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**Stage 1 asset:   
The Ultimate Guide to Reducing Your TCO with EDB Postgres**

Business leaders are constantly searching for ways to minimize expenses and optimize their technology's total cost of ownership. They want to ensure their database technology runs optimally without incurring hidden costs.

Migrating from traditional RDBMS to open source platforms makes good business sense. It can maximize data flexibility, increase your ability to update applications as requirements change, and enhance scalability quickly.

Read “The Ultimate Guide to Reducing Your TCO With EDB Postgres,” which discusses how to:

* Lower IT costs
* Avoid vendor lock-in
* Leverage existing developer experience
* Future-proof your technology

Read the eBook from EDB to learn more!

**Stage 2-4 asset:**

**3 Ways to Reduce Your TCO With EDB Postgres**

Dear #First\_Name#,

Thank you for recently downloading “The Ultimate Guide to Reducing Your TCO With EDB Postgres,” sponsored by EDB.

We’d also like to offer you this guide about migrating your databases and three approaches to reduce your total cost of ownership (TCO). Click [here](https://activatems.box.com/s/kpjb8vs2d9besr3po7g2qdsamnx1z5we) to download.

In the guide, you’ll learn how organizations are migrating from traditional RDBMC to open-source platforms and reducing operating costs by up to 80%.

You will learn how to:

* Optimize your software costs
* Improve process efficiency
* Increase automation
* And much more!

Read the EDB guide to learn how to reduce your software operating expenditures, streamline migrations, automate administrative tasks, enhance operational efficiency, and deliver greater value.

EMAIL #3

**Asset: How to Transcend Cost Unpredictability, Vendor Lock-in, and Inflexibility With Postgres and EDB**

Subject Line: How to Transcend Cost Unpredictability, Vendor Lock-in and Inflexibility

Dear #First\_Name#,

Thank you for recently downloading the guide from EDB on migrating databases and reducing your TCO.

Also, click [here](https://activatems.box.com/s/wapbg2d4fcxgadwl87skyv7haaykzbdf) to download this eBook that shows how three leading organizations are escaping legacy databases to decrease TCO. You’ll learn how to:

* Avoid expensive Oracle licensing fees
* Migrate to the cloud cost-effectively
* Lower your IT costs

Read the eBook from EDB to learn more!

Sincerely,

Nina Ridgeway

Biz-Tech-Insights

[END]