



## DataDirect Helps Unisys Customers Increase Efficiency and Reduce Production Costs

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**Goal:** Provide seamless ODBC data connectivity from Hermes product to its customers' existing databases and software packages.

**Why they embed DataDirect:** DataDirect drivers provide the answers to their customers' connectivity needs.

**Business benefits:** Offloading the data connectivity to a proven vendor like DataDirect allows Unisys to focus on its core business activities.

**Technical benefits:** Connectivity across multiple databases and disparate platforms, which is vital for a publishing solution.

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Giorgio Colagrossi  
R&D Architecture Manager,  
Unisys Global Media

Unisys Global Media embeds DataDirect Technologies' wire protocol ODBC driver for Oracle within Hermes, its news content manager. As a result, Unisys customers have fast-to-the-wire access to Oracle databases and seamless integration between Unisys' editorial solutions and their existing databases and software packages.

DataDirect's wire protocol Oracle driver enables Unisys to simplify and speed up information access within Hermes, increasing control over the entire production process for newspapers—from editorial creation and electronic pagination through to archiving systems. Ultimately, Unisys customers will be able to publish newspapers more quickly, increase their efficiency and reduce production costs.

"As a growing e-business solutions provider supplying publishing services to the media industry, it was vital for our solutions to be able to communicate with competing applications and databases," said Giorgio Colagrossi, R&D architecture manager, Unisys Global Media Industry. "We considered a number of vendors, but given DataDirect Technologies' proven leadership and reputation in the industry, it was a natural choice.

We have found in DataDirect's wire protocol ODBC driver, the answer to our customers' connectivity needs plus a reliable technological partner that fits into Unisys' IT strategy. The implementation was completed quickly and efficiently. It also gives us the opportunity to focus on our core business activity—offering more value to our customers by providing the best solutions we can."

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For more information, go to:

[www.datadirect.com](http://www.datadirect.com)

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