

Save up to **60%**
when you upgrade
your IDS v7 to IDS v11

*Performance. Scalability. Security. Flexibility.
These are some of the reasons why customers
on older versions are upgrading to
Informix Dynamic Server (IDS) v11 now.*

Upgrade to **IBM Informix Dynamic Server v11** Now

Why Upgrade Now?

- **End of Support for IDS v7:** IDS v7 customers have a significant reason to upgrade because the Services for IDS v7 will end Sept 2009.
- **Availability:** Improvements to Enterprise Replication (ER), High-Availability Data Replication (HDR), and Backup and Restore elevate IDS availability to near continuous uptime. Achieve 99.999% availability.
- **Simplified Administration:** Improvements to administration features further reduce the already low administration requirements of IDS-making it the superior choice for industrial-strength embedded solutions.
- **Performance:** IDS v11 is 25-40% faster than IDS v7 and 15% faster than IDS v9.
- **Security:** New security features comply with corporate governance standards, such as Sarbanes-Oxley, Basel II and HIPAA (Health Insurance Portability and Accountability Act).
- **SWG Interoperability:** IDS v11 is supported by more IBM Software Group's portfolio, including software products from WebSphere, Rational, Tivoli and Information Management than previous versions
- **Application Development:** IDS v11 provides deep support of Java/ Eclipse, Microsoft .NET, and PHP, providing tremendous flexibility in programming environments to application developers.

Try out IDS v11 for yourself

Download the **IBM Informix Dynamic Server Developer Edition**.

Don't miss this
limited time special offer.
Offers valid until
30 November 2009

For more information call
1 800 88 1155 or email to
direct@my.ibm.com

Terms & Conditions

- IDS v7 End of Support on 30 September 2009
- Offer trade-up at similar price to IDS v11.5 renewal
- Include IDS v7, Standard Engine and Online (Classics)
- No reinstatement charges for lapsed IDS v7 licenses with this offer
- Available to IDS business partners to offer directly to customers
- Validity until 30 November 2009

Why IDS v7.31 Customers Should Upgrade Now!



Industry's lowest cost of administration

- Do more with less hardware and DBA resources
- Invisible – Hands free administration
- “Set it and Forget it”
- Legendary reliability



Enhanced Resiliency

- Achieve up to 99.999% Availability
- Continuous availability and disaster recovery regardless of geographic location
- HDR technology extended with multiple remote secondary servers
- Simple, low cost shared disk cluster solution
- HDR, Enterprise Replication, shared disk clustering and multiple remote secondary servers all integrated within one data server



Now even easier to manage

- New Open Admin Tool for IDS
- Administration API and Scheduler
- Dynamic logging
- Table level point in time restore
- Online index rebuild
- Silent install, deployment wizard, configurable footprint
- Ontape backup to directory
- Online information Center
- Index self-join
- Inline upgrades without taking the server down



Safe and Secure Information

- Meet regulatory requirements
- Column level encryption
- Pluggable Authentication Modules (PAM)
- Label-based Access Control (LBAC)



Flexible Application Development

- New IBM Data Studio tooling
- Web 2.0
- Updated APIs, including Ruby on Rails, PHP, .NET, Java and Perl
- SQL enhancement, including ANSI standards
- Extensibility with spatial, geodetic, time series, MQ and other extended data types



Improved Scalability and Performance

- 30 - 50% faster than IDS v7.31
 - Increased parallelism
 - Non-blocking checkpoints
 - Optimistic concurrency
 - B-tree scanner improvements
- Manage larger volumes
 - Chunk size up to 128 petabytes
- Manage memory more efficiently
 - Configurable page size
 - Shared memory segments >4GB
 - VP private memory
 - SQL Statement cache
 - Buffer management
- Maximize hardware capabilities
 - 64-bit support on Linux, Unix and Windows
 - Cooked files support, KAIO

“ As an integral element of IBM's data server business, the future for IDS is very bright. IDS 11 marks the second major release since IBM acquired Informix. Our current product plans outline significant technological enhancements through the next five years, consistent with IBM software policy with regard to product strategy roadmaps. You can have confidence that new and existing Informix database software investments will retain their strong standards and business relevance moving forward. ”

- **Ambuj Goyal, General Manager, IBM Information Management Software**

“Informix Dynamic Server has helped make us the predominant site on the Internet for skill-based game tournaments. We're seeing such extreme performance improvements that our speeds are now serving as a benchmark in the industry.”

- **Joe Bai, Chief Information Officer, WorldWinner (online game company)**

“IDS is a safe and scalable solution that enhances our system performance and is easy to use for local application developers.”

- **Wang Yan, China Mobile Network Management Department IT manager**

“This database has never been down except for server OS upgrades.”

- **Bob Ungaretti, CTO, Garrett Group Inc.**

“Informix IDS has been ... a very solid DBMS.”

- **James Xu, Safeway**

“The last unplanned outage was in 2004 when we had a massive power failure.”

- **Lennie Jarratt**

“Can't remember ever having an IDS related outage.”

- **Brian Grellinger, Doosan, Infracore America Corp**

Learn More

- Download IDS v11.5 Developer Edition at ibm.com/informix/new
- Assess your savings with the IDS ROI Tool:
<http://www-306.ibm.com/software/data/information/ids-roi-availability.html>
- Check out additional technical resources and information in developerWorks:
<http://www.ibm.com/developerworks/db2/products/informix/index.html>
- View more details about IDS v11:
<http://www-01.ibm.com/software/data/informix/ids/feature.html>
- IDS Upgrade Central. Get tips, tricks, planning information and everything you need to get started planning your move to IDS v11.
<http://www-01.ibm.com/support/docview.wss?uid=swg21259394>
- IDS 7 to 11 White paper (PDF, 88KB) – Read about all of the technology that has been added to IDS since version 7.31.