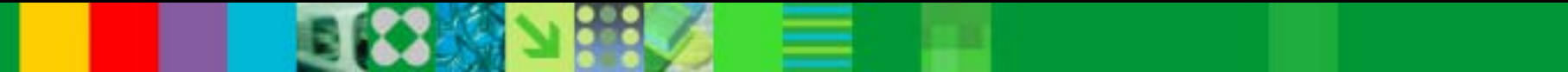# IBM Data Servers
Product Roadmaps and Sales Plan

Sean Spillane
Data Server Segment Sales

Thursday, March 14th 2003

DB2 Information Management Software

@business on demand software

Topics

- Update on Informix @ IBM

- IBM Data Management Product Portfolio
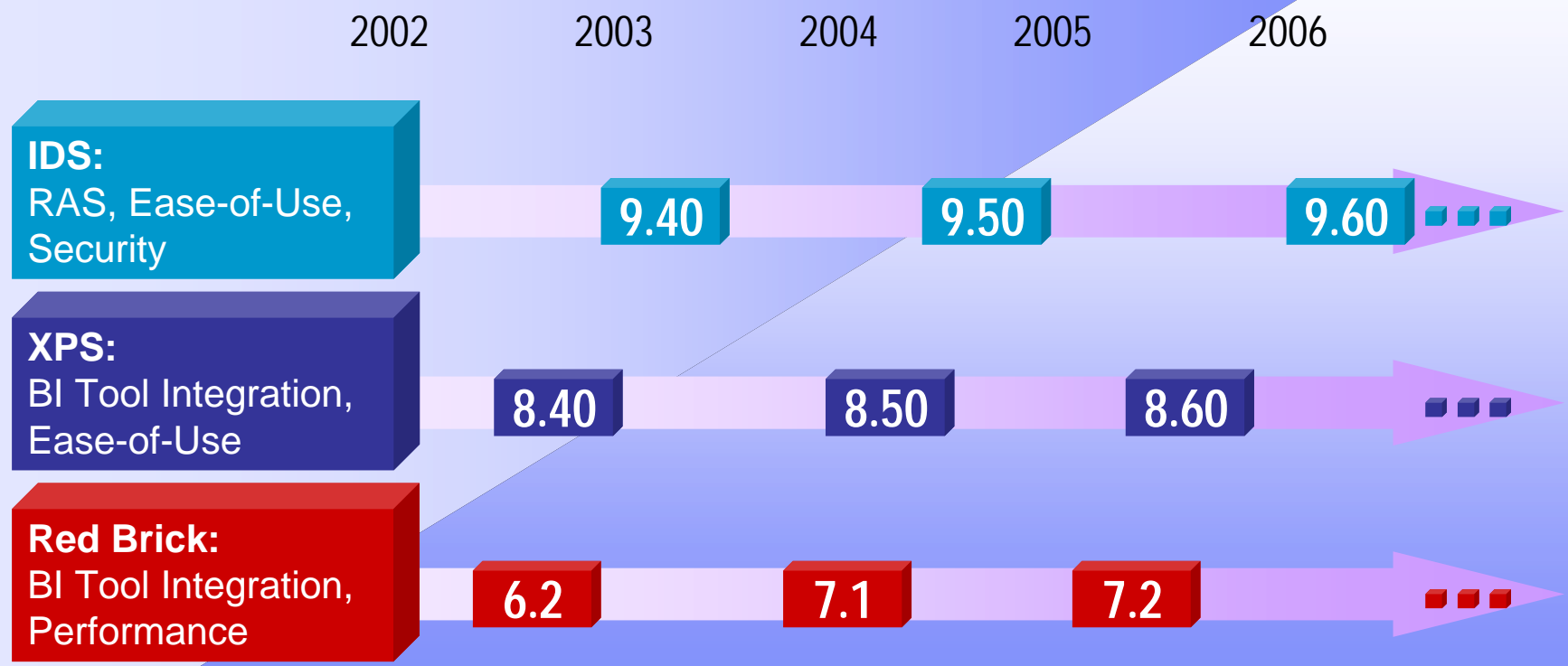
- Key Plays for 2003

Quick update on Informix @ IBM

- Loyalty to Informix products
    - Continued strong endorsement by customers
    - Continued strong investment by IBM

- Product roadmap
    - Shipped at least one enhancement release of all major products since acquisition
    - Future is very clearly defined

- Informix team
    - Integrated into a single Data Management team
    - Retention still very high

- Informix partnerships
    - Key part of the acquisition
    - Strong retention of Informix partners

Long term support and enhancements

Core Informix servers will receive <u>feature and quality</u> updates <u>every 18 months</u> for <u>as long as customers require</u>

	2002	2003	2004	2005	2006

IDS:
RAS, Ease-of-Use, Security

9.40   **9.50**   **9.60**

XPS:
BI Tool Integration, Ease-of-Use

8.40   **8.50**   **8.60**

Red Brick:
BI Tool Integration, Performance

6.2   **7.1**   **7.2**

Today, all Informix database servers continue to receive **equal or greater** level of development investment as prior to acquisition

BM Red Brick Warehouse Roadmap

2006

DB2 Interoperability Market, Technology & Customer Requests

Red Brick v7.2

DB2 Interoperability

Under consideration:
Market,
Technology trends
Customer
   Requirements
Quality

2005 **Completed**
GA'ed in Oct. '02
• ANSI SQL/OLAP functions
• Integrated Backup/Restore
• Query/Load Performance
2004 • Load/Export data in XML
• Performance monitor
• Locally segmented indexes
• Others ….

Red Brick v7.1

Under consideration:
• DB2 BI tools integration
• Performance Improvements to
   STARJoin and TARGETJoin
• Dynamic Smart Scan
• Self Tuning TMU Block Cache
   Surrogate Key Generation &
• Expression support in TMU
• Improve performance of
   aggregations,deletes, table
   scans, etc.
• Others .....
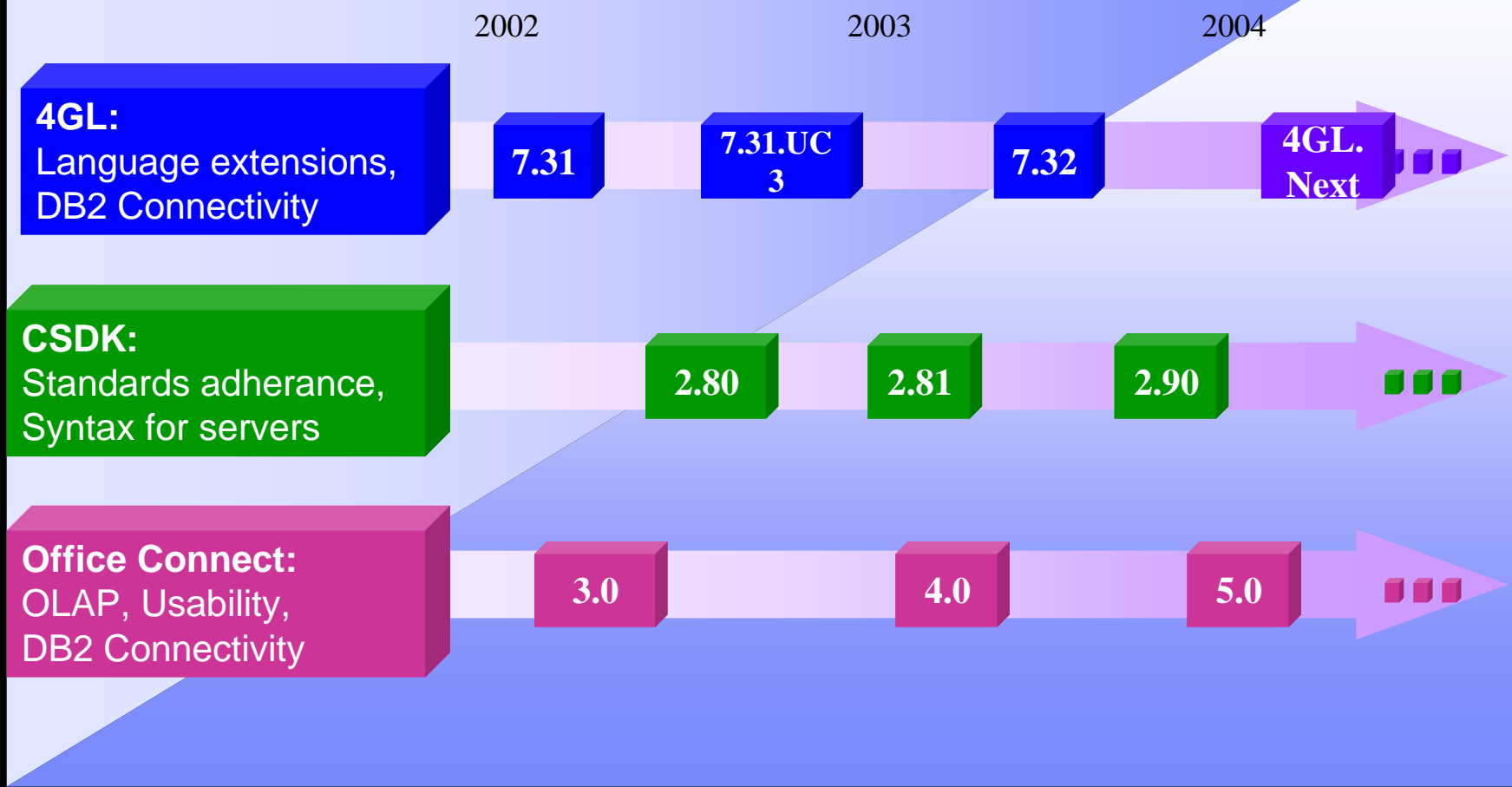
2003

Red Brick v6.2

2002 **Integrated Analytics**

Tools and Connectivity

Informix tools and connectivity are being **functionally enhanced** and many **will connect natively with DB2**

2002 2003 2004

4GL:
Language extensions,
DB2 Connectivity

7.31 | **7.31.UC 3** | **7.32** | **4GL. Next**

CSDK:
Standards adherance,
Syntax for servers

2.80 | **2.81** | **2.90**

Office Connect:
OLAP, Usability,
DB2 Connectivity

3.0 | **4.0** | **5.0**

Long term support and enhancements

IBM U2 databases will receive <u>feature and quality</u> updates <u>every 18 months</u> for <u>as long as customers require</u>

2002   2003   2004   2005   2006

UniVerse: Performance, Security, Standards

10.1   11.0   11.1

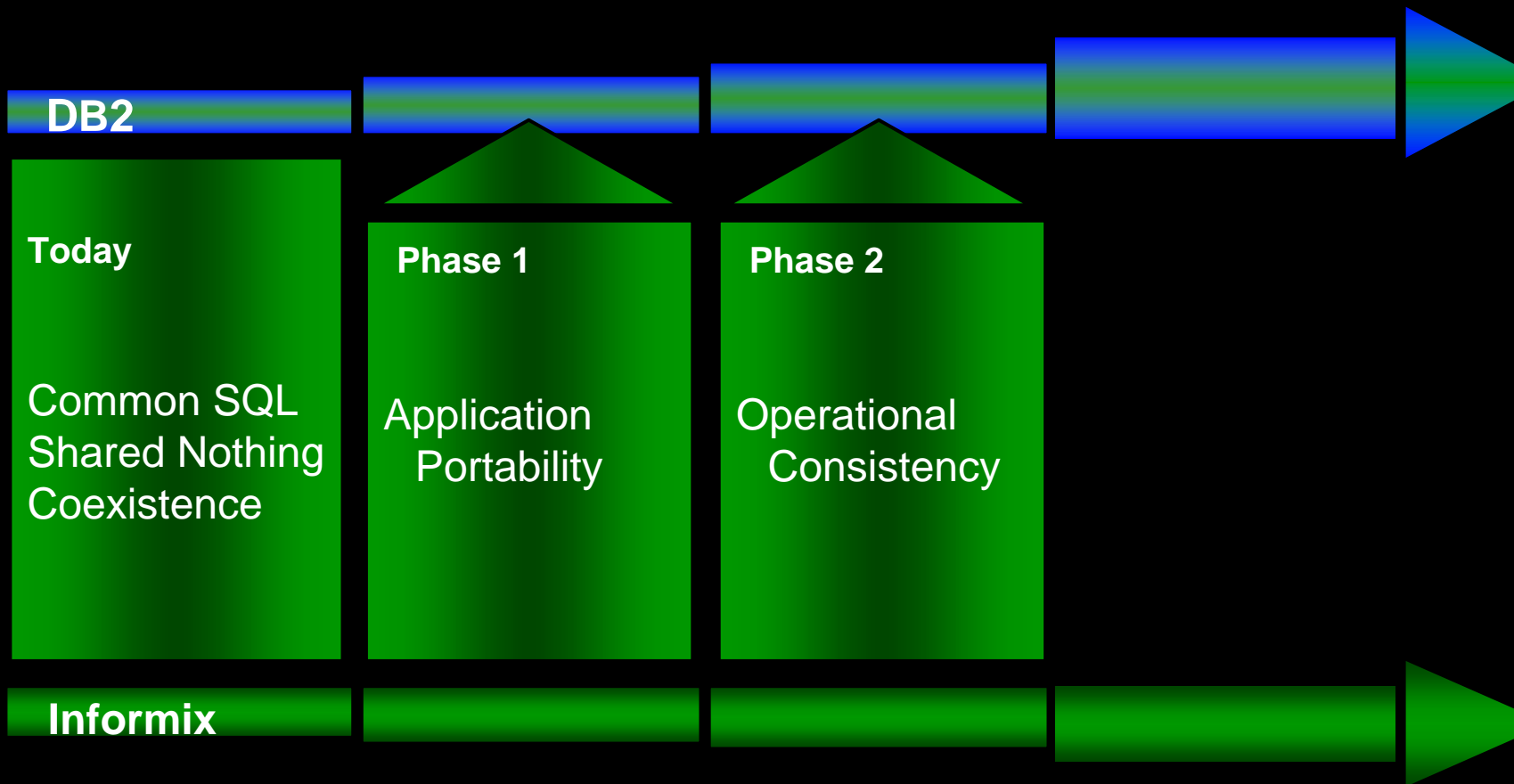**UniData:** Interoperability, Security, Usability

6.0   6.1   7

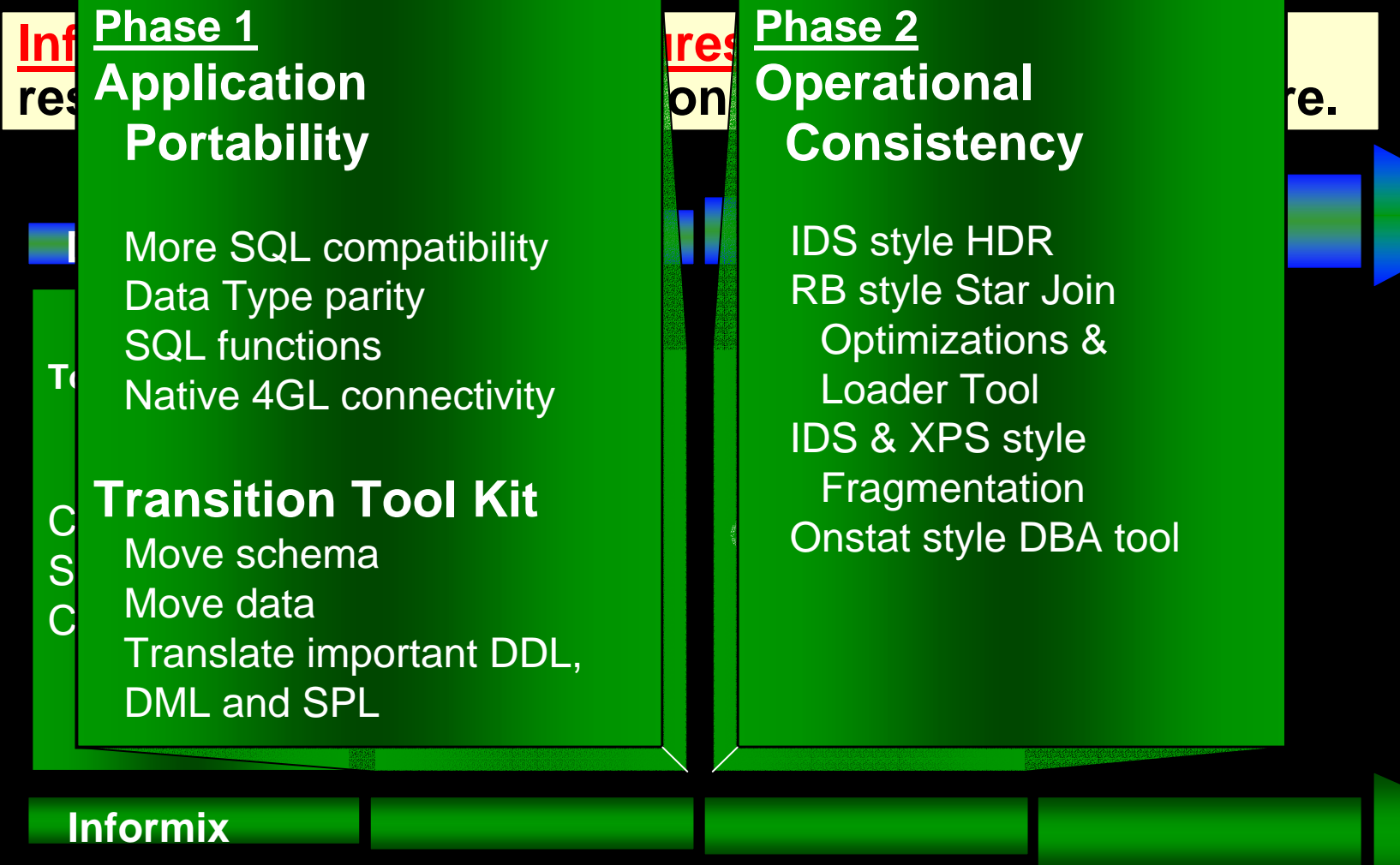Today, all U2 products continue to receive **equal or greater** level of development investment as prior to acquisition

nformix Compatibility into DB2

<u>Informix compatibility features complement DB2</u>
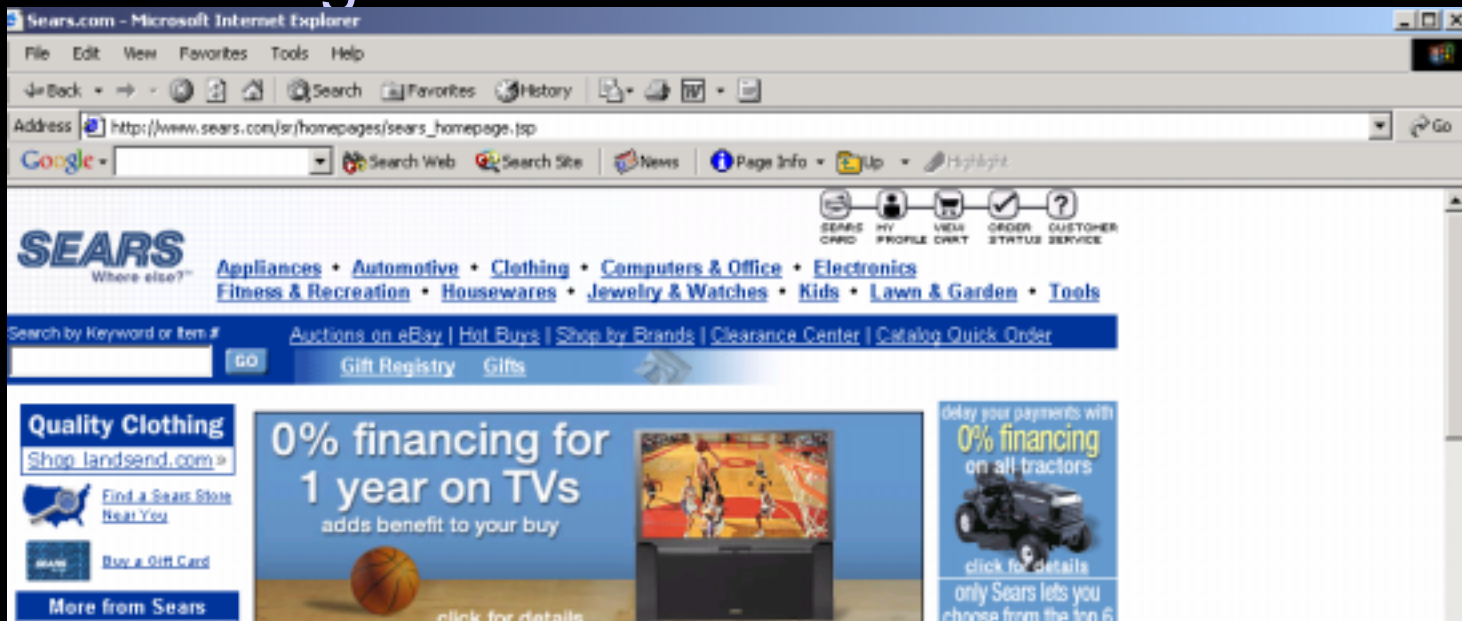**resulting in smooth transition path if customers desire.**

DB2

Today

Common SQL
Shared Nothing
Coexistence

Phase 1

Application
  Portability

Phase 2

Operational
  Consistency

Informix

nformix Compatibility into DB2

Inf ~~res~~ **ures** **on** **re.**

Informix

T

C
S
C

Phase 1
Application
Portability

More SQL compatibility
Data Type parity
SQL functions
Native 4GL connectivity

Transition Tool Kit
Move schema
Move data
Translate important DDL,
DML and SPL

Phase 2
Operational
Consistency

IDS style HDR
RB style Star Join
   Optimizations &
   Loader Tool
IDS & XPS style
   Fragmentation
Onstat style DBA tool

Informix

Who is choosing Informix?

Application
Retail website providing comprehensive online shopping experience for large Sears.com customer base

Business Benefits
Robust, scalable database engine (IDS) requiring minimal administrative oversight and serving the distributed data needs of a large retail environment.

"The IBM/Informix agreement … means that the superior technology and support that we have enjoyed from Informix will now have the backing and resources of IBM to continue to grow."

Marlene Gaidzik
Director of Development
Sears Roebuck

Who is choosing Informix?
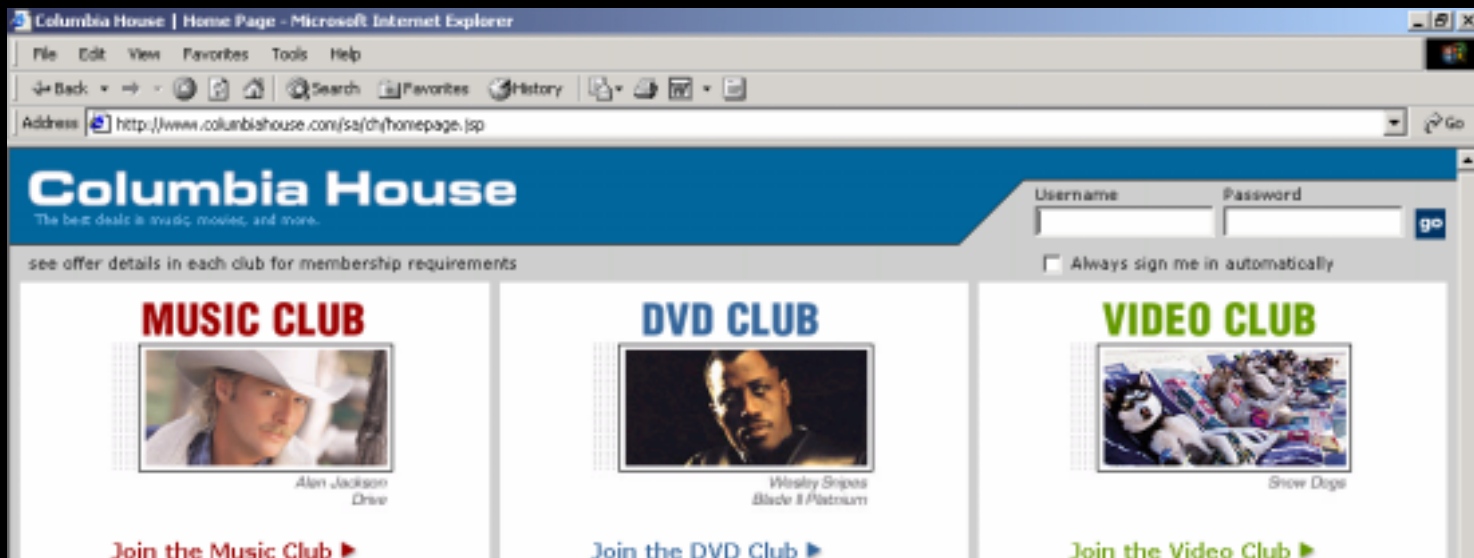
Application
Music and video <u>retail Web site</u> for buying club members

Business Benefits
Estimated <u>hundreds of thousands of dollars</u> saved annually in database administration costs; enhanced customer satisfaction; 20% growth in online membership as well as expansion of business model without additional investment

"We host <u>several terabytes of data</u>, and our business depends on it 365 days a year. That's why we have chosen <u>IDS from IBM</u> as the data management platform for our Web-based business."

**Walter Kerner,
Vice President for Technical Services,
Columbia House**

Who is choosing Informix?

Application
Hosts 40,000 financial transactions daily for transportation industry

Business Benefits
Can now offer <u>more secure and highly available processing</u> environment with added encryption and combined ER & HDR functionality. Large chunks saves DBA cycles.

"<u>We chose Informix over Oracle</u> for its superior performance and stability, as well as its extremely competitive price. That decision has consistently reaffirmed itself in our ongoing evaluations of the data management marketplace.

We have no doubt that <u>IBM Informix 9.4</u> is as robust and reliable as any database available today, and the absolute leader in cost-performance."

**Stephen Cobb
Senior Database Administrator**

So, what does this all mean to my customers, now?

Stay on Informix or will IBM make customers move to DB2?

- Our Philosophy
  - "Moves anywhere are difficult. Move only if the result is a recognizable value advantage for customers"

- Our Promise
  - "We'll continue to support the Informix product line for as long as customers require"

- Our Proof
  - "100's of IMS* customers still receive regular updates to a product originally released in 1968"
    (IMS is a mainframe, hierarchical database, the backbone of the world's financial systems)

What else does IBM Data Management offer?

- DB2
  - Universal Database
  - Information Integration
  - Office Connect

- An Integrated Software Infrastructure

IBM Leads : #1 in overall database market share

2001 WW Database Market Share*

Others 14.4%

Sybase 2.6%

Oracle 32%

Microsoft 16.3%

IBM 34.6%
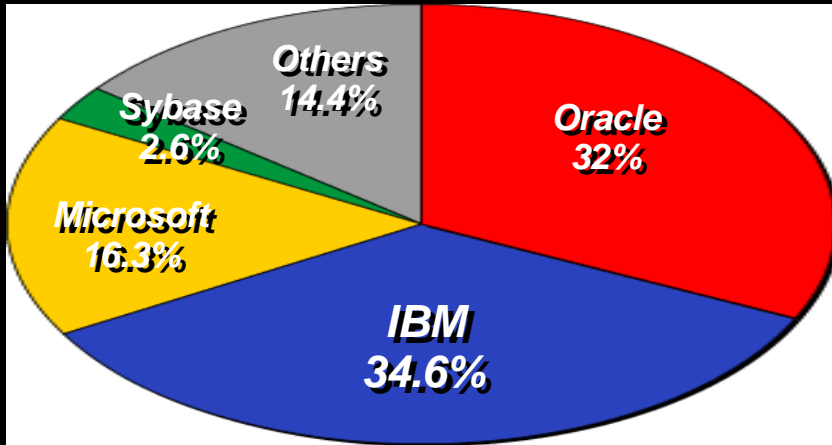
Unix Market Share Growth '97-'01 **

20 — IBM

1 — Oracle

-2.9 — Sybase
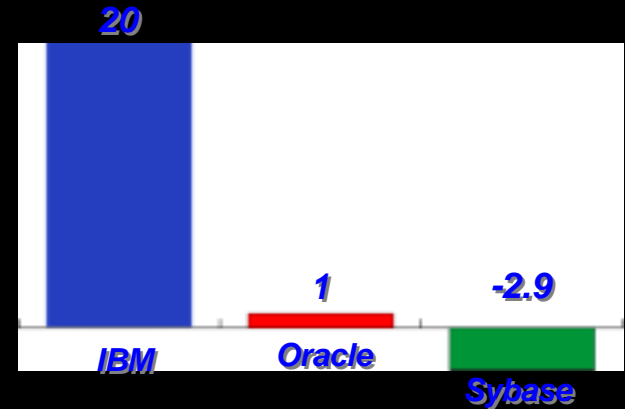
Windows Market Share Growth '97-'01 **

13.6 — IBM

-6.7 — Oracle

2.1 — Microsoft

-6 — Sybase
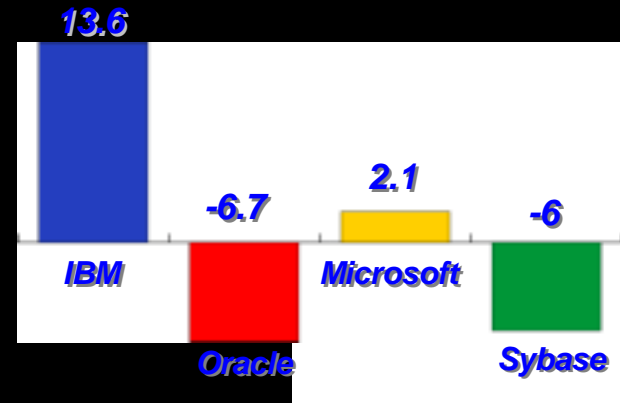
Customer acceptance fuels growth

#1 DB on Linux ***

Continued growth on Unix & Windows

Faster growth on all platforms

* Source: Based on Dataquest, May 2002 Release

** Source: Based on Dataquest, 1998, 2002 Releases

*** Source: Based on IDC Doc #28096, October 2002 Release

BM DB2 Universal Database

DB2 Universal Database Edition	Where it Fits…..
DB2 Enterprise Server Edition (ESE)	Full Function Database.
DB2 ESE + Database Partitioning feature (DPF)	Additional fee for hardware clusters or partitioned SMP
DB2 Workgroup Server Edition (WSE)	Full Function, low cost, entry level server for smal business & departmental computing. Same as DB2 ESE w/o DB2 Connect, 64-bit & Datalinks
DB2 Workgroup Server Unlimited (WSUE)	Same as WSE with different licensing terms. CPU only. Useful for GMB/SMB
DB2 Personal Edition (PE)	Single user RDBMS for desktop. Same features as WSE but remote clients cannot connect.
DB2 Everyplace Edition (PE)	DB2 on hand held mobile devices, leveraging their ability to synchronize with other systems.

Autonomic Computing

Self-Configuring

Monitor and tune resources automatically

Self-Healing

Discovery, diagnose, and react to disruptions

Self-Optimizing

Adapt automatically to the dynamically changing environment

Self-Protecting

Anticipate, detect, identify, and protect against attacks from anywhere

Less Skill, Less Resource, Better System Utilization

Standards and Innovation

Out of 52 Fellows at IBM, 9 are in DM
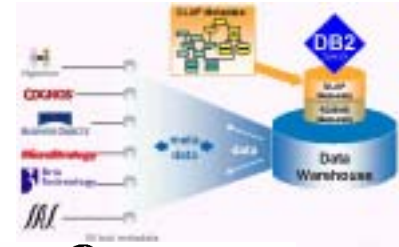
V8

SQL/PL

LEO

DRDA

THE *Open* GROUP

Web

Federation — 00s

Extensibilty — 90s

Distribution

Optimization — 80s

Relational & SQL — 70s

IMS — 60s

Manage transactions → Manage Content → Add insight → Integrate Information

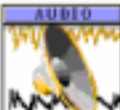# Support for Applications that run e-business

Partners

12,869
12,698
12,420
11,977
10,657
9,500
6,700
4,300

2001, 2002 includes Informix

Applications

2001, 2002 includes Informix

43,399
33,134
27,594 27,154
22,379
16, 300
9,858
6,767
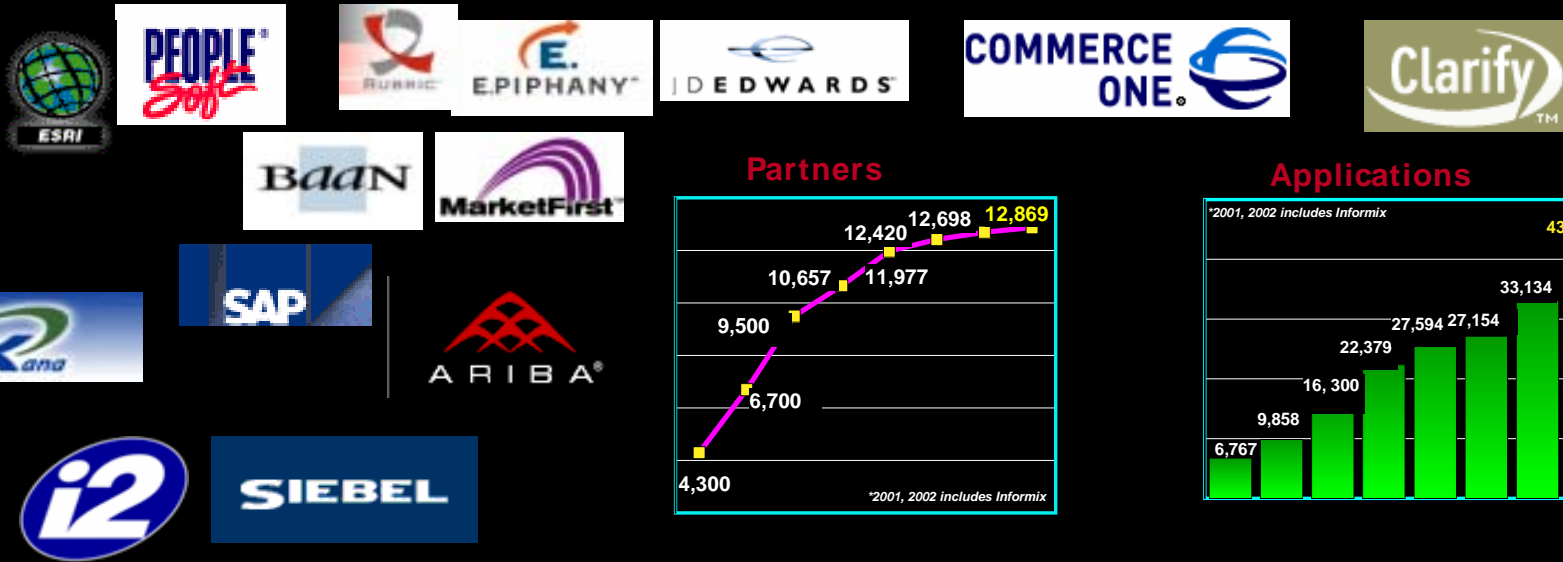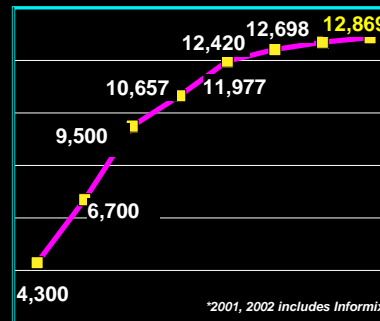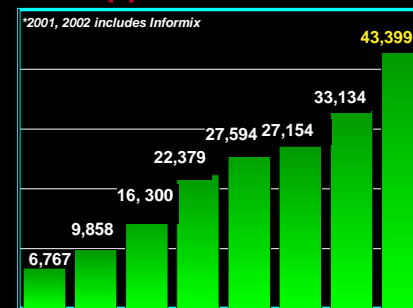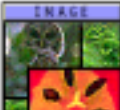
- Partner certifications >150% YTY
- SAP penetration doubled
- 30% of new Siebel seats…
- Channel revenue >270% YTY
- Strategic Partnerships: development platform and internal deployment

DB2 Easily Handles Traditional and Non-Traditional Data

IMAGE	DB2 Image Extender	XML	XML Extender
AUDIO	DB2 Audio Extender	SQL EXPANDER	Fillmore SQL Expander
VIDEO	DB2 Video Extender	Net Search	IBM Net Search Extender
TEXT	DB2 Text Extender	GIS	ESRI Spatial Database Engine
SPATIAL	DB2 Spatial Extender	ENCRYPTION	Prime DES Encryption and Key Management
VIDEOCHARGER	DB2 Video Charger Extender	CURRENCY	OANDA Currency Extender
TIME SERIES	EcoWin Time Series Solution	SECURITY	Protegrity Secure Data

NEW Discovery Link Extender

Data Isn't Just Data…Anymore

- **Federated over Heterogeneous Sources is Key.**
  Formats, Location, Platforms, Vendors

DB2, IM
Informix
Oracle, MS
++

Single, Familiar
Programming
Interface

DB2

Documents
Images
Rich Medi
++

Optimize
Add Value

Appl.
Sources

SAP
Siebe
PeopleSof
Life Science
++

Less Programming, Less Maintenance, Faster Time to Value

DB2 Information Integrator

Announcing:
→ **DB2 Information Integrator**
real time data integration

- Introducing new integration software : DB2 Information Integrator
  - DB2 Information Integrator 8.1
  - DB2 Information Integrator for Content 8.2
- Announcing beta availability
  - Access beta through IBM client representative
- Key business value:
  - Optimize IT investments given more choice in data access
  - Integrate data with better productivity and application efficiency
  - Gain more return from existing assets

DB2 Information Integrator : Value for Informix

Data Federation (leave your data where it is)

- Create new applications that integrate data stored in Informix with data from Oracle, Sybase, SQL Server, Teradata, XML files, Flat files, Message Queues, Web Services, ODBC databases…

  - Supports 2PC enabling a single unit of work to update Informix, Oracle and read an MQ, all from a single API with a common language (DB2 SQL)

- Enable new applications to use DB2/UDB APIs and SQL but keep the data in Informix 7.3, 8.3 or 9.3

  - A single API for access to both Informix or DB2 or Oracle or…

DB2 Information Integrator for Data Federation
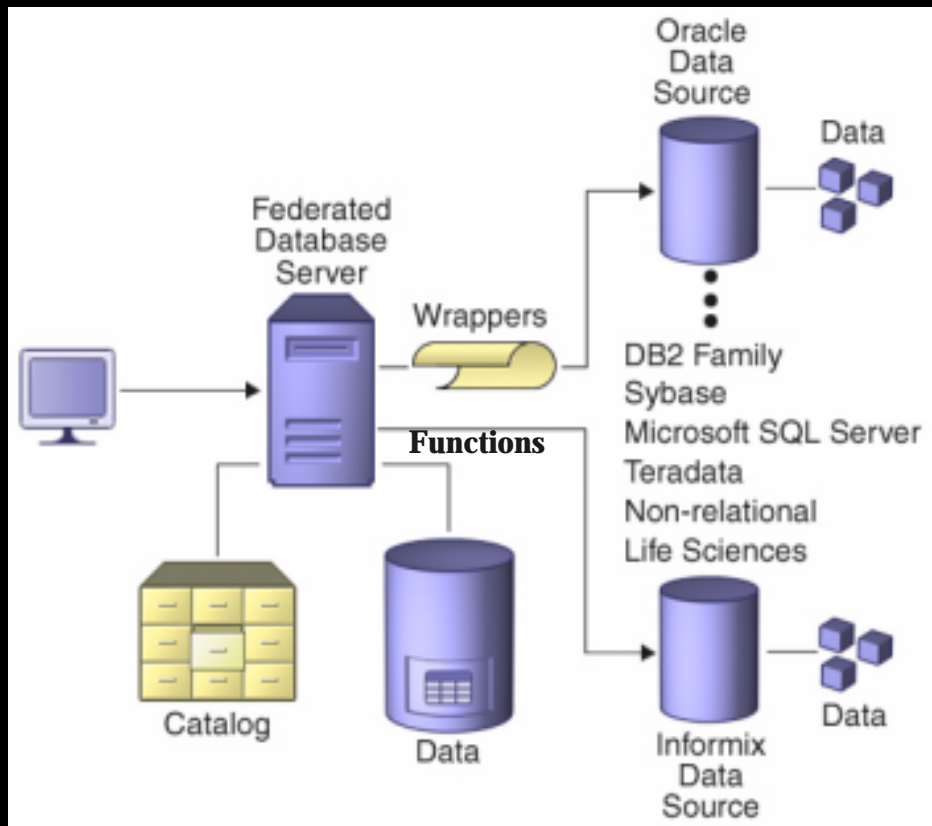
- Transparency
  - Appears to be one source
- Heterogeneity
  - Integrates data from diverse sources
  - Relational, Structured, XML, messages, Web, …
- Extensibility
  - Federate almost any data source.
  - Development tooling provided
- High Function
  - Full query support against all data
  - Capabilities of sources as well
- Autonomy
  - Non-disruptive to data sources, existing applications, systems.
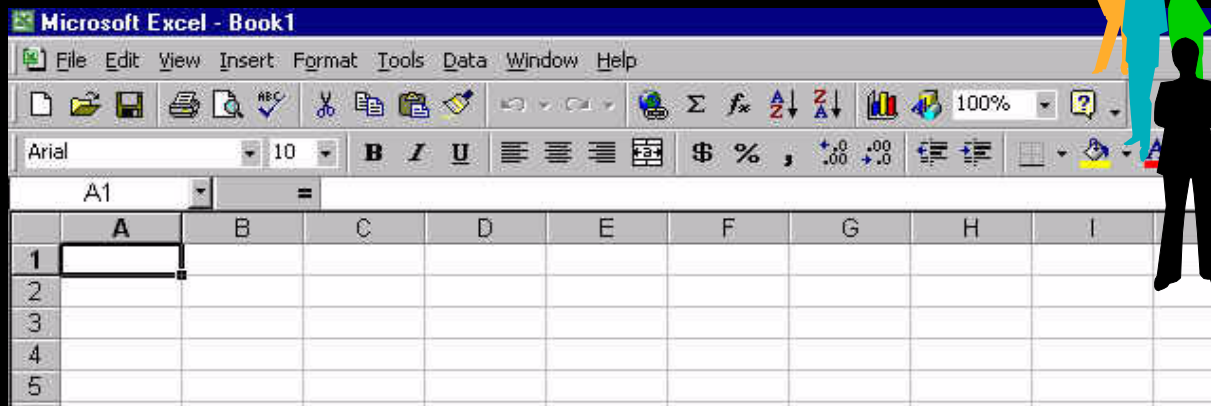- Performance
  - Optimization of distributed queries

Office Connect : MS/XL as a query and reporting tool

Connects DB2 and Informix databases to Microsoft Excel
Seamless macros in XL for querying, updates, etc.
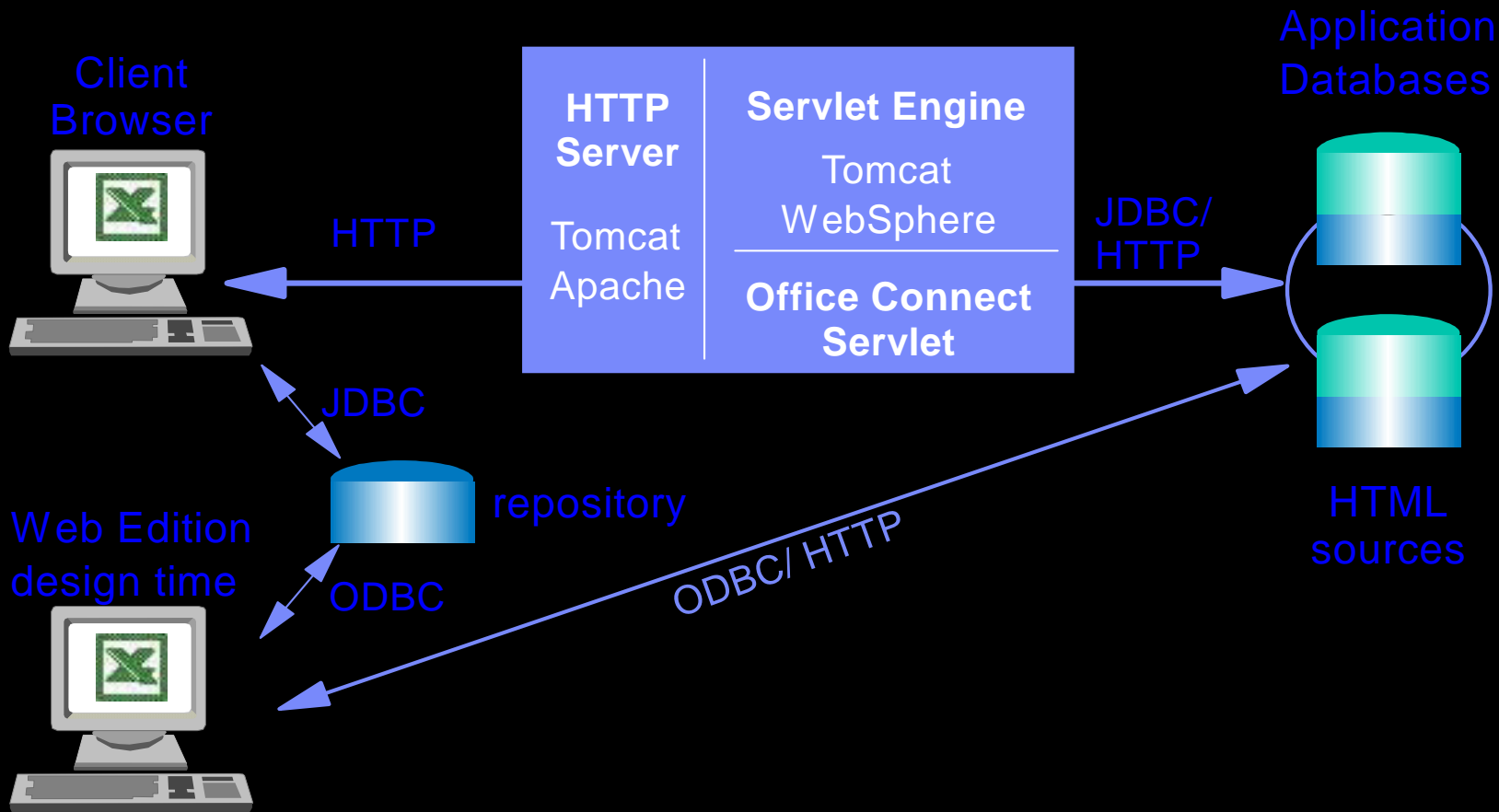**No front end tool license fees, no training costs**
95% of corporate desktops have MS Office Suite installed
Allow all corporate desktops to do query & reporting against DB2 & Informix

Office Connect (web edition)

Client Browser

HTTP

HTTP Server	**Servlet Engine**
Tomcat Apache	Tomcat WebSphere
	Office Connect Servlet

JDBC/ HTTP

Application Databases

JDBC

repository

Web Edition design time

ODBC

ODBC/ HTTP

HTML sources

Key Plays for 2003

- INFORMIX Products
  - IDS V7 – V9 Migrations
  - IDS V9.4
  - Office Connect
  - Gold Licenses

- DB2 Products
  - Workgroup v SQLServer
  - Linux in the City
  - DB2 v Sybase 'Crush Sybase'
  - Focused Winbacks
  - SAP, Peoplesoft, JD Edwards, Siebel
  - Information Integration

How do I better leverage the advantages of Data Servers at IBM?
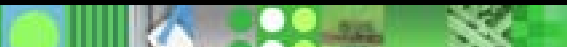
- **Get more information**
  - Talk to your IBM representative
  - Join International Informix Users Group and your local user group
    - http://www.iiug.org
  - Sign up for InformixToday newsletter
    - http://www.ibm.com/informix/informixtoday

- **Check out Passport Advantage, IBM's order processing and fulfillment tool**
  - Earn volume discounts on all IBM Software
  - Most Informix products enrolled, more to come

- **Explore the breadth of IBM Software e-business offerings in addition to your Database portfolio**
  - Integration with WebSphere Application Server - Servers
  - Tivoli System Management and Archive tools
  - Connectivity options for your heterogeneous environment – Gateways
  - Content Management
  - Business Intelligence Tools

Websites for more information

IBM Software:

http://www.ibm.com/software

IBM Data Management

http://www.ibm.com/software/data

New Informix home page

http://www.ibm.com/informix

Informix newsletter

http://www.ibm.com/informix/informixtoday
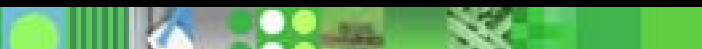
DB2 Magazine:

http://www.db2mag.org

Thanks for your time

Questions ?

Contact Details

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