IBM ®

Company Name,
123 Street Address,
City, ST 12345

DB2. Information Management Software

Sample A. Sample
Company
123 Any Street
Any Town, NY 10010
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

A short message from IBM about long-term commitment for IDS.

A personal invitation to (INFOBAHN EVENT TITLE)

Dear Sample A. Sample:

An investment in technology is an investment in the future. Your return on that investment should not be diminished by changes in technology or a lack of support. Now IBM's commitment to Informix® Dynamic Server should reassure you on both counts.

Upgrade to IDS v9.4 today. Meet the growing challenges of transaction processing tomorrow. Our newest release, IBM Informix Dynamic Server, version 9.4, is designed to help lower your total cost of ownership, decrease development cycles with rapid deployment capabilities and provide you with continuous availability of mission critical data and applications.

Significant enhancements that make an upgrade smart business. IDS v9.4 is up to 15% faster than its recent predecessors, but speed is not the only advantage. Your business can also benefit from increased memory-handling performance, optimum data availability for mission-critical applications and a new focus on security, including secure over-the-wire encryption and improved user authentication. Plus, you'll have another financial advantage: automated backup and restore functions that eliminate manual administrative tasks. These enhancements can save you both time and money.

New advances that add optimum flexibility and versatility. IDS v9.4 and WebSphere® Application Server have been enhanced and rigorously tested to work together seamlessly, efficiently and productively. And now they're available as an attractively priced bundle to help you build a comprehensive, integrated e-business infrastructure. Bottom line benefit: an unprecedented leveraging of your existing investment in IDS.

Whatever your needs, if you've been thinking about the long-term future of your IT assets, it's time to make IBM support for Informix Dynamic Server top of mind. To attend our informative and rewarding Infobahn event (TITLE HERE) on (DATE AND TIME HERE) visit **ibm.com**/TBD to register.

Yours truly,

Name
Title

P.S.: Get more from your data and more for your money. Make sure you visit
ibm.com/software/data/informix/offers.