

## IBM Informix Spatial DataBlade module



### Extending intelligence capabilities

Would you like to know where your key customers are located? Are you looking to target your offerings to a specific and profitable demographic niche? Whether you are administering utilities or routing a fleet, analyzing customer behavior or managing natural resources, the IBM Informix® Spatial DataBlade® module affords the ability to jointly access and analyze location-based and core business data—extending intelligence and decision-making capabilities for an edge in today's marketplace. A no-charge component of the IBM Informix Dynamic Server™ (IDS) 9.20 or higher, IBM Informix Spatial DataBlade module provides one of the lowest cost-of-ownership and highest performance spatial solutions in the industry.

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### Highlights

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- *Delivers innovative spatial technology via a convenient no-charge download*
- *Maximizes spatial data capabilities; enables critical business decisions*
- *Drives industry-leading spatial query performance with IBM IDS R-tree technology*
- *Generates vital business intelligence for a competitive edge*
- *Supports Enterprise Replication of spatial data types*
- *Extends database power.*

## **Leveraging spatial data for key decision making**

Key business decisions frequently involve location and proximity. Although many organizations have made significant investments in Geographic Information Systems (GIS) and third-party spatial data applications, they cannot fully leverage the value of this information unless their database is spatially enabled.

IBM Informix Spatial DataBlade module is an industry-standard (open-GIS compliant) spatial extension to the IBM IDS, which intelligently loads and manipulates complex geospatial *and* traditional data. It enables many industries and sectors to increase the power of existing location-based data and consequently enhances their ability to thrive and succeed. The following examples illustrate how IBM IDS with IBM Informix Spatial DataBlade module can help myriad industries realize a competitive advantage, including:

### *Retail*

Online and traditional retail companies are seeking new ways to reduce costs, increase customer satisfaction and increase on-time delivery. Accordingly, a growing

number of retailers are choosing IBM IDS with the IBM Informix Spatial DataBlade module for integrating delivery addresses with mapping, customer-specified delivery times and current road conditions.

### *Telecommunications/location-based services*

IBM IDS with the IBM Informix Spatial DataBlade Module delivers an essential strategic technology to many information providers. For example, providers can integrate geographical data with business information while enabling Personal Digital Assistants, cellular phones and laptop computers with the ability to find the desired location of shops and services rapidly.

### *Travel*

Travel agencies can provide detailed trip planning and routing via the Internet, including information on hotels, restaurants and points of interest. In order for an agency to provide this information, however, client preferences must first be successfully matched against mapping, business information and weather data.

### *Government organizations*

The options are virtually limitless. For instance, an application programmer for an environmental organization can join one table filled with hazardous material storage sites with another including sensitive schools, playgrounds and hospitals—creating a complete roster of the areas that have the lowest risk of hazardous material exposure.

## **Key benefits**

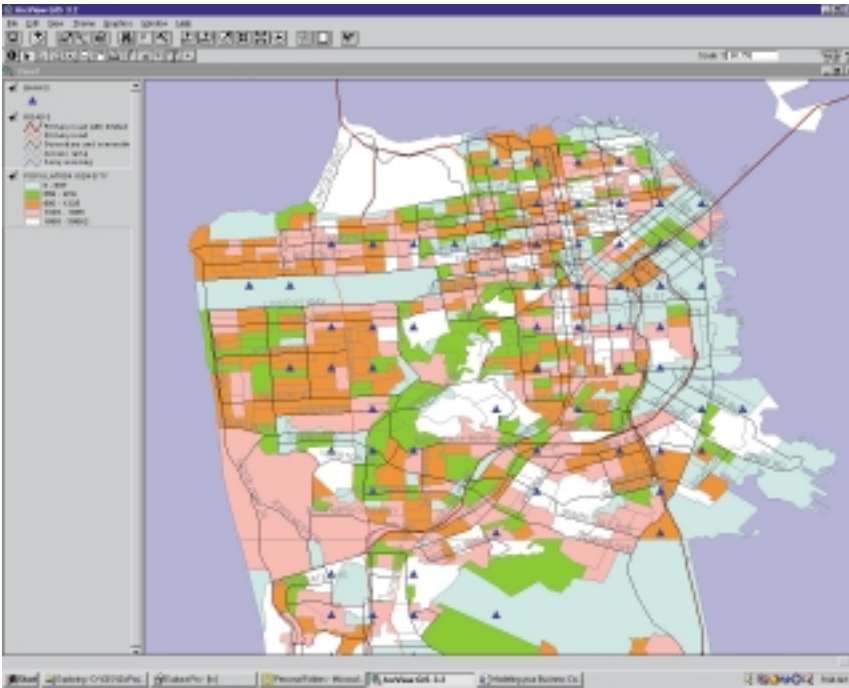
The IBM Informix Spatial DataBlade module extends the power of IBM IDS while providing industry-leading spatial data capabilities—allowing companies like yours to:

### *Lower total cost of ownership*

Not only can you receive unsurpassed industry-leading spatial technology at no additional cost, but you can accomplish more, with fewer people in less time, due to the IBM Informix Spatial DataBlade module's simple architecture and compliance with industry spatial standards.

### *Increase performance*

R-tree indexing—an innovative approach to accessing spatial, multi-dimensional and traditional data—enables IBM IDS with IBM Informix Spatial DataBlade module to boost performance significantly—offering a substantial competitive advantage.



### *Leverage your technology investments*

IBM IDS with IBM Informix Spatial DataBlade module makes it possible for you to combine the location-based data you already have with one of the most powerful databases in the industry to help you increase profits, expand market share and augment operational efficiencies.

### **Power-packed features**

A robust set of IBM Informix Spatial DataBlade module features helps to explain why the IBM IDS solution leads the industry in power, efficiency, ease-of-use, implementation and integration. These include:

#### *Full support for all R-tree indexing capabilities*

Designed specifically for fast and efficient spatial data retrieval, the IBM Informix Spatial DataBlade module takes advantage of the R-tree index

built into the IBM IDS database for accessing spatial and multidimensional data along with traditional data—enhancing the efficiency of the relational database.

#### *ArcSDE-ready*

The IBM Informix Spatial DataBlade module provides support for the Environmental Systems Research Institute, Inc. (ESRI) rich product set, in order to enable third-party products to work seamlessly on IBM IDS. ESRI's ArcSDE complements the IBM Informix Spatial DataBlade module by providing quick access to the spatial data stored in IBM IDS and utilized for GIS software programs. The ArcSDE service automatically recognizes columns of IBM Informix Spatial DataBlade-based data, making it available to all ESRI-supported applications and others capable of reading this format.

#### *Open data access*

Our spatial technology can be accessed directly through standard SQL or it can be viewed and manipulated through third-party applications. This allows vendor selections—for the development of client tools and applications—to be based on price, quality and specific features.

### *Enterprise Replication*

This is the only product on the market that supports Enterprise Replication of spatial data types.

### *True O-R extensibility*

SQL is easy to write and maintain and it simplifies the implementation of custom business rules, logic and unique applications involving spatial and additional data types, including media and text documents.

### **IBM Informix Spatial DataBlade module package: Make it happen**

Everything you need to get started with location-based computing is found in the no-charge IBM Informix Spatial DataBlade module package. Now you can take full advantage of your spatial data—unveiling a better approach to business decision making and marketing to your most profitable customers. This module includes:

#### *Shapefile utilities*

IBM Informix Spatial DataBlade module includes tools that load, unload and obtain information about ESRI Shapefiles needed for reading any of the supplied sample data.

#### *Java™-based spatial viewer*

This lightweight spatial viewer offers an easy way to visualize spatial data as map layers and perform basic GIS functions.

### *Sample geographic and demographic data*

IBM Informix Spatial DataBlade module includes two CDs containing a wealth of worldwide information including cities, landmarks, political boundaries, waterways, highways, railroads, and census tracts for any U.S. city.

### **Solutions for today's businesses**

IBM Informix information management solutions are open, scalable, manageable and extensible—providing the kind of flexibility that is essential for growing organizations. Whether utilized for data warehousing, analysis and decision support, Web content delivery, or broadcasting mixed media, IBM Informix products are engineered to enable today's businesses to efficiently manage all kinds of information—anywhere, at any time.

### **Find out more**

For more information about the IBM Informix Spatial DataBlade module and how you can download it at no charge, call your local IBM representative or visit the following Web site:

**ibm.com/software/data/informix/spatial**



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