



IBM Infobahn-Infomix Value Prop



Informix.
software

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Agenda

- Top 6 Reasons an ISV should select Informix
- Informix Roadmap
- Teaming opportunities with Informix and IBM
 - Early Validation Program
 - Contacts and Links to More Information





The 6 top reasons that ISVs should select Informix !

- **#1 Informix is the top rated database for customer satisfaction**
- **#2 OLTP performance along with warehouse and analysis tools**
- **#3 Easy implementation of high availability / clustering environments**
- **#4 Best database for embeddability**
- **#5 Lower operational costs**
- **#6 IBM continues investing heavily in Informix 9 years after acquisition**



Informix – # 1 in Customer Satisfaction

- among all 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

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"*

<http://www.vendorrates.com/news/2009-12-15-VendorRate-Annual-Report.htm>



Industry Analysts continue to recognize IDS...



intelligent
enterprise

"With IDS 11, [IBM has] sent a message to IDS users that they are serious about the DBMS and that it's part of IBM's overall DBMS strategy."

Database Trends: Q&A with
Donald Feinberg (Gartner Group)

Current Analysis

Current Perspective: Positive

"We are taking a positive stance on IBM's Informix Database Server (IDS) 11.5, because in addition to the new features and functional enhancements, it demonstrates that IBM is committed to supporting and enhancing the database that evolved from the database technology."

Bloor

There's a new focus in IDS on Availability, largely using its remote standalone secondary server capabilities. From one to many secondary servers can now either be co-located or operated remotely at a contingency recovery site. Auto or manual failover is available and its shared disk secondary server facility allows one copy of the data to be accessed by multiple database servers.Now to our main interest in IDS; it certainly doesn't appear to be a dead-end as far as development goes....

the **451** group

This is a more realistic approach to the market,... IDS has proven to have a very loyal following, and with the addition of new functionality – such as the shared-disk clustering capabilities – and in combination with the newly acquired solidDB in-memory capabilities, could begin to provide IBM with a more complete portfolio with which to compete head-to-head with Oracle.



Informix business growth

Informix.
software



**US Emergency
911 calls**



**95% of Telecom
Service Delivery
Providers**



**VISA Transaction
Authorizations**



**20 of the top 25
U.S. Supermarkets**



**1000s of
Retailers**

**Growing faster than the database
market**

3 Years Double Digit growth
1000s of new clients
200+ new partners on IDS 11
IIUG membership 20,000+



SCHLEUPEN AG



中国移动通信
CHINA MOBILE



2010



Informix – a huge number of partners



Informix is Everywhere

Odds are 95% that when you pick up a phone, you are using Informix



"We have used Informix Dynamic Server for China Mobile's backbone network management the past three years. 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



China Mobile makes the call to IDS

"We have used Informix Dynamic Server for China Mobile's backbone network management the past three years. 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



Built for Speed – Less Hardware Required

- Tremendous performance on low cost hardware
- High volume throughput
 - *Financial services: 100,000 messages/sec on 4-CPU Linux system*
 - *Pharmacy system: 1B transactions per day on an 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





Business Challenge

As a leader in online game competitions, WorldWinner sought to further expand the number of games and players it could support each day, and develop new games faster—all without significant expenditures.

Business Benefits

- 100 percent increase in number of concurrent players and games per day—without upgrading hardware
- 20 percent reduction in time required for tournament Web-site developers to bring new products and services to market
- Less than 2 second loads for service-critical pages
- Lower cost per unit capacity than alternatives

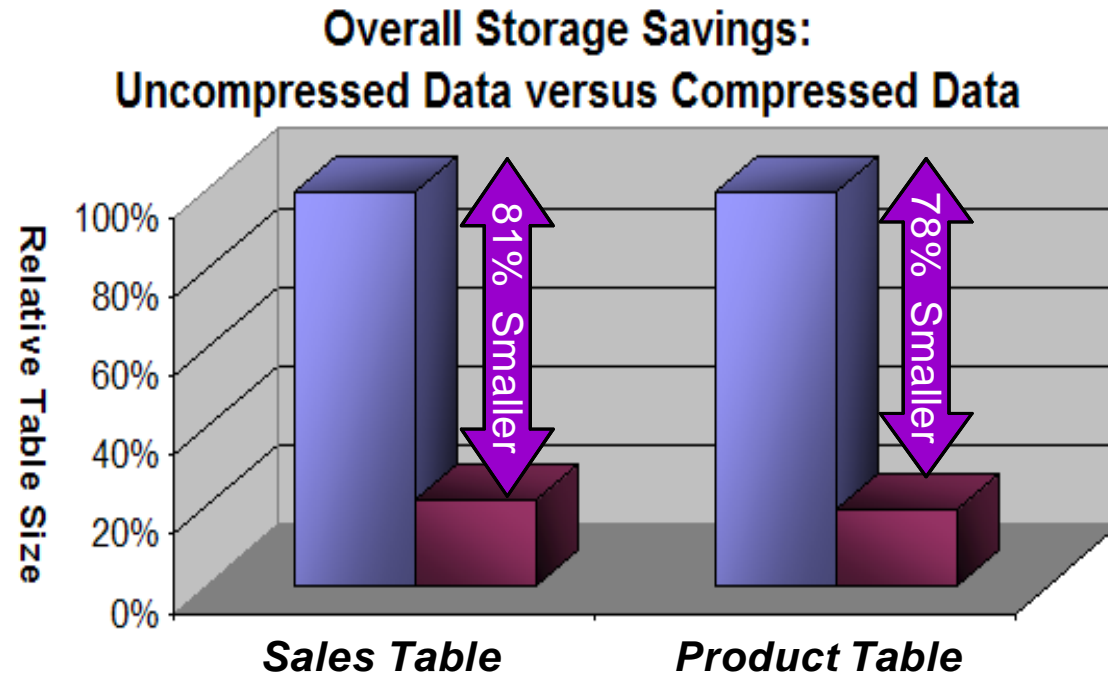
Solution

- IBM Informix Dynamic Server



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

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
 - 15 years of experience

Compelling Decision Factors:

- *High availability and performance*
- *Lower total cost of ownership*
- *Ease of migration and use*

*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.*

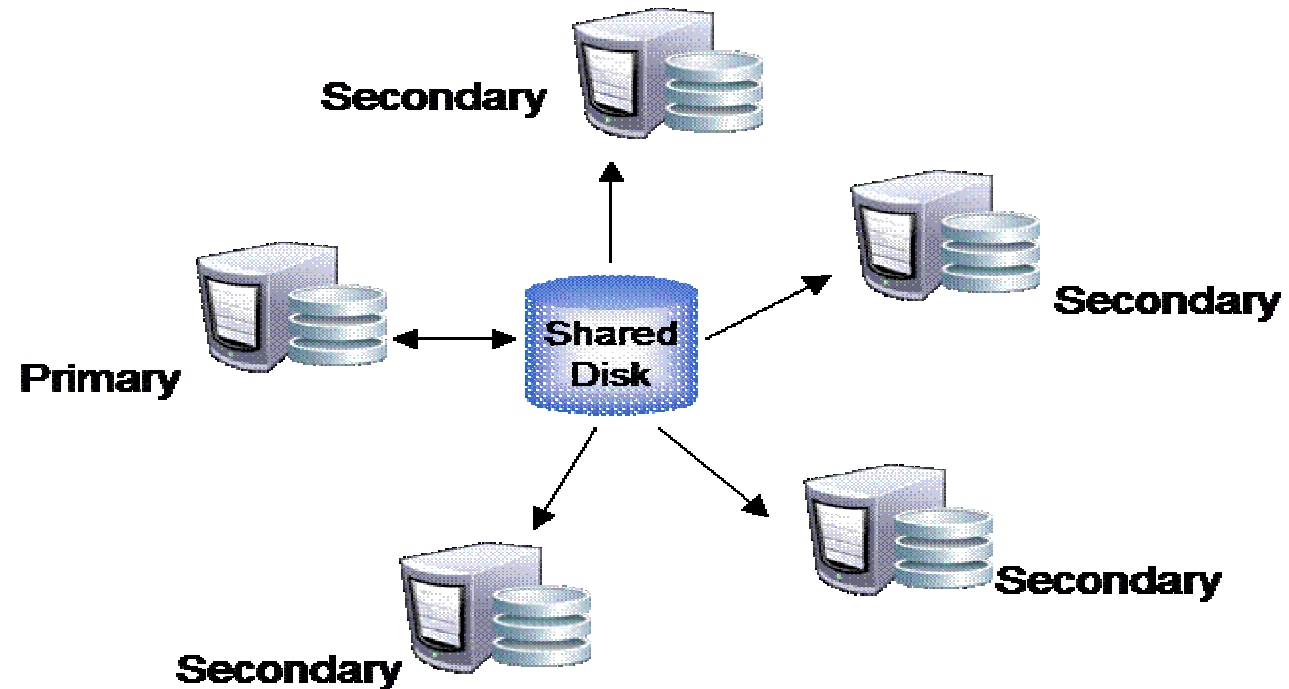
*"IBM opens up a new era in database clustering. The technology delivered with Informix 11.5 makes it **blindingly easy to build, enhance and maintain around the clock available database cluster**. When it comes to high availability, scalability and ease of use there is no better choice in the market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

¹ CAF: Continuous Availability feature

Informix Clustering Delivers 4x Scalability

- Latin America Financial Services Company

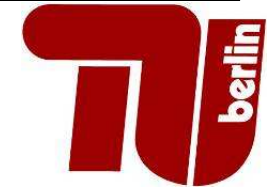
- Data loads previously took 4 days
- Now completed in 1 day
- Using Informix active-active shared disk clustering
- Adding compression improved load time by an additional 25%



Comparison on Availability Features

	Informix Cluster	Oracle RAC	Oracle Data Guard Physical Standby
Protection from Software Failure	Yes	Yes	Yes
Protection from Server Failure	Yes	Yes	Yes
Protection from Storage Failure	Yes	No	Yes
Protection from Site Failure	Yes	No	Yes
Support for rolling upgrades	Yes with ER	Yes	Yes
Failover in seconds	Yes	Yes	No
Database hot after failover	Yes	Yes	No
Geographically dispersed	Yes	No	Yes
Available on Workgroup	Yes	Limited	No
Simple to configure/monitor	Yes	No	No
Supports all applications without modification	Yes	No	Yes





Technische Universität Berlin

Informix clustering manages peak workloads

The **Technische Universität Berlin**, founded in 1770, has more than 27000 students and more than 7000 staff in research and education.



■ Challenges:

- Provide a highly available, scalable and secure student management and course registration system which handles high peak loads at each semester begin with ease...
- ...while providing secure application and database access (e.g. for student self services) through a firewall (DMZ) into a protected campus network.

■ Solution:

- IDS 11.5 with the Continuous Availability Feature (CAF)...
- No application changes required



Best-in-Breed Embeddability

Unlike our competitors, Informix was developed for ISVs:

- Informix has one of the smallest footprints
 - Can be deployed in less than 100 Mb of space
 - Makes it very easy to hide under an application or solution

- Administrative API and built in scheduler for administrative tasks make it ideal for an embedded data server.

- Examples:
 - Telecommunications systems
 - Retail and distribution systems
 - Geographic security systems for business and
 - Electronic systems
 - Mid-market solutions, etc ...



Cisco relies on Informix for Unified Communications Solutions



- Informix selected as the embedded database for over 20 Cisco Voice Technology solutions
- Winner of 2009 IBM Data Management Worldwide Partner of the Year
- Cisco participation at IBM Information On Demand Conference
 - Phil Sherborne, Cisco VP, joined Arvind Krishna onstage and endorsed IBM Informix Dynamic Server and IBM System x hardware as key components of their Voice Technology offerings
 - Sue Flaherty, an alliance manager at Cisco, on the keynote panel with Cisco customer Meeting Consultants

“It’s very, very important to us that what we have is of high quality, what we have has the power behind it to make sure that it has both the longevity and the support that we need. Cisco is taking advantage of the fact that IDS is easily embeddable, and also, the redundant capabilities that IDS has to allow us to use our distributed architecture to scale for our customers.” - Phil Harris, Senior Director of Engineering, Cisco

Near Zero Administration with Lowest cost of Development, Deployment, Maintenance, and Support

Unlike our competitors, Informix was developed for ISVs:

- Eliminate the need as much as possible for requiring tuning and administration
- Autonomic functions allow companies to deploy 1000s of servers with a single DBA
- Mid-market partners to require NO customer DBA on site, such as: largest retailer in the world, mid-market customers, doctors offices software provider, etc ...



"We like Informix because our developers don't like to spend time administering a database when they could be writing creative application code."

- Carsten Haese, Software Engineer, Unique Systems Inc.

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**
- Small ISV in Healthcare supports over **200 doctor's offices with one part-time remote DBA**



NetworkIP frees up DBA time for higher value activity

“One of the benefits of IDS is that it’s always there, and it’s always running, and you don’t have to babysit like you might have to with other engines. So that gives us the time to go out and develop scripts on our own, to help manage the server – identify problems before they happen.”

- **Andrew Ford, Senior Database Administrator, NetworkIP**

“We looked at Oracle, which would have been the big competitor at the time. And, IBM by far had the highest level performance, reliability – and for us, the best return on investment. Just in the past three years, we’ve gone back and re-examined this decision. We’ve looked at Oracle again, we’ve looked at MySQL again, and by far, IBM IDS just exceeds all of our expectations.

- **Brian Kirk, Director of Systems Engineering, NetworkIP**



Retail Chain wins with their Informix warehouse

- Key Facts:
 - Delivers near real-time inventory with common view across all channels
 - Effectively created 700 distribution centers with each store
 - Significantly Increased e-commerce and in store revenue

- Compelling Decision Factors:
 - Rely on IDS to give them a competitive edge
 - High performance
 - Required ½ the CPUs as other databases
 - Spend budget on development, not DBA costs
 - Scalability and easy administration
 - Easy upgrade to IDS 11



DHL Express in Germany Gains More Business Value from their Informix Warehouse



▪ Business need:

- Coordinate internal processes
- Boost efficiency
- Maintain DHL Leadership in the Express Market
- Expansion and standardization of DHL's existing BI

▪ Solution:

- IBM® Cognos® 8 BI
- IBM Cognos Go! Mobile
- IBM Informix® Warehouse
- IBM InfoSphere® Data Stage

▪ Benefits:

- Increased user convenience
- Elimination of manual processes
- Cost savings
- Decision support to optimise the business

"In the past, significant manual work was required to enter data from a wide range of sources, not to mention time-consuming programming efforts. Thanks to IBM Cognos 8 BI and IBM InfoSphere DataStage, our processes now run completely automatically. We can create extremely complex reports covering 30million data records in just a few seconds."

- Peter Barysch, Head of Data Management at DHL Express Germany



Informix keeps DIMENSION-POLYANT racing



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.

Benefits:

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



satisfied." - Hans Ulrich Hermans, DIMENSION-POLYANT



Partners Making Waves

Success stories from IBM Information On Demand 2009



- “We need data and we need it now!”
- 17 TB Enterprise Replication system
- **Near zero administration with IDS**
- Zero downtime requirement
- Upgrade to IDS 11 “disgustingly simple”



- IDS is “Hidden Hero”
- Needed fast solution – able to implement in 5 months
- Chose Informix & BankenSoft for
 - Clustering, high availability
 - Track record with mission critical applications
 - Easy, low administration
- **500% increase in productivity**

G&H Bankensoftware AG



- “Quality is in the details”
- Expanded worldwide from Europe
- **Business growth with no additional IT staff required**
- Deliver from manufacturer anywhere in the world in 4 working days
- AVM’s ERP solution and IDS 11 enable precision during manufacturing and in store



Softwarelösungen



We have been listening to our customers and partners, and 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 Events around the World Events
- ✓ Informix Data in Action Virtual Conference
- ✓ Informix Campaign & Road show
- ✓ Greater development community involvement
- ✓ Increased electronic advertising and Smarter Planet exposure

▪ 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
- ✓ Smart Planet

▪ Coming soon...

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



Smart Planet: Smarter Government

Secretary of Finance, Jalisco, Mexico serves 3 million+ citizens with single authoritative database of tourist, tax, and legal information

What's smart?

- Easier, better service to 3 million citizens
- Reduced cost of tax collection
- Reduced paper consumption



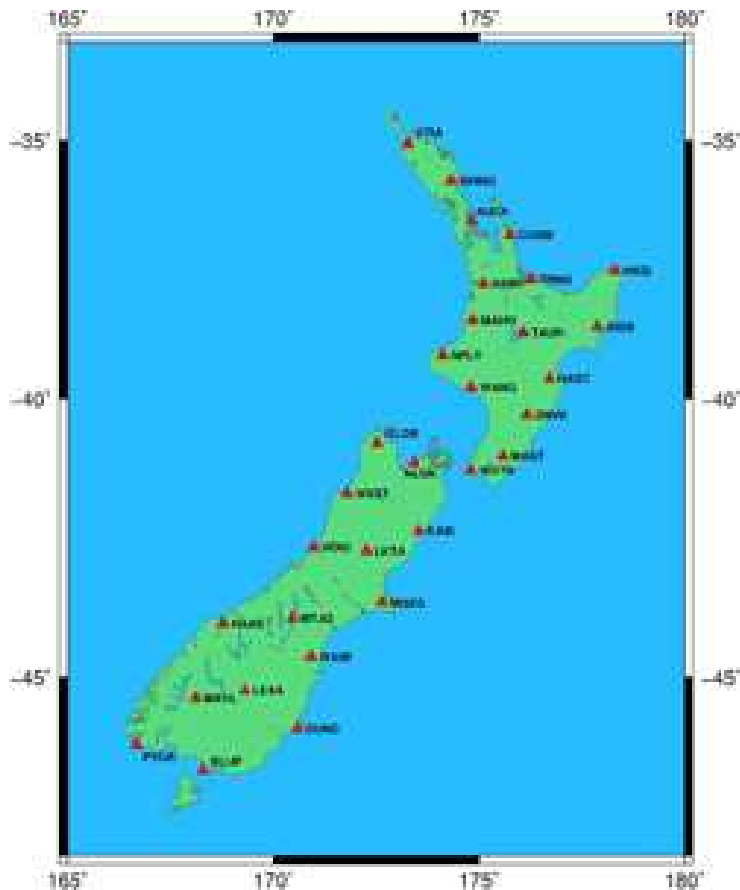
Smarter Business Outcomes

- Integration with 21 state departments, organizations and private offices
- Flexible access to single, authoritative Informix database via retail kiosks, computers, handheld and mobile devices
- Continuous data availability

“By integrating agency services using a single SOA-based framework, IBM has helped us significantly improve citizens’ access to services, decrease infrastructure costs and reduce our environmental impact. We believe this will soon become the model for other states across Mexico.”

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?

- The first fully electronic land registration system in the world
- Turning paper documents into online information
- Improved efficiency for both the government and its users

Smarter Business Outcomes

- 100% of New Zealand land transactions flow through this system using IBM Informix
- 90%+ of transactions are electronic instead of in person
- 20% of staff reallocated to other projects

Jamaica runs their country on Informix

Informix.
software

- **IDS features realized ROI with limited resources**
 - Cost savings on hardware
 - Small footprint and transaction processing speed
 - Mission critical applications on low cost hardware
 - Cost savings on DBA services
 - Low learning curve
 - Cost savings due to flexibility & ease of use
 - Easy to change and grow
 - Accommodate changing user requirements
 - Focus on implementation of critical business functions
- **Over 70 applications in Jamaica use Informix**

Agencies Using Informix

1. Ministry of Finance
2. Customs
3. General Consumption Tax Department
4. Income Tax Department
5. Inland Revenue
6. Land Valuation
7. Revenue Board
8. Stamp Duty and Transfer Tax
9. Tax Administration Reform Programme



Barrodale delivers dynamic voting to British Columbia

Informix Dynamic Server mapping capabilities speed up redistricting

▪ Business need:

- New voting areas required Elections BC to re-assign voters and re-map the entire province
- Fresh voter lists needed to be assimilated in each area

▪ Solution:

- Comprehensive spatial data management solution
- Integrated multiple data sources
- Informix High performance database –

▪ Benefits:

- Enables fast new address process
- Comprehensive address registry
- Speeds up redistricting process
- Requires minimal administrative resources



“Elections BC was impressed with the Barrodale Computing Services DataBlade technology and with IBM Informix as a mapping solution.”

- Peter Gzowski, Director, Voter Registration and Boundaries, Elections BC



Informix: Product family roadmap

Use Informix Developer Edition, Innovator-C, or Ultimate-C at no charge

When Deployment Ready

Buy optional S&S for Innovator-C or Ultimate-C in Production, or Buy Informix Express or Informix Growth for commercial support

When Business Expands

Buy Informix Growth licenses

Need More Capabilities, Scalability and IT Optimization

Buy Informix Ultimate and the Optional Compression Feature

- Ubiquity, developer mindshare
- Free to develop and test upon registration
- http://www-01.ibm.com/software/data/informix/downloads.html?cm_sp=MTE12345
- Commercial support crucial for business adoption
- Full OLTP capability to support information on demand
- Deploy the app with limited license costs
- Start small and grow
- Not “rip and replace”
- No app change req to obtain additional platform support, higher performance, more scalability and enhanced security and resiliency

*** Note: Products in Green above are available from PartnerWorld Software Access Option:
<https://www-304.ibm.com/us/svc/account/userservices/jsp/login.jsp?persistPage=true>



As your clients grow, and their applications grow - Informix keeps pace with you

- Informix is built on a self-managing engine
- Dynamically adjusts to handle volatile workloads
- Programmable administration capabilities
 - Allows Business Partners to build administration into the solution
- Dynamically adjusts to handle critical situations
 - Dynamic log allocation to respond to new data peaks
 - Dynamic lock allocation to respond to new peak updates
- Provides low predictable TCO across development, deployment, maintenance and support
- You have the ability to handle more customers with fewer resources!



IDS Value versus our Competition

	Informix	Oracle	Microsoft	Sybase	MySQL
Customer Satisfaction	Vendor of the Year for 2008 (by VendorRate)				
Manageability and Reliability	Set it and Forget it; manage 1,000s of servers per DBA	10x more DBA's needed to manage databases			
Performance and Scalability	Designed for performance with proven scalability	RAC scalability limited to small number of nodes	Complex options that do not scale well		Unproven OLTP performance
Replication Continuous availability, Clustering	Active-Active cluster solution built into the server; easier to set up and use; combine shared disk with remote replicas in any combination. Automatic failover and workload balancing	Expensive to set up, requires additional hardware and software; no remote replicas as part of cluster; failover results in some down time	Limited High Availability; Requires application awareness for failover.	Similar restrictions to Oracle since architecture is similar to RAC.	No integrated solution; requires more disk and higher overhead
Compression	Broad, cross table level Compression	Narrow column level compression	Limited compression	Limited compression	No Compression
Extensibility	Industry object relational leading support for datatypes and functions			Non-existent capabilities	Non-existent capabilities
Platform Choice	Broad choice of hardware and OS platforms		Windows only		
Application Development	Broad choice of hardware and OS platforms. All leading Open standard APIs supported	Broad choice of app dev environments	Focused and pushing .Net environment	Limited API's	Broad acceptance in app dev env

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

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
 - Embeddability toolkit
 - Installation API
 - solidDB
- Oat Enhancements
- Security
 - Fine-grained Auditing
 - Trusted context

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• Conversion of ASCII DBs to UTF-8

• 4GL Enhancements

4GL Roadmap

**4GL vNext
SOA enablement**

- SOA enablement
 - Reports via web services
 - Enhanced Error handling
 - RECORD type
 - WSDL parser
 - Function signature detection (I4GL parser)
- Enhance Language support
 - File I/O support
- AIX port of SOA

**4GL vNext+
for BUSINESS**

- Library support
 - 4GL non-interactive library for Business
 - Dynamic load of shared library by p-code runner
- Certification of non-interactive library for web languages/tools.
- Evaluation copy
 - P-code, C-code, ISQL & ID

**4GL vNext++
Reporting**

- SQL Syntax enhancements
- 4GL Syntax enhancements
- PDF Support
- WAS Support for SOA
- XML Output
- 4GL inside Informix
- Mac OS Native
- Client Required Priority Defect Fixes

**4GL vNext++
Reporting &
Forms**


- Form enhancements
 - System curses
 - Improved color
 - Box
 - Multi-line fields in screen arrays
 - Variable size forms
 - Enhanced Sub-table handling
 - Horizontal Scrolling
 - Forms & Field Status
 - List Support

1H 2010

2H 2010

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24.6.2010

2010 

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Informix Commitment From the Top – Ambuj Goyal

- “As an integral element of IBM’s data server business, the future for Informix is very bright.”
- “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.”
- “This relevance is highlighted by IBM’s support of a growing worldwide ecosystem of Informix application providers, solution providers and resellers.”
- “I urge you to learn more about Informix 11 and how IBM has improved upon an already innovative data server, offering you the stellar performance, reliability and ease of use your business demands.”

Ambuj



Informix Early Validation Program (EVP)

- Want to be on the cutting-edge of Informix technology?
 - Get early access and exposure to new capabilities and assist IBM in defining the Informix product roadmap
 - Have access to IBM resources through lab advocates to ensure successful deployment of new Informix features
 - Prototype solutions in your environment for faster deployment
- To sign-up or for more information contact Madhuri Ahuja (Customer Validation Manager) at: ahujam@us.ibm.com



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What's Hot at IIUG?

- Join Informix users, developers, executives and enthusiasts for three full days of technical presentations and conference events, preceded by one day of in-depth tutorials
 - Topics include Informix database administration, application development, tools and advanced support
- Learn from Informix experts from diverse companies such as Hilton, Intrado, GSN Digital, NetworkIP, and many more!
- Become IBM Informix Certified by taking the IBM Informix Professional Certification exams for FREE
- Meet with IBM Informix corporate sponsors and 3rd party vendors to find solutions that could improve your business



2010 IIUG Informix Conference
April 25 – 28, 2010
Overland Park, KS

Learn more and register at www.iiug.org



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.

You've looked at everything. Your concerns have been answered. Time is of the essence, every day in delay you are loosing time and money. You've heard our recommendation.

Why don't you give Informix a try?

http://www.ibm.com/developerworks/downloads/im/ids/dev.html?S_TACT=105AGX28&S_CMP=DLMAIN



Thank you



Appendix



Key Bookmarks

- Discover Informix Portal
 - www.ibm.com/software/data/informix/discover-informix
- Informix Business Partner Portal
 - www.ibm.com/partnerworld/wps/pub/overview/B7L00
- IBM Informix Product Portal
 - www.ibm.com/software/data/informix/
- IBM Informix Product – What's New
 - www.ibm.com/informix/new
- IBM Business Partner Portal
 - www.ibm.com/software/data/partners
- IBM Information On Demand Specialty
 - www.ibm.com/partnerworld/infoondemand
- Information On Demand Global Conference
 - www.ibm.com/software/data/conf



Informix on Campus

- “Informix in a Box” for professors
- Informix 101 for students
- New Informix Fundamentals Certification
- New 9-part tutorial series
- Getting Started books and ebook
- Informix Discovery DVD
- Campus activities around the world
 - Over 150 students taught in 2009
 - Activities with 12 universities
 - 5 more campuses on Q1 schedule



Smarter Education through Cloud Computing Informix in the Virtual Computing Lab (VCL) and Initiative (VCI)

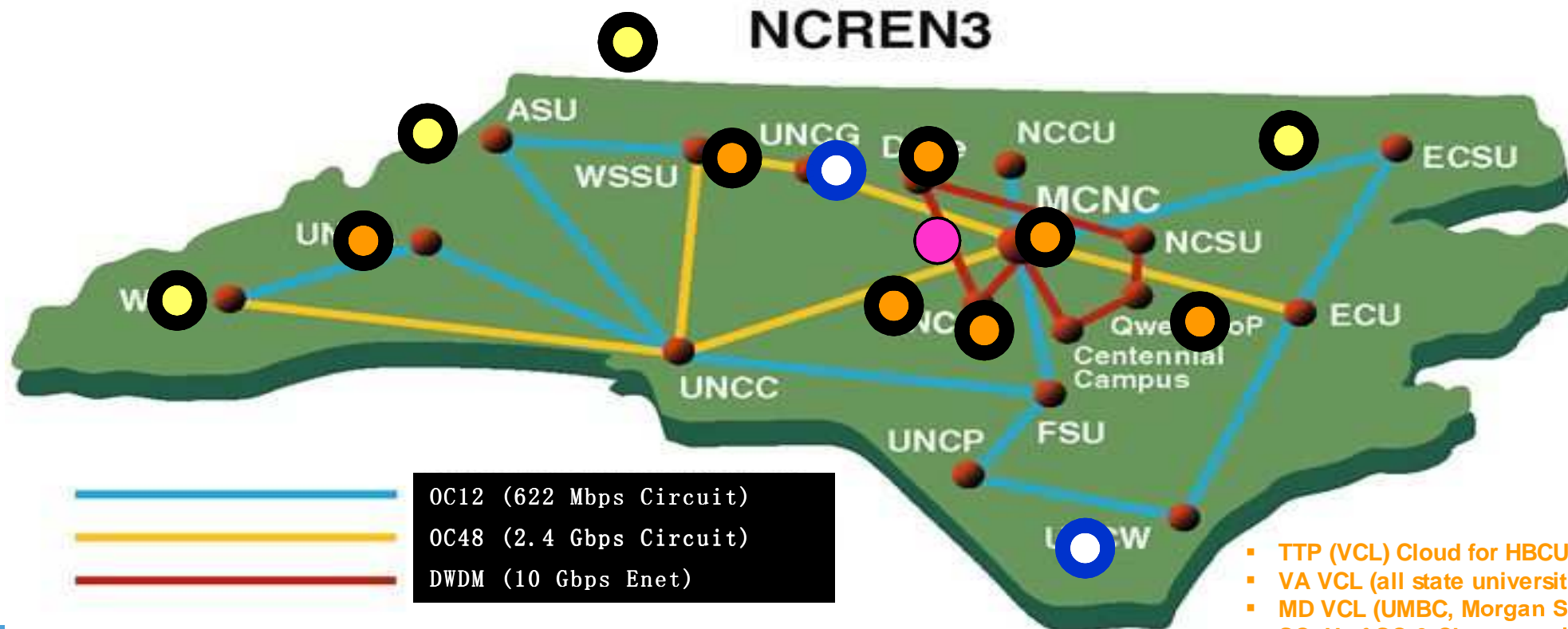
NC STATE UNIVERSITY



East Carolina University



... And Growing Across North Carolina and the world



- 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.

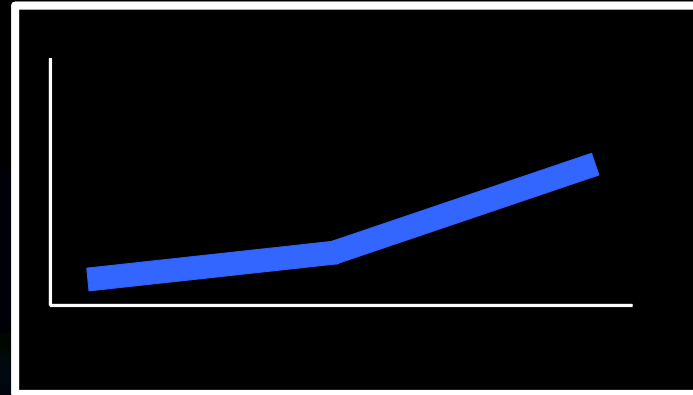
VCL is a true education cloud computing (open source) solution developed by NC State & in production for almost 5 years.

October 2009

Informix Roadmap and Business Update



Informix: 32% YTY Growth WW



Mark Loughridge's Comments to Analysts on 4Q IBM Results:

Migrating from Oracle . . . to IBM Informix Redbook

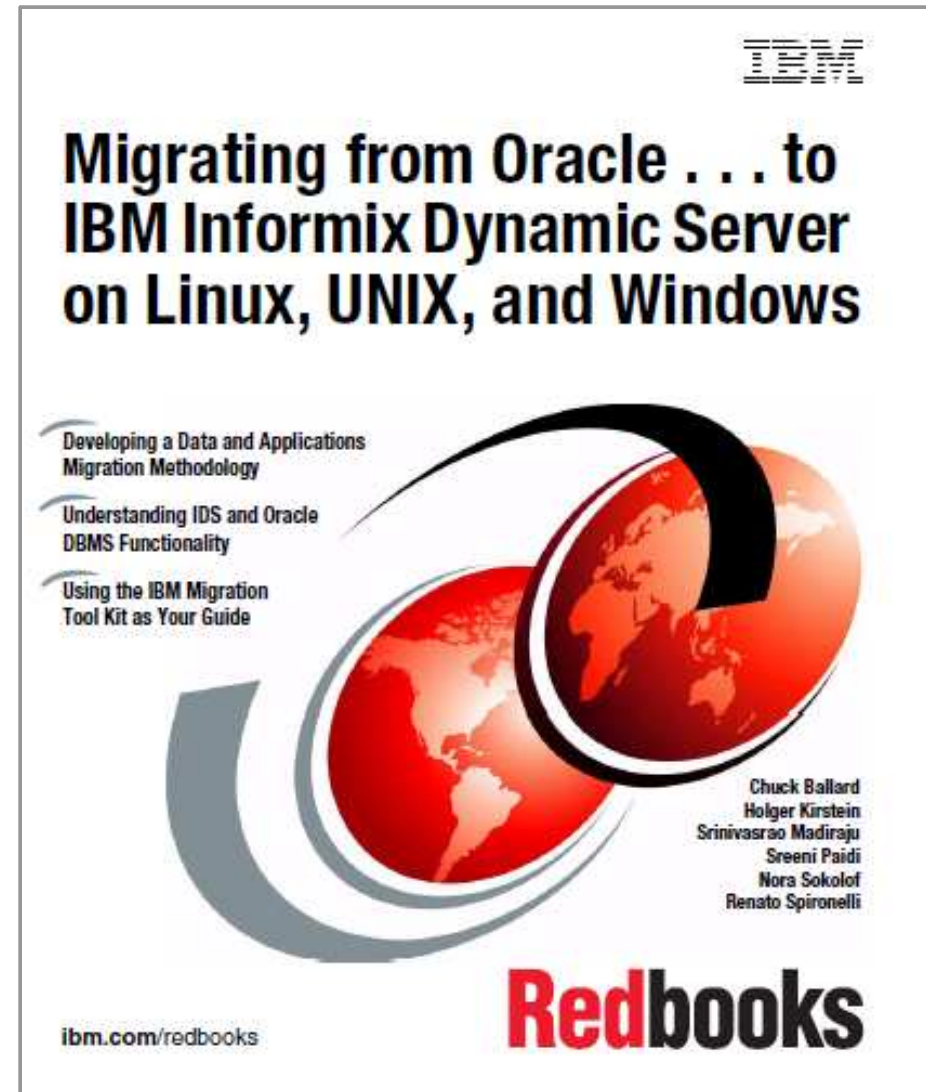
Informix.
software

- **Covers all aspects of migrating Oracle applications to Informix:**

- Architectural overview
- Migration methodology
- IBM Migration Tool Kit:
- SQL considerations
- Data conversion
- Application conversion
- Data types
- Terminology mapping
- Function mapping
- Availability: Now!

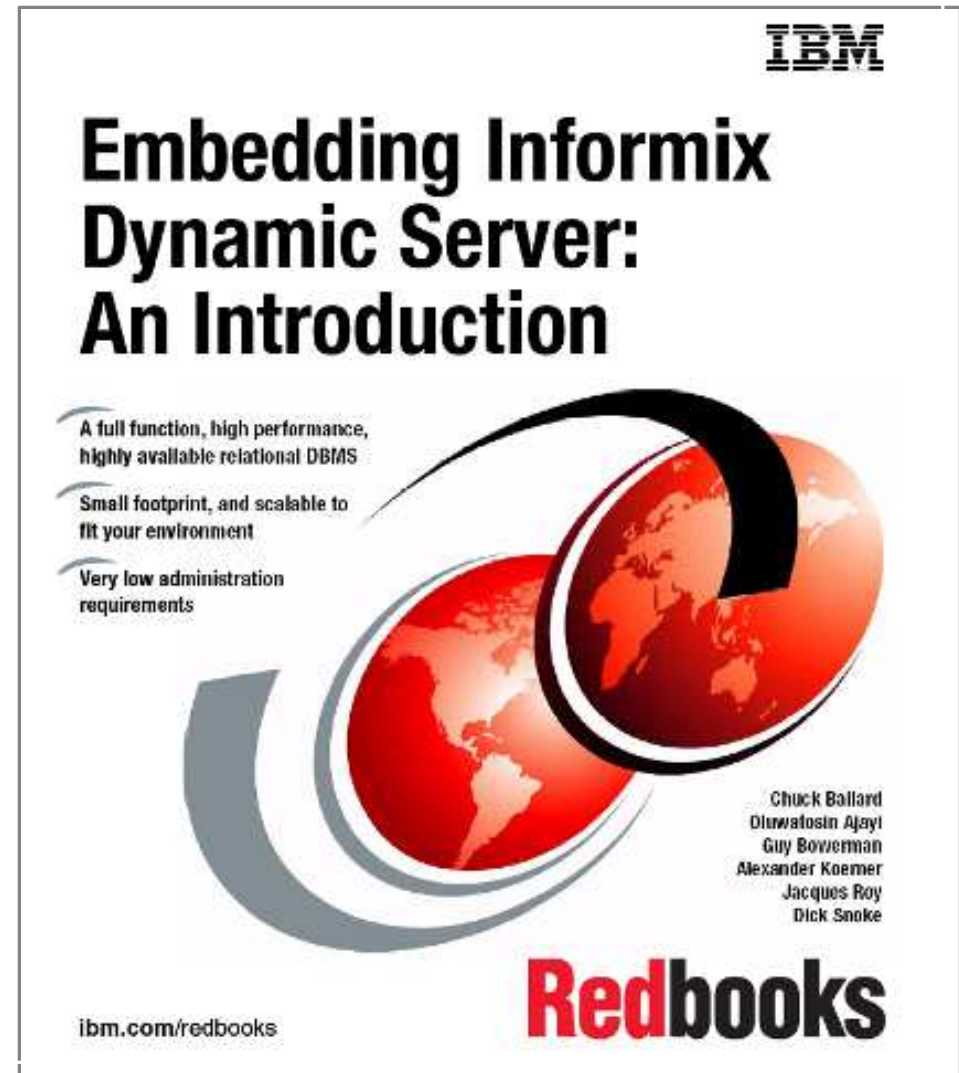
- **Download for free at:**

<http://www.redbooks.ibm.com/Redbooks.nsf/RedbookAbstracts/sg247730.html?Open>



Embedding Informix Redbook!

- **Covers all aspects of embedding IDS 11:**
 - Embeddability Basics
 - IDS Configuration for Embedding
 - Installation Strategies
 - **Extreme Small Footprint IDS Configurations**
 - Deployment
 - Administration Strategies
 - **IDS Appliances**
 - How to create an IDS Appliance from Scratch
- **Availability: Now!**
- **Download for free at:**
<http://www.redbooks.ibm.com/abstracts/sg247666.html>



The image shows the cover of an IBM Redbook titled "Embedding Informix Dynamic Server: An Introduction". The cover features the IBM logo at the top right. The title is prominently displayed in large, bold, black font. Below the title, there are three key features listed in a curved, ribbon-like layout: "A full function, high performance, highly available relational DBMS", "Small footprint, and scalable to fit your environment", and "Very low administration requirements". To the right of these features is a large graphic of two overlapping red globes with a black ribbon-like shape looping around them. At the bottom right, the authors' names are listed: Chuck Ballard, Dinwastin Ajayi, Guy Boyerman, Alexander Koerner, Jacques Roy, and Dick Snook. The "Redbooks" logo is at the bottom right, and the URL "ibm.com/redbooks" is at the bottom left.

IBM

Embedding Informix Dynamic Server: An Introduction

A full function, high performance,
highly available relational DBMS

Small footprint, and scalable to
fit your environment

Very low administration
requirements

Chuck Ballard
Dinwastin Ajayi
Guy Boyerman
Alexander Koerner
Jacques Roy
Dick Snook

Redbooks

ibm.com/redbooks



Listen to what customers have to say ...

Informix.
software

"Our testing with the new compression capabilities in IBM Informix Dynamic Server achieved up to 80% compression ratios and a 22% increase in performance."

- Rob Prop, Manager Professional Services, Informa

"One Point Solutions is extremely excited about the new IBM Informix Warehouse solution."

- Ron Flannery, CEO, One Point Solutions



"We see the addition of the Informix warehousing capabilities providing a complete and cost efficient solution."

- Dan Contaldi, Vice President, Women's Health USA

WOMEN'S HEALTH USA

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