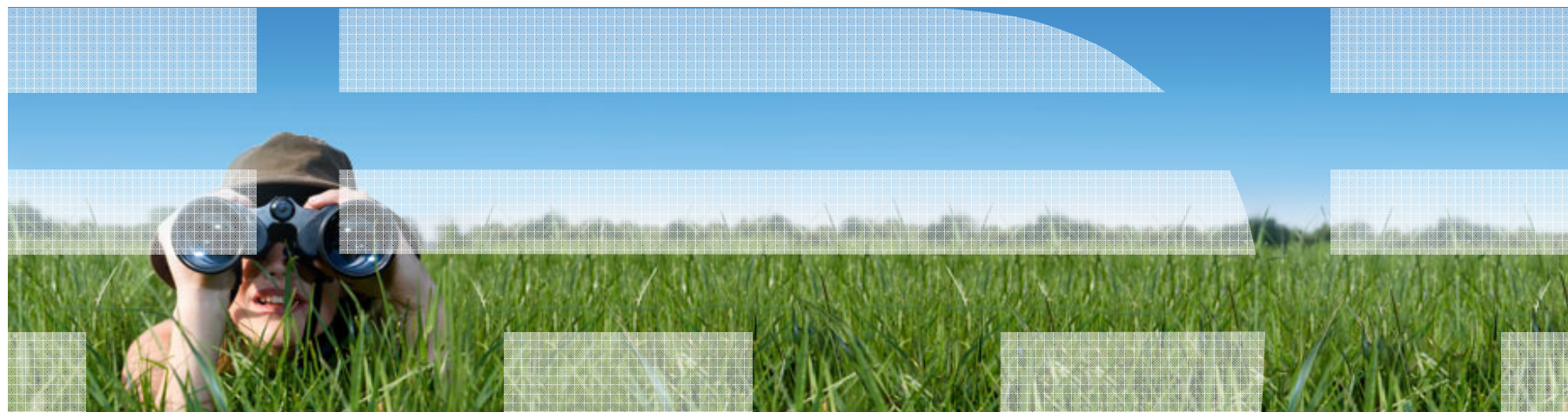


Hassle-Free Data Management with IBM Informix

Sam Siah

Program Manager, Informix Technical Ecosystems

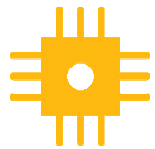


Agenda

- Informix is Everywhere
- A Quick Overview and What's New
- Informix – For Companies of All Sizes
- Strategy and Roadmap
- Why Informix?
- Call to Action



The World is Getting Smarter



Our world
is becoming

Instrumented



Our world
is becoming

Intelligent



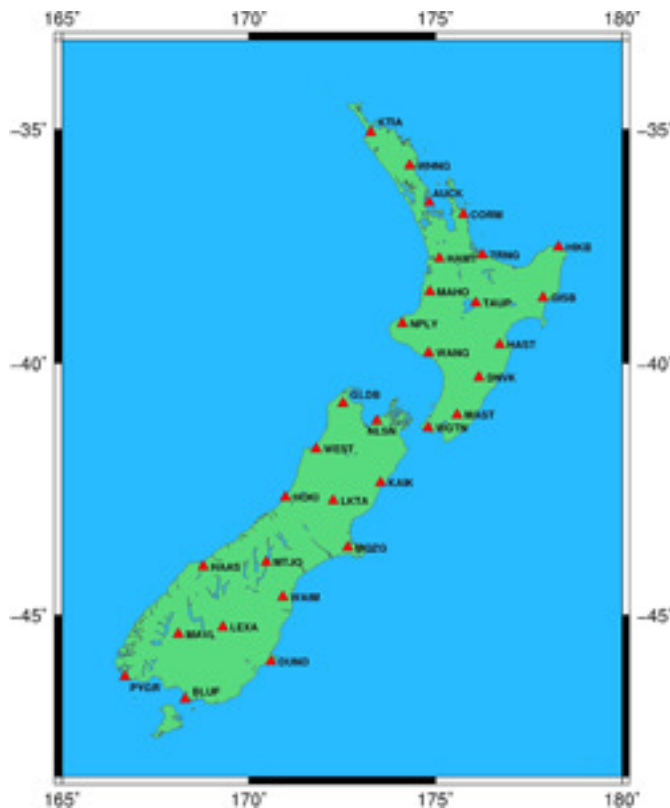
Our world
is becoming

Interconnected



Smarter Government

Land Information New Zealand (LINZ) provides access to New Zealand's only authoritative database for land title and survey information.



What's smart?

- World's first fully electronic land registration system
- Turning paper documents into online information
- Improved efficiency for the government and users

Smarter Business Outcomes

- 100% of New Zealand land transactions flow through this system using IBM Informix
- 90%+ of transactions are electronic, not in person
- 20% of staff reallocated to other projects



Smarter Manufacturing

DIMENSION-POLYANT is an internationally renowned manufacturer of ultra-modern sailcloth. They rely on high tech, data intensive quality controlled manufacturing process to produce top-quality sailcloth used in by regatta winners worldwide.



"Changing the platform went very well and absolutely smoothly... We are very satisfied."

- Hans Ulrich Hermans, DIMENSION-POLYANT

What's smart?

- Being the global market leader with an emphasis on quality and service.
- The only sailcloth manufacturer with its own ultra-modern sailcloth weaving mill and a unique finishing plant where fabrics pass through a 14-stage program
- Winners in national and international regattas in all boat classes

Smarter Business Outcomes

- 70% reduction in data transaction times
- Transparent integration of existing programs into new application
- Fast, global remote access for international locations



- Informix is Everywhere
- **A Quick Overview and What's New**
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IBM Informix - "Hassle-Free Data Management"



Optimized
...for high availability and near hands-free administration of demanding OLTP workloads

Resilient
Reliable
Secure

Agile
Flexible
Fast

Everywhere
Minimal
Affordable



1,000's of Retailers worldwide



95% of telecom service delivery providers



20 of the top 25 US Supermarkets



Over 2,500 ISVs worldwide

*"...Intrado provides the core of U.S. 9-1-1...
We needed a fast database; one that would respond immediately, every time..."*



Deploying Embedded Informix Instance - User Stories

- **As an ISV, embedding Informix installation and deployment as part of application deployment puts a significant load on our programmers. We have to script silent installation, instance creation and setup, database creation and data load. All of this, including chunk initialization and system database creation takes time which has an impact on our customers as well as our programmers.**
- **We want our customers to be able to install our application on multiple platforms by simply specifying the install location, and automatically have a ready to use Informix instance complete with data**
- **Our users do not have root permissions so we need to split Informix installation into non-root and root components, so a system administrator can run a single command to complete the deployment**
- **As a DBA**
 - **I want to deploy pre-configured Informix instances to different locations, making small configuration changes to each one**
 - **I wish to create new instances on the same machine with a single command**
- **Answer : The New Informix Deployment Utility (DU) bundled with Informix 11.50.xC6**



What is Enterprise Class Embeddability?

An enterprise class embeddable database server combines embeddable features such as low footprint, and autonomic capabilities with enterprise class database features such as 99.9999% availability, flexible replication features, extensibility, performance..

General Characteristics

1. All database server functionality must be fully programmatically accessible.
 - a. All functionality should be available from the command line to allow straightforward scripting.
 - b. All externally visible error paths must have consistent return codes and meaningful error messages.
 - c. All functionality of a running database server should be accessible through an SQL interface.
2. It should be straightforward to deploy a pre-configured database server instance with predefined data
3. It should be straightforward for an application to hide the presence of an embedded database from end users by automating all maintenance tasks and error handling conditions – to operate with no DBA.
4. A database server must be highly dependable in the absence of a database administrator, providing "6 9's" (99.9999%) of availability with appropriate failover mechanisms.
5. An embeddable database server should integrate well with other applications by supporting a wide range of standard communication mechanisms and APIs.
6. The database server should conform to industry standard security protocols.
7. It should be possible to manage and configure the database server remotely.



Embeddability Features

- Silent install
- Small disk and memory footprint
- Efficiently uses available resources
- Highly resilient and reliable
- Secure with encryption and access control
- Programmatic management interface
- Near zero administration



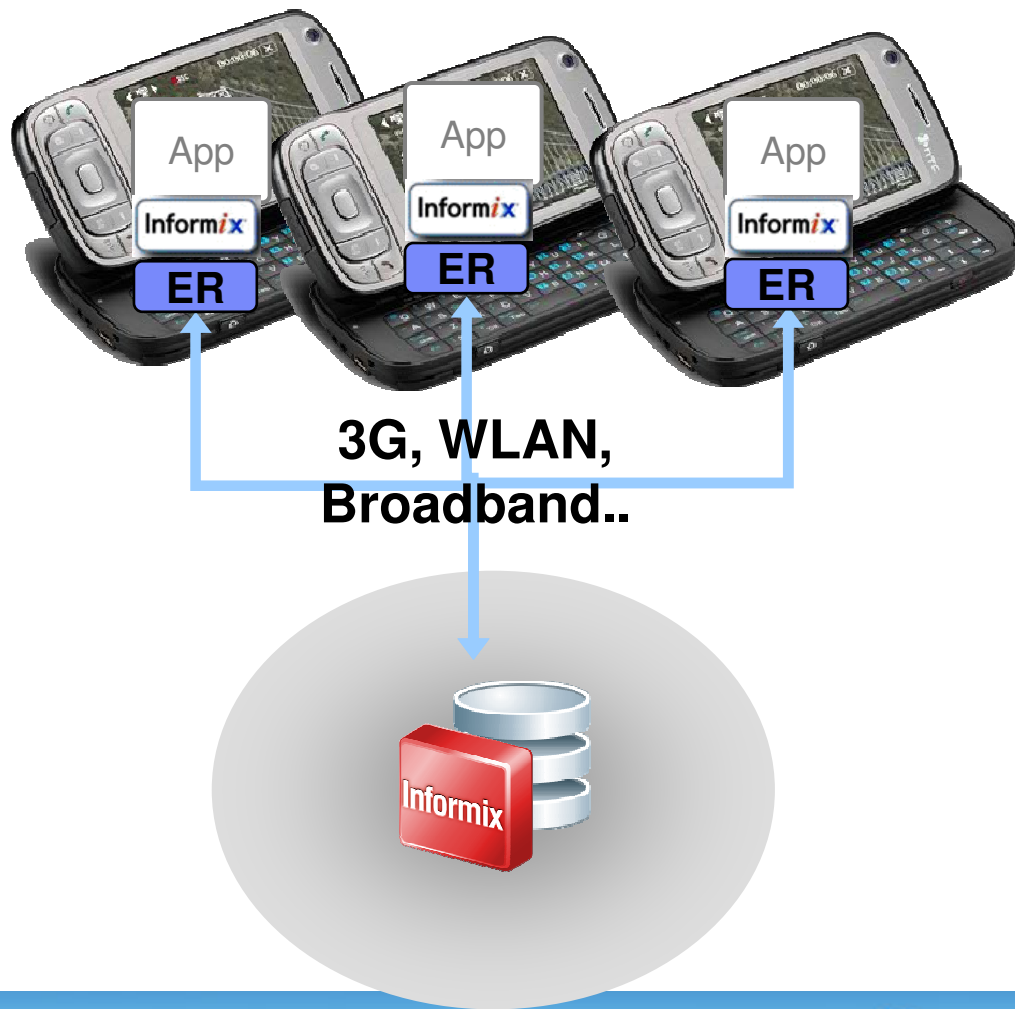
Self-configuring
Self-optimizing
Self-protecting
Self-healing

"... We must strive to provide exceptional uninterrupted services while keeping costs down. The new high availability features of IDS 11.5 will enable us to maintain a fault-tolerant environment that leverages resources that otherwise would be utilized only as standby HW."

- Henri Cujass, Senior Consultant, Leolo IT & Media Consulting GmbH



Example Solution - Lightweight Informix on Mobile Devices



- **Example uses: Retail POS/inventory, Transit agents**
- **Informix instance stripped down to minimum required components and deployed to mobile device using Deployment Utility**



Built for Speed – Less Hardware Required

- Tremendous performance on low cost hardware
- Customers scale for high volume throughput
 - *Financial services: **100,000 messages/sec** on 4-CPU Linux system*
 - *Pharmacy system: **1B transactions** per day on a 8-CPU machine*
 - *Over **225 transactions/sec** on a 32-CPU system with space for growth*
- Informix 11.5: **30 - 50% faster** than previous versions

“In our benchmarking process, Informix came out above all other leading solutions for its performance, scalability and reliability.”
- Jon Tasker - Project Manager, Trafficmaster, UK



Continuous Availability and Easy Clustering

- High Availability does not have to come at a high price
 - Core product functionality
 - No additional investments for software/hardware add-ons
- Superior scale-up means
 - Less frequent investments in scale-out hardware
 - More money in the bank

*German Bank – Chose Informix CAF¹ because of ease of use while maintaining cluster and **low implementation costs**. They didn't need any additional third party software and experienced no unplanned downtime during migration. Failed twice to move to Oracle RAC.*

*“IBM opens up a new era in database clustering. The technology delivered with Informix 11.5 makes it **blindingly easy to build, enhance and maintain around the clock available database cluster**. When it comes to high availability, scalability and ease of use there is no better choice in the market than IBM Informix.” - Eric Herber, Datenbank Consulting*

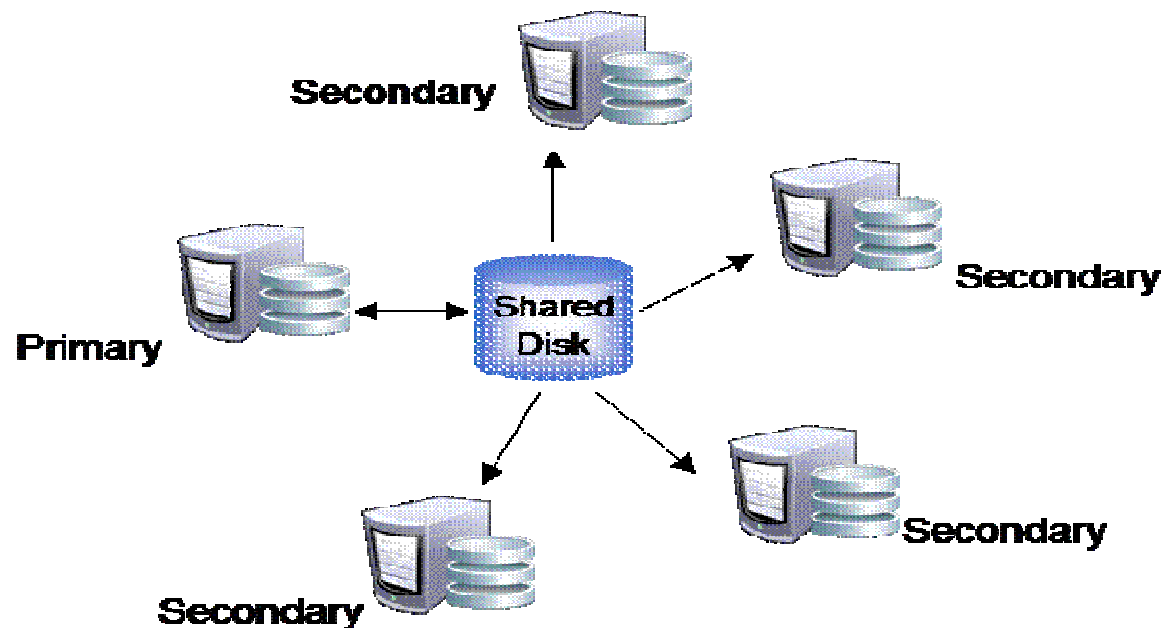
¹ CAF: Continuous Availability feature



Informix Clustering Delivers 4x Scalability

for Latin America Financial Services Company

- Data loads previously took 4 days
- Now completed in 1 day
- Using Informix active-active shared disk clustering
- Adding compression improved load time by an additional 25%



Informix Scalability

- No specialized hardware
- No down time to add nodes
- No processing interruption
- No complex load re-balancing
- No add-on purchases required
- No special administration required



Easy to Use = Fewer Administrative Resources



Manage a few or thousands of locations



Without thousands of DBAs

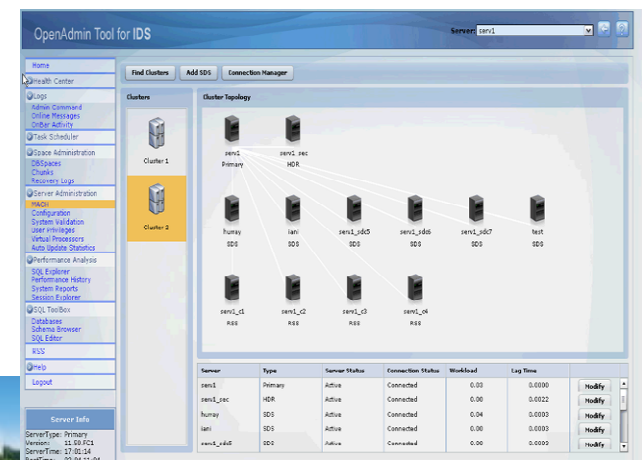
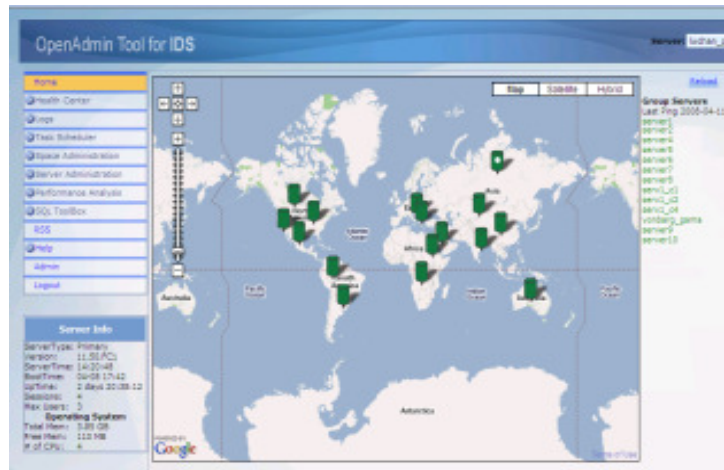


- Many customers average **2,000 servers per DBA**
- Large retailer manages **10,000 servers with 6 DBA's**

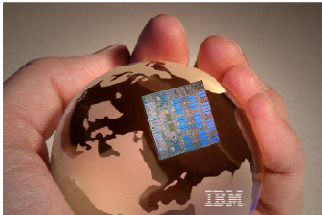


Administrative Free Zone with GUI Tools

- Administer from within an application
 - Embedded solutions
 - Zero administration
- Or graphical administration option with OpenAdmin Tool
 - Administer multiple remote servers via web access
 - Wizards for deployment and for creating tasks, sensors



Informix Warehouse

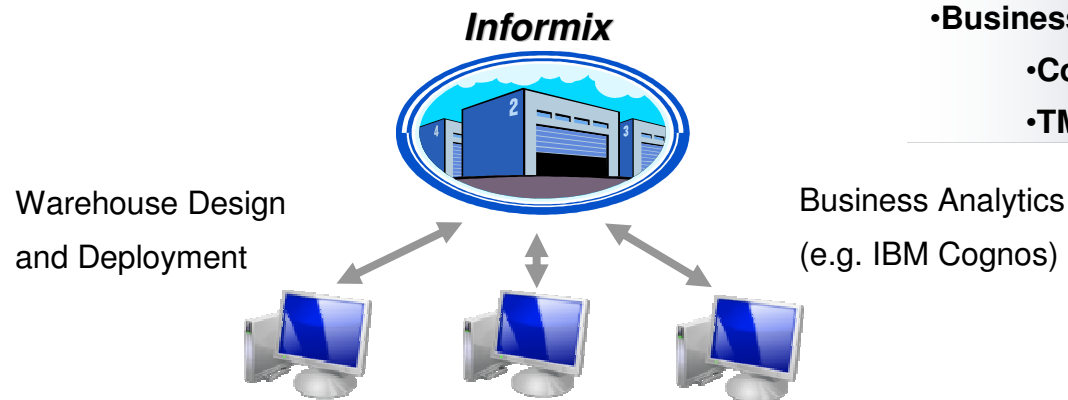


40% of Informix clients use it for warehousing

- Now customers can use tools optimized to work with the Informix warehouse
- Run OLTP and BI applications on the same instance or create a separate warehouse

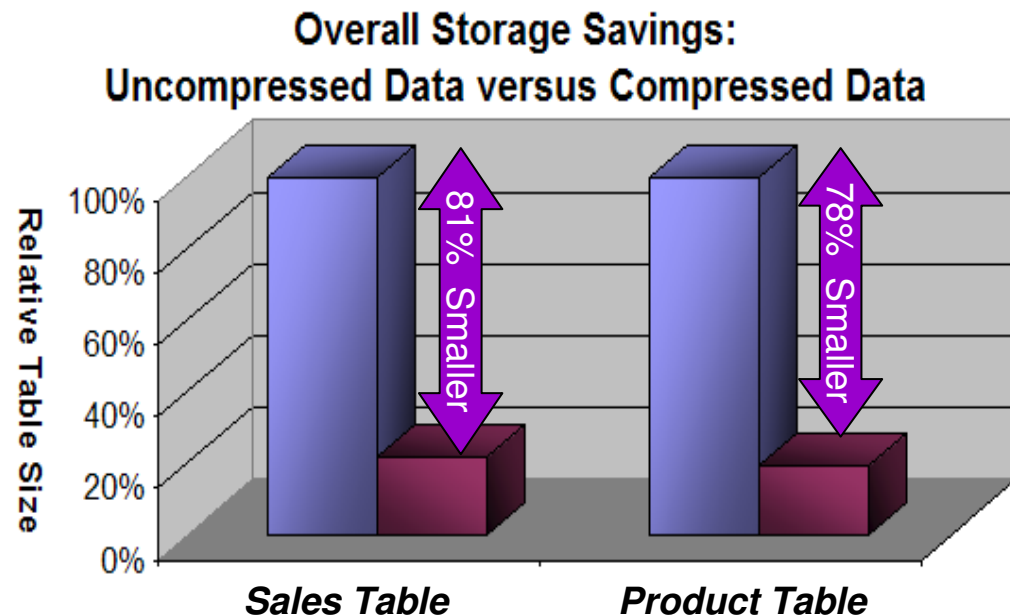
Content:

- **Tools**
 - Design Studio
 - Data Architect
 - Admin Console
- **Storage Optimization**
 - Compression
 - Storage Recovery
 - Open Admin Support
- **Business Analytics**
 - Cognos Express
 - TM 1



Delay Storage Purchases with Deep Compression

- Best in industry
- Minimize storage costs
- Improve performance
- Reduce energy consumption
- Easy to implement
- Customers achieving 70% storage savings



"With millions of financial transactions each day, we rely on IBM Informix to deliver high speed and reliability. With the new compression capabilities, we can gain even greater value by reducing our storage requirements by 50%."

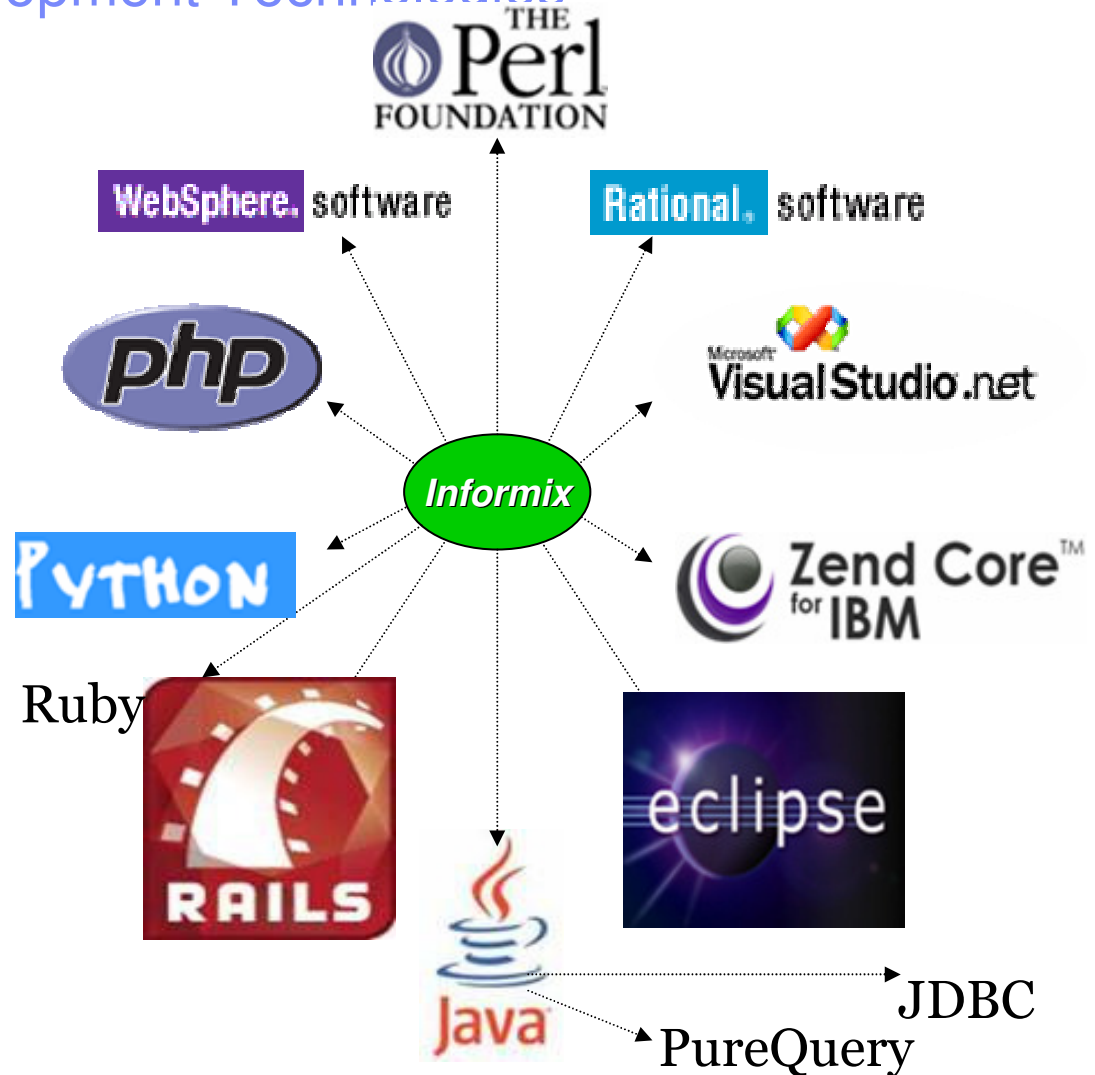
- IT Manager, Large Financial Services Company



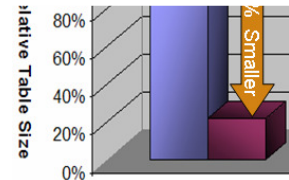
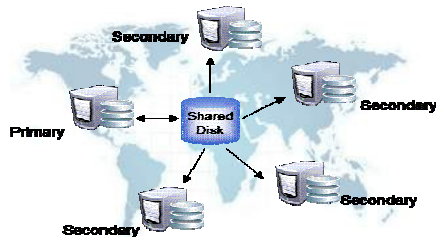
Expanded Application Development Technologies

Developer communities

- C/C++
- Java (JDBC / SQLJ)
- .NET (C#, VB .NET)
- EGL
- Open Source
 - PHP/Zend FW
 - Ruby/Rails
 - Perl
 - Python/Django



Informix 11 Summary



24 X 7 Availability
Active-Active Clusters
Scale Out

Informix Warehouse

Deep Compression

Performance, Reliability, and Embedability

Enhancements in all areas:



Design



Development



OpenAdmin Tool Administration API



Safe and Secure Common Criteria



Mac OS/X Support



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Smarter Traffic

TrafficMaster delivers solutions for smarter navigation that can reduce fuel consumption by 30%



What's smart?

- Real-time vehicle tracking
- Real-time traffic prediction
- Efficient resource management

Smarter Business Outcomes

- 30% reduction in fuel consumption
- Reduced overtime by 15%
- Less noise pollution and lower carbon emissions

*"We needed to manage data from up to 100,000 vehicles about driving speeds on 3.5 million road segments at all times of day - this was a huge data challenge, and one that was likely to increase.... **Informix came out above all other leading solutions for its performance, scalability and reliability.**"* ~ Jon Tasker - Project Manager, Trafficmaster



Smarter Entertainment

Impire AG uses intelligent, real-time sports event information for new business opportunities



What's smart?

- Real-time sports updates and event statistics analysis
- Integration and analysis of historical and current sports event data for new game insights

Smarter Business Outcomes

- Sports event play information available faster than live broadcasts
- Doubled productivity, increased revenues and grew market share

*“As a high availability data server that delivers real-time data streaming, **IBM Informix enables us to replicate data instantaneously across multiple servers** and meets our requirements for live broadcasting of sports replays and analyses.” – IT Manager, IMPIRE AG*



Smarter Education through Cloud Computing

Informix in the Virtual Computing Lab (VCL) and Initiative (VCI)

NC STATE UNIVERSITY

Duke UNIVERSITY



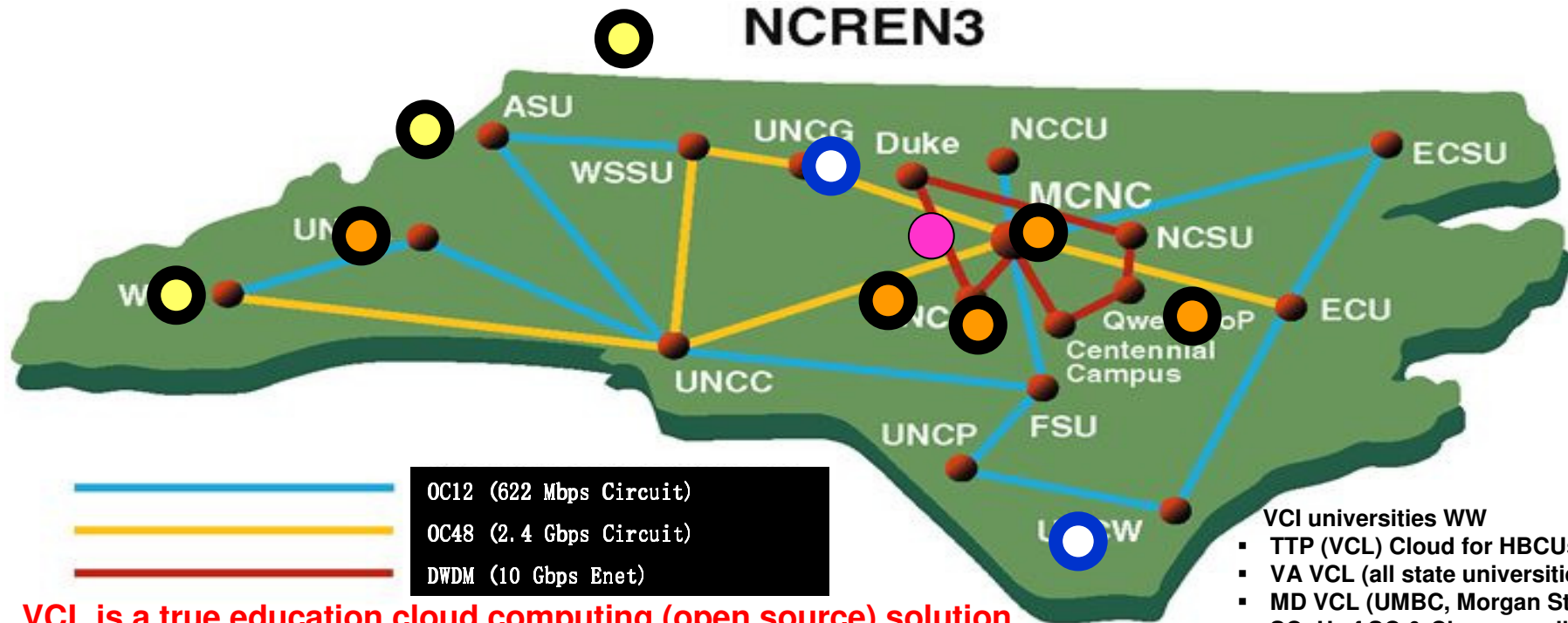
East Carolina University



THE UNIVERSITY of NORTH CAROLINA GREENSBORO

THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL

... And Growing Across North Carolina and the world



VCL is a true education cloud computing (open source) solution developed by NC State & in production for almost 5 years.

- VCI universities WW
- TTP (VCL) Cloud for HBCUs
 - VA VCL (all state universities)
 - MD VCL (UMBC, Morgan State)
 - SC: U of SC & Clemson pilots
 - India VCL backbone & CERAS
- VCL project in Canada; Japan, UK, etc.

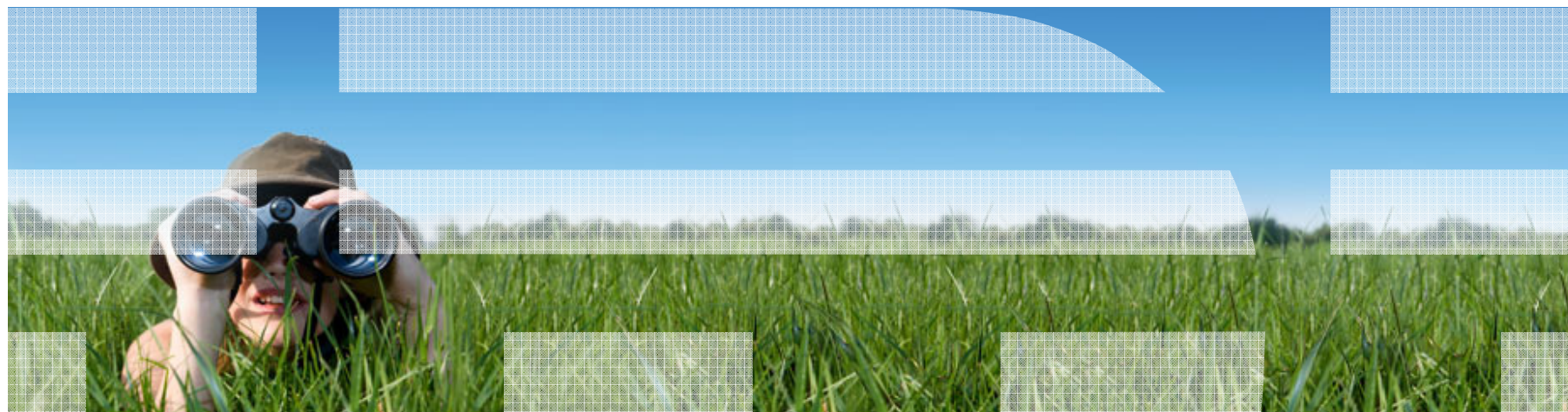


2010

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New Packaging



Type Of Packaging

- Informix Developer Edition
- Informix Express Edition
- Informix Choice Edition
- Informix Innovator-C Edition
- Informix Growth Edition Replaces IDS WorkGroup Edition
- Informix Ultimate Edition Replaces IDS Enterprise Edition

- Informix Warehouse Edition will be removed...SQLW will be included in all edition



Overview of Packaging Changes on July 20th

1) Withdraw Ultimate-C Edition for Mac OS and Windows on July 20th

- Announce withdrawal of Ultimate-C Edition and corresponding Selected Support
- Removal of downloads

2) Announce a new licensed offering for the mid-market: Choice Edition for Mac OS and Windows

- Offer competitively priced Choice Edition for the mid-market
- Functionality and pricing differentiation to Growth Edition
- No parallel features and partitioning, compression, SDS, LBAC, SQL Warehousing Tool
 - Limited ER (2-root nodes)
 - Limited clustering – 2-nodes: 1 primary, 1 secondary (HDR or RSS) for HA
 - Resource limits: 2 sockets, maximum 8 cores, 8GB shared memory
- License and S&S offering
- Choice Edition available on 20 July 2010

3) Support all platforms on Growth Edition

- Offer upgrade path from Choice to Growth Edition
- Add Windows & Mac OS, Linux and UNIX already supported
- Additional platforms available immediately

4) No Changes to rest of the editions: Express, Ultimate, Innovator-C, and Developer



Informix Developer Edition

Platform Available

- Available for development use only
- Full functionality with limited scalability
 - 1 CPU VP → Only 1 processor
 - Limited to 1GB Memory
 - Limited to 8 GB Database size
 - Limited to 20 connections
- All Ultimate Edition Feature Available
 - Continuous Availability
 - Advanced Access Control
 - Remote Secondary Server
 - SDS
 - HDR
 - Etc
- Includes
 - CSDK
 - OAT
 - AGS Server Studio
 - DBDK
 - Built in blades
- Not Charge
- Not for deployment
- Supported by the community

Sun 32 & 64-bit	SPARC	Solaris 9, 10
Sun 64-bit	AMD64	Solaris 10
HP 32 & 64-bit	PA-RISC	HP-UX 11i, 11.23, 11.31
HP 64-bit	Itanium	HP-UX 11.23PI, 11.31
IBM 32 & 64-bit	PowerPC	AIX 5L 5.3, 6.1
Windows 32 & 64-bit	x86	Win 2003, 2008, XP, Vista
Linux 32 & 64-bit	x86	RHEL 4,5, SLES 10, Asianux 2.0, 3.0, Debian 4.0, Ubuntu 6.06 LTS, 7.10
Linux 64-bit	POWER	RHEL 4,5, SLES 10, Asianux 2.0, 3.0
Linux 64-bit	zSeries	RHEL 4, 5, SLES 10
MAC 64-bit	AMD64	OS X Leopard
Windows 32-bit	Windows x86	Windows 2003, Windows XP, Vista, Server 2008
Intel 32-bit	Linux x86	RHEL 4 RHEL 5, SUSE SLES 10, Asianux 2.0, 3.0, Debian 4.0, Ubuntu 6.06 LTS, 7.10
Intel/AMD 64-bit	Linux x86_64 EM64T/AMD64	RHEL 4, RHEL 5, SUSE SLES 10, Asianux 2.0, 3.0, Debian 4.0, Ubuntu 6.06 LTS, 7.10
Windows 64-bit	Windows x64 EM64T/AMD64	Windows 2003, Windows XP, Vista, Server 2008
MAC 64-bit	MAC Intel EM64T/AMD AMD64	OS X Leopard



Informix Express Edition

- Self Managing Database Server For Mid Market Business
- Provides the power, function and reliability with simplicity in packaging, installation and deployment at a minimal investment cost
- Available on Linux, Windows, and Mac OS X
- *Restrictions: 2 CPUs / 4 GB shared memory maximum and limited to 200 PVU*
- Features Unavailable
 - Compressions
 - CAF
 - Parallel Features
 - Enterprise Replication
 - HDR
 - RSS
 - SDS
 - Advance Access Control
 - Informix Warehouse
 - All datablades except
 - Geospatial
 - Time Series
 - Real Time Loader

Platform	Specification
Linux (Intel 32-bit)	RHEL, Asianux, Debian, SUSE SLES, Ubuntu LTS
Microsoft Windows (Intel 32-bit)	Windows XP, Windows 2003, Windows Vista
Apple (Intel EM64T)	Mac OS X



Informix Innovator -C

- Ideal for small application with HA
- Free to download, develop and deploy
- Restrictions
 - Memory limit / install : 2GB
 - CPU limit / install : 1 socket total 4 core
 - Maximum No Of CPU VP : 4
- Available
 - Continuous Log Restore
 - Web DataBlade
 - Node DataBlade
 - Basic Text Search
 - Virtual Text Table & Index Interface
 - Non Blocking Checkpoints
 - Open Admin Tools & Plug-ins
 - Log API
 - Deployment Wizard
 - Admin API
- Restricted Functionality
 - Enterprise Replication
 - 2 nodes
 - Root nodes only
 - High-Availability Data Replication
 - 2 nodes – 1 primary and up to 1 secondary
 - In any combination of read and write
- Functionality Not Available
 - Remote Secondary Server
 - SDS
 - parallelism (query, index build, load, high performance loader, backup/restore)
 - Partitioning / Fragmentation
 - DBspace prioritization during backup and restore
 - Private memory cache for VP
 - I Star
 - Column Level Encryption
 - Online Schema Re-Org or Re-Definition
 - Direct I/O for cooked files
 - Max Connect
 - Informix Enterprise Gateway
 - Database Encryption Expert
 - Change Data Capture
 - SolidDB Universe Cache For Informix
 - I-Spy
- Addon Option
 - GeoDetic DataBlade
 - Excalibur, C-ISAM, data director for web, image foundation, time-series, time-series real-time loader bundle, video foundation DataBlade
 - Tools – CSDK, 4GL, ISQL, JDBC Embedded SQL, ESQL/C, ESQL/Cobol, Informix Net, Informix Office Connect
- Platform Supported
 - Windows
 - Macs
 - Linux
 - Unix



Informix Choice

- Breath of functionality
- Ideal for mid sized application with HA
- Restrictions
 - Memory limit / install : 8GB
 - CPU limit / install : 2 socket total 8 core
 - Maximum No Of CPU VP : 8
- Features Included
 - Continuous Log Restore
 - Web DataBlade
 - Node DataBlade
 - Basic Text Search
 - Virtual Text Table & Index Interface
 - Non Blocking Checkpoints
 - Open Admin Tools & Plug-ins
 - Log API
 - Deployment Wizard
 - Admin API
 - Last Commit Currency
 - Multiple Triggers On Table And Views
 - Web Feature Service
 - Auto Gather Stats During Index Builds
 - Point In Time Table Recovery
- Restricted Features
 - Enterprise Replication
 - 2 root nodes
 - High-Availability Data Replication
 - 2 nodes – 1 primary and up to 1 secondary
 - In any combination of read and write
 - Remote Secondary Server
 - 2 nodes – 1 primary and up to 1 secondary nodes
 - In any combination with HDR
 - In any combination of read and write
- Feature Not Available
 - SDS
 - Compression
 - parallelism (query, index build, load, high performance loader, backup/restore)
 - Partitioning / Fragmentation
 - Adv Access Control
 - Informix Warehouse Feature
 - Dbspac prioritization during backup and restore
 - Private memory cache for VP
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 - Column Level Encryption
 - Online Schema Re-Org or Re-Definition
 - Direct I/O for cooked files
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- Platform Supported
 - Windows
 - Macs



Informix Growth Edition (replaces Workgroup Edition)

- Restrictions
 - Memory limit / install : 16GB
 - CPU limit / install : 4 socket total 16 core
 - Maximum No Of CPU VP : 16
- Features Included
 - Continuous Log Restore
 - Web DataBlade
 - Node DataBlade
 - Basic Text Search
 - Virtual Text Table & Index Interface
 - Non Blocking Checkpoints
 - Open Admin Tools & Plug-ins
 - Log API
 - Deployment Wizard
 - Admin API
 - SQW
 - Label Based Access Control (LBAC)
 - Last Commit Currency
 - Multiple Triggers On Table And Views
 - Web Feature Service
 - Auto Gather Stats During Index Builds
 - Point In Time Table Recovery
 - Enterprise Replication
- Restricted Features
 - High-Availability Data Replication
 - 3 nodes – 1 primary and up to 2 secondary
 - In any combination of read and write
 - Remote Secondary Server
 - 3 nodes – 1 primary and up to 2 secondary nodes
 - In any combination with HDR and SDS
 - In any combination of read and write
 - SDS
 - 3 nodes – 1 primary and up to 2 secondary nodes
 - In any combination with HDR and SDS
 - In any combination of read and write
- Feature Not Available
 - Compression
 - parallelism (query, index build, load, high performance loader, backup/restore)
 - Partitioning / Fragmentation
 - DBspace prioritization during backup and restore
 - Private memory cache for VP
 - I Star
 - Column Level Encryption
 - Online Schema Re-Org or Re-Definition
 - Direct I/O for cooked files
 - Max Connect
 - Informix Enterprise Gateway
 - Change Data Capture
 - SolidDB universal cache for Informix
 - I Spy
- Addon Option
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 - Excalibur, C-ISAM, data director for web, image foundation, time-series, time-series real-time loader bundle, video foundation DataBlade
 - Tools – CSDK, 4GL, ISQL, JDBC Embedded SQL, ESQL/C, ESQL/Cobol, Informix Net, Informix Office Connect
- Platform Supported
 - Linux
 - Unix
 - Windows
 - Macs

Informix Ultimate Edition (replaces Enterprise Edition)

- Restrictions
 - Memory limit / install : Unlimited
 - CPU limit / install : Unlimited
 - Maximum No Of VP : Unlimited
- Features Included
 - Continuous Log Restore
 - Web DataBlade
 - Node DataBlade
 - Basic Text Search
 - Virtual Text Table & Index Interface
 - Non Blocking Checkpoints
 - Open Admin Tools & Plug-ins
 - Log API
 - Deployment Wizard
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- Platform Supported
 - Linux
 - Unix
 - Windows
 - Mac OS



Positioning of Packages

- Informix Developer's Edition
 - Full functionality, limited scalability.. Only for Development
- Informix Express Edition
 - Ideal for small application
- Informix Innovator-C Edition
 - Ideal for small application with HA needs
- Informix Choice Edition
 - Ideal for deploying small apps on Windows & Macs for Small to Medium size business
- Informix Growth Edition
 - Ideal for Mid size business needing rich HA options
- Informix Ultimate Edition
 - Full enterprise class functionality



Positioning

	Very Small Business	Small business	Small Business With HA	Medium Business	Enterprise
Platform	Windows MACs LINUX UNIX	Windows MAC LINUX	Windows MACs	Windows MACs LINUX UNIX	Windows MACs LINUX UNIX
Package	Innovator-C	Express	Choice	Growth	Ultimate



- Informix is Everywhere
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- Call to action



We've Been Listening and are Increasing our Informix Investment

Improved technical support

- ✓ Down system phone number for every client with S&S
- ✓ Lab advocates for our valued clients
- ✓ Onsite technical consultations for proof of concepts
- ✓ Bridge support to new Versions



Expanded collateral

- ✓ Informix Panther Beta
- ✓ New reference video
- ✓ New industry whitepapers: Retail, Telco
- ✓ Joint Whitepaper with Cisco – Best Practices for Embedding
- ✓ Analyst Report: Forrester
- ✓ Increased Technical writing (Blogs, articles, etc.)
- ✓ Roadmap for Informix and 4GL

Increased Awareness

- ✓ Discover the New Face of Informix Events around the World
- ✓ Informix Data in Action Virtual Conference → March 3
- ✓ Live Event New York → March 16
- ✓ 2nd quarter Informix Campaign & Road show



Coming soon...

- ✓ Centers of Excellence
- ✓ Informix Skills Marketplace
- ✓ Upgraded IIUG website
- ✓ And more.....watch this space!!



Informix Technical Roadmap



2005

Optimized OLTP Engine (Informix 10)

- Query performance improvement
- Online index build
- Multiple page size support for better space utilization
- Enhanced buffer management
- Increased security with column encryption
- Disaster recovery with table level restore

2007 - 2008

Scale-out at lower costs (Informix 11)

- Multi-node active cluster for high-availability (MACH) 11 with multiple remote servers and shared disk cluster
- Open source tool for administration, SQL Admin API to embed admin tasks
- Improved checkpoint performance
- Secured data encryption, LBAC, Common Criteria certification
- Enhanced application development for SOA and XML
- Web Feature Service support for geospatial applications
- Data Server Client
- Text Search
- MQ Support
- Retail Integration Framework

2009*

Business Optimization

- Informix Warehouse
- Cognos integration
- Virtual Appliance
- Cloud Computing support
- Online Storage Optimization
- XPS features
- External Tables
- In memory support with SolidDB
- Heterogeneous Replication via CDC
- 3-D Internet collaboration
- Delay/Stop Apply Cluster
- 4GL Enhancements

*Features subject to change

vNext - Panther

Application Integration

- Grid Computing
- SOA in the Database
- Enhanced Warehouse capabilities
 - Performance/Index advisor
 - More XPS Features
 - Red Brick Features
- Deeper Embed
 - Automatic storage provisioning
 - Automatic Fragmentation
 - Embedability toolkit
 - Installation API
 - solidDB
- Oat Enhancements
- Security
 - Fine-grained Auditing
 - Trusted context
- Conversion of ASCII DBs to UTF-8
- 4GL Enhancements

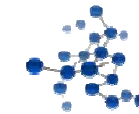
The information on the new product is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information on the new product is for informational purposes only and may not be incorporated into any contract. The information on the new product is not a commitment, promise, or legal obligation to deliver any material, code or functionality. The development, release, and timing of any features or functionality described for our products remains at our sole discretion.



Informix Technical Roadmap



Applications



Clusters



Performance

**Informix *
vNext+
2012**



Development



Availability



Management

**Informix *
vNext++
2014**

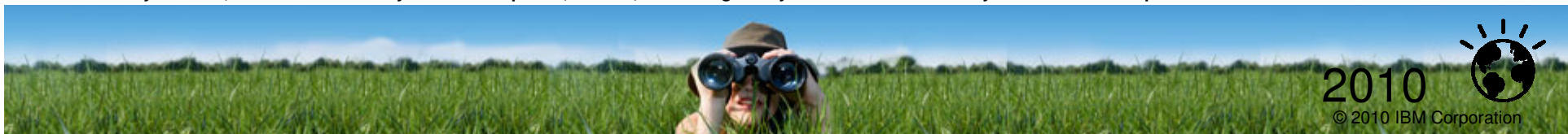
**Informix *
vNext+++
2016**

- Seamless heterogeneous replication
- 100% Availability
- High scalability clusters
- Full Autonomics
- Enhanced App Support

Continue to invest in Informix to increase its strengths and to open new markets

** Subject to change*

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2010



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- Informix is Everywhere
- A Quick Overview and What's New
- Informix – For Companies of All Sizes
- Strategy and Roadmap
- **Why Informix?**
- Call to Action



Why Informix?

- 10) Top OLTP Performance
- 9) Continuous Availability
- 8) Near-zero administration
- 7) Easy to embed
- 6) Warehouse capabilities
- 5) Vertical and horizontal scalability
- 4) Lowest cost of ownership
- 3) Diverse packaging and pricing for small to large businesses
- 2) Lots of partners and still growing

And the number 1 reason to choose Informix....



Informix – # 1 in Customer Satisfaction among database software vendors in 2008 & 2009

Know The Score.
VendorRate

	Score	Recommend	Integrity	Communication	Timeliness	Usability	Reliability	Customer Service	Budget	Expertise	Effectiveness
IBM Informix	96	9.7	9.7	9.2	9.4	9.7	9.9	9.4	9.1	9.8	9.8

Informix has placed first or second on VendorRate in each quarter since Q3 of 2008.

Customer Comments:

"Always stable; great performance"

"INFORMIX JUST WORKS BY ITSELF!!!"

"Exceptionally robust, fast, maintenance free database"

"Informix database products are robust, simple to maintain, and efficient."

"Blazing fast, Never breaks"

"Ease of use, performance, reliability"

"Informix just works. It almost needs no daily administration"



Call to Action....

- Visit the “Discover Informix” site and
 - Download the Informix e-book
 - Check out the online Informix ROI tool
 - Sign up for the Panther Beta (next release of Informix)
- Sign up for a no charge on-site technical assessment
- Join the IIUG www.iiug.org – Watch for Informix events in your area
- Save operational costs by upgrading to Informix 11.5
- Contact IBM with Questions / Feedback

www.ibm.com/discoverinformix



Hassle-Free Data Management with IBM Informix

Thank you

