

Discover Informix 11.7: The Next Decade of Informix at IBM

Name

Title



Discover Informix

Informix Helps Build a Smarter Planet

We consume only *what we need, when we need it.*



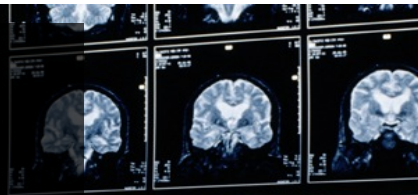
Hildebrand delivers Smart Meter systems powered by Informix

We know the best way from A to B



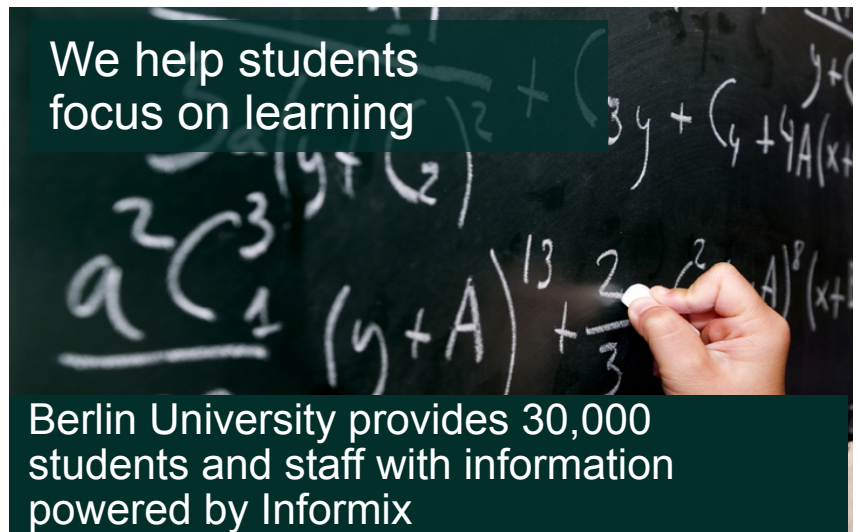
Traffic Master delivers Smart Traffic systems powered by Informix

We deliver better health care at lower cost



Woman's Health USA provides physicians "back room" business support powered by Informix

We help students focus on learning



Berlin University provides 30,000 students and staff with information powered by Informix

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 11.7 is faster than ever!
 - *Warehouse queries up to 100X faster with the Warehouse Accelerator and up to 10X faster in other editions*
 - *Forest of Trees Index contribute to 10% OLTP performance improvement*
 - *60% performance improvement on IBM Power 7 versus Power 6 hardware without application change!*

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



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

Increased Awareness

- ✓ Discover the New Face of Informix WW Events
- ✓ Discover Informix Technical Roadshow
- ✓ BP Bootcamps
- ✓ Informix 11.7 Launch
- ✓ IOD Global Conference with Informix reception, executive breakfasts, and more



Expanded collateral

- ✓ Informix 11.7
- ✓ New client references
- ✓ 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

Coming soon...

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

Informix Technical Roadmap

Informix vNext*

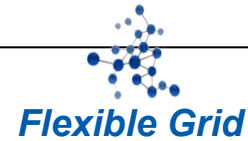
- Warehouse/BI improvements
- Benchmarks
- IBM solidDB integration enhancements
- Informix for Hadoop/Cloud
- Informix for Handhelds
- Multi-temperature data
- Enhance Deep Embed
- Industry specific enhancements
- Informix Genero Enhancements
- Re-Use of 4GL Web Services with Genero

Informix vNext+*

- Distributed query processing
- Materialized Query Tables
- Extend Grid to non-database sources
- Genero Enhancements

Informix vNext++*

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



*** Features Subject to change**

Informix 11.7 Creates Growth Opportunities for Clients and Partners

Free editions to drive adoption and new solutions

Informix Developer Edition

- Full functionality, limited scalability
- 1 core, 1GB memory, 20 connections, 8GB dbspace
- Free to download, develop, test
- **All platforms**

Informix Innovator-C Edition

- Ideal for small apps, includes HA
- Free to download and deploy in production
- Redistribution requires separate license
- 1 socket, 4 cores, 2GB memory
- **All platforms**

Greater value editions for purchase

Informix Growth Edition

- Ideal for small to medium size business
- Rich HA options
- Shared disk clustering
- 4 sockets, 16 cores, 16GB memory
- **All platforms**

Informix Ultimate Edition

- Full enterprise class functions for all businesses
- Unlimited scalability
- Optional compression feature
- **All Platforms**

Informix Ultimate Warehouse Edition

- Ultimate Edition capabilities
- Includes Informix Warehouse Accelerator
- Includes compression feature
- **All Platforms** (IWA requires Linux server)



Highly competitive Windows/Mac edition for purchase

Informix Choice Edition for Windows and Mac OSX

- Ideal for small to medium size business
- Limited replication, 2 node grid
- 2 sockets, 8 cores, 8GB memory
- **Windows and Mac OSX**

Upgrading Informix

- Clients on Subscription & Support can upgrade for free* from Informix 9.x or 10.x to Informix 11.7
- Informix 7 clients must purchase a “trade-up” license to upgrade

ibm.com/software/data/informix/upgrade/

Version	EOM	EOS
7.31	Sept 2008	Sept 2009
9.40	Apr 2008	Apr 2009
10.00	Sept 2009	Sept 2010
11.10	Sept 2009	Sept 2012

Informix 11.7 – Call to Action

- **Test drive Informix 11.7**
 - Download the [Developer Edition](#)
 - Download the [Innovator-C Edition](#)
 - Save operational costs by upgrading to Informix 11.7
- **Check out Informix's new face at IBM Taiwan website:**
 - Informix 用戶園地: <http://www-01.ibm.com/software/tw/informix/retention/index.html>
- See what industry analysts are saying about the value of Informix
 - [IBM Informix 的成本/利益案例與適用於中型組織的 Microsoft SQL Server 相比較 \(ITG report: Cost/Benefit Case for IBM Informix compared to Microsoft SQL Server \)](#)
 - [搶鮮閱讀 最新 Forrester 研究報告 <IBM Informix 資料庫伺服器的 Total Economic Impact™ \(總體經濟影響\)> \(Forrester Consulting report: Informix Total Economic Impact\)](#)
- Join the IIUG www.iiug.org and register for 2011 IIUG Conference
- Contact your IBM representative for additional information

Informix 用戶園地
不變的承諾，永遠的夥伴

→ 立即加入 IBM Informix 用戶園地

Thank you

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The Next Decade of Informix at IBM**

