in innovation centers or on digital "SWAT" teams where they can constantly create, test, and learn. And database-as-a-service (DBaaS) offerings, which allow any employee to provision significant computing power on demand, can help. IT leaders can simplify and institutionalize the process of IT innovation by offering DBaaS to their product management and IT teams.

DBaaS provides turn-key, pay-as-you-go access to the workhorses of industry: databases that can be stood up as individual instances or linked to create a robust development, testing, or production environment. Leading industry providers do the heavy lifting with DBaaS, providing both the technology and the automated services, including provisioning, administration, backup, recovery, tuning, scaling, and security. While multitenant DBaaS services are available over both the public and private cloud, enterprises typically select private cloud environments to enhance data security and their control over services.

STAND AND DELIVER WITH DBaaS

DBaaS offerings enable every IT worker to be an innovator. With low-cost, immediate access to powerful resources, IT teams can test ideas and scale fast. Constant collaboration with inner stakeholders via Agile and Scrum processes keeps innovation focused on business results.

There's much to transform in traditional enterprise. Financial services, life sciences, and other commercial companies are racing to accelerate the pace of innovation and create innovative digital business models, unlocking new revenues. And in the public sector, IT workers are using digitization to transform service models, go paperless, and enhance public safety and security. Globally, public sector digitization is a trillion-dollar challenge, offering plenty of opportunity for digitally skilled workers.[2]

A Unisys study identified gaps enterprises currently face with digitization.[3]

HOW UNISYS DBaaS MEETS ENTERPRISES' DIGITIZATION GOALS

	NEED	OPPORTUNITY
61%	Implementing data analytics tools to better understand end users	DBaaS-powered applications can provide intelligence to help improve the work experience for all employees.
58%	Modifying the customer experience to provide more or better service	DBaaS instances are typically used for customer-facing apps, the number-one priority for digitization.
56%	Using analytics to predict and prevent cyber security threats	DBaaS can provide better, faster access to data that historically has been buried in silos.
53%	Deploying cloud-based applications and/or services	DBaaS offers instant access to tools for innovation.
50%	Developing mobile applications for customers and clients	DBaaS can be used to help enterprises develop the apps they need to move swiftly to a mobile-first world.

THE DIGITAL IMPERATIVE:
COMMIT TO CONSTANT TRANSFORMATION

IT leaders can keep digital-generation workers engaged—and rapidly evolve their understanding of the business by involving them in cross-functional teams that design an end-to-end customer experience. By working with marketing strategists, business analysts, product owners, and others, digital-generation workers can analyze all sides of business challenges with their colleagues, add iterative functionality, and stitch together processes to build a digital business that's both proactive and predictive.

Digital-generation workers can quickly see the results of their labor. McKinsey says digitizing information-intense processes can cut costs by 90% and improve turnaround times by "several orders of magnitude."[4] Since most of the current work in digitizing businesses is customer-facing, digital-generation workers can make a significant impact on the business as they receive real-world—and often real-time—feedback on their DBaaS innovation efforts.

THE UX OF A GREAT IT CAREER

Digital-generation workers want to be in the center of constant change. Forward-thinking organizations are rethinking talent development paradigms, adopting new technologies (such as social tools), and doing reverse mentoring so the digital generation can share their insights with less tech-savvy workers. Constantly creating with DBaaS and DevOps is the new normal. Say goodbye to showy hackathons and innovation days. Say hello to midnight pizza and Slack messaging sessions.

DIGITAL DEMANDS:
DIGITAL WORKERS EXPECT EXCEPTIONAL TOOLS AND SERVICE

Digital-generation workers also expect easy access to tools to do their jobs. Accustomed to streaming services, one-click ordering, and online sharing and other metrics, they want the right resources—right now. A recent Unisys/IDG study found that:

52% demand that data be more accessible and searchable.

48% expect data analytics tools to be well-integrated and supported.

43% say there should be better integration between on-premises and cloud applications and data.[6]

And if they don't get what they need? Then "shadow IT" can be a big problem with this group.

80% of employees have admitted to using non-approved SaaS apps to "get work done."[7]

38% say IT approval for new software apps is too slow.[8]

12% say IT restrictions make it hard to do their job.

By allowing digital workers to provision their own DBaaS instances, enterprises can give them the freedom and immediacy they covet, while still enabling IT managers to maintain overall control over cloud-based resources.

> *"Some 60% of digital leaders realize that experimentation is the best way to define their digital strategy and do so via limited releases and prototyping.[5]"*
>
> –McKinsey

UNISYS AND MICROSOFT:
A TECHNOLOGY PLATFORM THAT DELIVERS

IT leaders should empower their digital workforce with DBaaS. Unisys offers DBaaS instances based on Microsoft SQL Server 2014 technology, voted the least vulnerable server platform five years running. It's easy to quickly provision database instances for your workers and team, scale services when needed, and pay the bills — since usage is based on a consumption, subscription-based model.

DBaaS should be in every developer's toolkit. Is it in your company's?

THE TOP 10 REASONS TO USE UNISYS DBaaS INSTANCES

Here's how your company could use Unisys's DBaaS instances based on Microsoft SQL Server 2014:

SPEED UP INNOVATION WORK.
Ditch slow provisioning times and database maintenance and management processes. Accelerate development timeframes with fast access to enterprise-level Unisys DBaaS services, based on Microsoft SQL Server 2014. Use agile processes, providing the business with functionality they can interact with—and approve.

INCREASE PRODUCTIVITY AND VALUE.
Use Unisys DBaaS services and support so you can deploy your IT staff on projects that create new capabilities, rather than just keep systems running.

DRIVE DIGITIZATION DEEPER INTO THE ENTERPRISE.
Build business capabilities that not only transform the customer experience but also streamline internal processes. Link front-end customer systems with back-end systems of record.

SCALE WITH BUSINESS GROWTH.
Add more DBaaS capacity quickly when business conditions change, application workloads grow, or you need to meet seasonal demand.

BOOST PERFORMANCE.
SQL Server 2014 has in-memory built in, speeding transaction speeds by a minimum of 10X and up to 50X with new and existing SQL Server apps. Select only highly utilized tables to be in-memory, using firepower where it's needed and ensuring interoperability with other databases.

SIMPLIFY AND CONSOLIDATE.
Access DBaaS resources when and where you need them. Reuse Unisys's Microsoft SQL Servers and storage again and again. End the era of utilization rates as low as 5% for on-premises servers, as well as the need to maintain aging systems.

GET THE BEST QUALITY.
Access Microsoft SQL Server 2014 high-availability databases, automated processes, and service-level agreements (SLAs) that guarantee load balancing and security. Failover and backup services protect your data and processes from disruption.

MAKE THE MOST OF YOUR IT BUDGET.
Pay for only the services you use, eliminating capital expenses for costly expenses and operating expenses dedicated to database maintenance. Start DBaaS instances and cancel them when they are no longer needed.

GET THE BEST TECHNOLOGY.
Unisys DBaaS services, based on Microsoft SQL Server 2014, give you the memory, storage, and backup capacity you need, at scale that ranges from micro-instances up to 1 TB of compute power.

RECEIVE COMPREHENSIVE IT SUPPORT.
Unisys provides the full suite of DBaaS services including patching and updating. We also offer complex deployment support for migrating legacy databases and architecting data laboratories.

Find out how Unisys can help you give digital generation workers the solutions and support they want, without sacrificing control, visibility or security.

Contact us at **DigitalGen@unisys.com** and learn more at our digital generation resource center.

WWW.UNISYS.COM/GENERATIOND

ABOUT UNISYS

Unisys is a global information technology company that solves organizations' most pressing IT and business challenges. With more than 20,000 employees serving clients around the world, our offerings include cloud and infrastructure services, application services, business process outsourcing services, and high-end server technology. For more information, visit **www.unisys.com**.

We are Unisys and we're putting our enterprise expertise in your hands. Destroy the barriers to unleashing your innovation. Get started with DBaaS instances today.

[1] Nolan Feeney, "Millennials Now Largest Generation in the U.S. Workforce," *Time*, May 11, 2015, http://time.com/3854518/millennials-labor-force/.

[2] Cem Dilmegani, Bengi Korkmaz, and Martin Lundqvist, "Public-Sector Digitization: The Trillion-Dollar Challenge," McKinsey, December 2014, http://www.mckinsey.com/insights/business_technology/public_sector_digitization_the_trillion_dollar_challenge.

[3] "Creating the Digital Business: Easier Said than Done," Unisys infographic, undated, http://assets.unisys.com/Documents/Microsites/DigitalGeneration/INFO_CreatingTheDigitalBusinessEasierSaidthanDone_generationd.pdf.

[4] Shahar Markovitch and Paul Willmott, "Accelerating the Digitization of Business Processes," McKinsey, May 2014, http://www.mckinsey.com/insights/business_technology/accelerating_the_digitization_of_business_processes.

[5] Driek Desmet, Ewan Duncan, Jay Scanlan, and Marc Singer, "Six Building Blocks for Creating a High-Performing Digital Enterprise, McKinsey, September 2015, http://www.mckinsey.com/insights/organization/six_building_blocks_for_creating_a_high_performing_digital_enterprise.

[6] "Creating the Digital Business," infographic, ibid.

[7] "The Digital Generation and the Enterprise IT Gap," Unisys infographic, http://www.unisys.com/ms/digitalgeneration.

[8] "Will the Digital Generation of End Users Be the End of IT Visibility and Control?" Unisys infographic, http://www.unisys.com/ms/digitalgeneration/end-user-services.