



Why this acquisition ?

IBM bought Informix Software, the database company, because we recognized the value inherent in the powerful open system database products they marketed and the complementary nature of our two businesses. Now that the acquisition is complete and we have heard from customers, analysts, and our new employees, we believe more than ever that the combined operation will lead the industry and offer huge benefits to customers.

It was clear from our initial meetings that IBM and Informix have shared many goals and strategies for a number of years, and because of this our new enterprise can chart a successful course from day one based on these shared principles. These include:

Customer Service and Support

A complete dedication to customer service and support. Informix understood, as does IBM, that customers and partners make an important investment in the future when they select our technology. Both companies have always endeavored to put these customer investments at the front and center when evolving technology, providing services and delivering support. IBM is an acknowledged leader in support worldwide and, prior to the acquisition, Informix had been rated number two in a number of independent surveys. The combined company now nearly doubles its database knowledgeable service staff and is free to adopt from both organizations the most successful practices to deliver the best customer support in the industry - support that is clearly superior to competitors and differentiated by its quality, timeliness and cost effectiveness.

Research and Development

A vision of the database as being key to customers' operations has led both companies to continue to invest heavily in Research and Development. IBM created the original relational database system and has innovated continuously ever since. DB2 is a leader in web connectivity, application server integration, automated tuning, SQL standards, optimizer technology, scalable/manageable databases, integrated data mining technologies and a host of other areas. Informix was among the first database vendors to embrace Unix and the open systems movement, and has pioneered developments in parallel databases, object relational technology, and invented the concept of DataBlade modules by which business logic can be built into the database. The combination of these two powerful organizations means customers can expect even more innovative, high quality and high performance products in the future. We

continue to believe that use of our technology can deliver competitive advantage and real business benefits to our customers.

Strongest portfolio in the industry

The combined product portfolio is by far the strongest in the industry. IBM Informix brings a strong vertical market focus and mature offerings as exemplified in the DataBlade technology and the IDS server. Business Intelligence products include the IBM Red Brick Warehouse, which is ideal for partners and customers moving to implement low cost data marts. IBM's own DB2 is a leader in OLTP and Business Intelligence applications and has demonstrated awesome performance in key audited industry benchmarks, making it the top choice for deployment in a wide variety of roles in the enterprise, including the ability to manage and leverage all forms of information (traditional structured and non-traditional unstructured). IBM brings its strong middleware and tools offerings to the Informix customers. These IBM products and the integration of them to work with IBM Informix database products will raise the value of the customer's investments in IBM Informix technology.

Commitment to Open Systems

Both companies have demonstrated a commitment to an open systems approach that includes not only support for industry standards, but also acknowledgement of the key role that partners play in delivering best of breed solutions. Informix has a twenty year history of working with VARs, ISVs and other partners to deliver applications, and has consistently derived a large portion of its revenue from these channels. IBM has invested heavily in supporting partner applications and making DB2 the database of choice for a long list of leading industry applications including Baan, SAP, Siebel, Peoplesoft and hundred of others. Moving forward, the combination of the two businesses will result in even more attention to partners and support for their applications. All this results in delivering true 'best of breed' applications to customers, again in marked contrast to competitors whose one size fits all approach often results in frustration, high costs, competition with partners and customer alienation.

For all these reasons we are confident that IBM now has the strongest products, technology, service and support in the database industry, and is the undisputed leader in database innovation, quality and customer satisfaction. With our superlative combined team we know we will continue to provide the best value to our customers and partners.

Notice:

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