IBM Launches Informix Dynamic Server 11.5

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Current Perspective:
Positive

Vendor Importance:
Moderate/High

Market Impact:
Moderate

■ Summary

Event Summary

April 28, 2008 - IBM unveiled a new version of its Informix Dynamic Server (IDS) software designed to help companies better manage and utilize the deluge of data generated from global operations while increasing effectiveness and reducing data management costs by one-third. IDS 11.5 will be available worldwide beginning on May 6.

Analytical Summary

• **Current Perspective:** Positive on IBM's launch of Informix Dynamic Server 11.5 (IDS 11.5) as it demonstrates IBM's commitment to the acquired Informix products while adding new and/or improved features and capabilities to this high-volume transaction-intensive database.

• **Vendor Importance:** Moderate to high to IBM as while the DB2 database is its best known, IBM continues to offer and support several others, including the Informix Dynamic Server which it acquired with its acquisition of Informix in 2001.

• **Market Impact:** Moderate on the database market where IBM's Informix products, while in many cases strong offerings, are not considered among the first tier of database products.

Target Markets

Global 2000, IT Implementers, Large Enterprises, Other, Resellers/Channels, Small Office/ Home Office, Small to Medium Enterprises, Web Portals

■ Perspective

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 com-

Current Analysis
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mitted to supporting and enhancing the database that evolved from the database technology IBM obtained when it acquired Informix Corporation in 2001.

As IDS 11.0 was generally available in July 2007, the expected generally availability of IDS 11.5 in May 2008, quickly follows only nine months later. IBM made its launch announcement at the 2008 International Informix User Group (IIUG) Conference where it was certain to attract the interest of a well-targeted and receptive audience.

Among the key features of IDS 11.5 are additional deployment options including the ability to now utilize all nodes in a cluster on a read/write basis, the ability for an application connect transparently and dynamically (i.e., after a new node is added to a cluster or when a node fails) to data, support for MAC OS/X, single sign-on support, automatic workload balancing, the use of dynamic SQL in stored procedures, a new configuration wizard, and row versioning. IBM also announced future plans for IDS including integration with its solidDB database to provide an in-memory cache for IDS. Informix Dynamic Server already had a reputation for high-performance and ease-of-deployment and the new features should further enhance its ease-of-administration, high availability, disaster recovery, and scalability capabilities. While DB2 may be IBM's premier database offering, with the launch of IDS 11.5 IBM has shown that it is willing and able to continue to support and enhance its other database offerings as well. This bodes well for other software that IBM has acquired, for example the Cognos products that IBM acquired with its acquisition of Cognos in November 2007.

■ **Positives and Concerns**

Competitive Positives

• IDS 11.5 incorporates many new features and enhancements for ease-of-administration, high-availability and disaster recovery, performance and scalability.

• In addition to the numerous ease-of-use and ease-of-administration features, the support for Apple MAC OS/X will serve to enlarge the overall target market for IDS prospects.

• IBM is currently offering attractive discounts to users of other Informix database products and older versions of IDS who wish to upgrade to IDS 11.5.

• According to a recently published report from a major market research firm, IDS continues to attract new converts and its customer base continues to grow.

• By launching IDS 11.5 at the 2008 International Informix User Group Conference in Overland Park, Kansas, IBM is sure to attract the attention of a well-targeted group of customers, partners, prospects and technical press. The conference location was very close to the IBM Development Lab in Lenexa, Kansas, home to most of the Informix Development and Support Staff.

Competitive Concerns

• While IBM is continuing to support and evolve the Informix Dynamic Server database, DB2 is still the company's flagship database offering and the one to which it will dedicate the most resources.

• Although IDS 11.5 is not immediately available, it will become available soon on May 6, 2008.

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