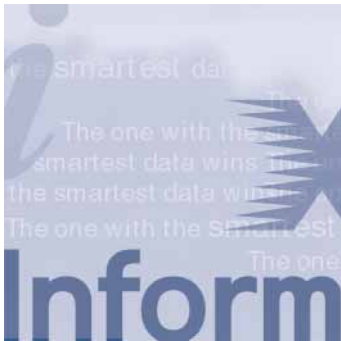


The Internet is a data-driven phenomenon. How do you extend the reach of your enterprise to the Internet and still manage costs? How do you transform your business data into content?

How do you leverage your data to make your company more competitive?



Informix DataBlade modules put the power of the Internet directly into the Informix Dynamic Server 2000

You start with an inherently extensible application foundation, Informix[®] Internet Foundation.2000[™], and add the rich content management capabilities of Informix DataBlade[®] modules.

Internet applications are about content as well as data. Content is derived from an almost infinite variety of sources: from audio, to video, to text, to image data—the Internet is changing data management rules.

The cost and complexity of managing and integrating data and content for your Web-based applications are a daunting challenge for your enterprise.

Informix's DataBlade technology integrates any data from any source to provide a proven, stable, and flexible Internet application environment.

Informix DataBlade modules put the power of the Internet directly into the Informix Dynamic Server[™] 2000.

Real Solutions for Real Problems

Informix DataBlade modules extend the power of Informix Dynamic Server 2000 to suit the unique requirements of your business.

Imagine you need to query your existing SQL database in order to find all residences which are located within 200 meters of a fire hydrant. With standard SQL, this seemingly simple query actually becomes hugely complicated.

With Informix DataBlade technology, you extend the intelligence of the application by adding geospatial and regional information—as a natural extension to the data managed by the server. The result? Fewer lines of code, faster execution, and the exact answer you need, instead of an approximation.

Informix DataBlade modules are not just options, but actual server extensions that are integrated into the very core of the engine, delivering unbelievable application functionality and amazing performance. While pre-built DataBlade modules for text, Web, and Microsoft Office document management are bundled with Informix Internet Foundation 2000, we also include the full development kit for building your own specialized DataBlade modules using C, JAVA, or COM+.

DataBlade modules have been enterprise-tested in complex mission-critical applications for years:

- By extending production systems with spatial information using an Informix DataBlade module, major telecommunication providers produce powerful market data for use in network management and planning via visual mapping
- Large financial institutions use the Time Series DataBlade module to track daily trading information to use in forecasting, analyzing, and predicting market trends
- The wireless telecommunications industry has combined the Spatial and Time Series DataBlade modules for fraud-detection applications
- Content providers and publishers are using Informix's Web DataBlade technology for dynamic Web-page creation, automatic content importation, and highly flexible content organization and output options
- Most importantly, the scalability and reliability meets the demanding requirements of delivering more than *6 million page views per month*

Use a single DataBlade module, or integrate several simultaneously to create a unique information management solution customized for your needs. No matter how your business changes, no matter what information you want to manage, no matter what business you're in—Informix DataBlade technology today can help you make more efficient, smarter business choices.

DataBlade Technology Fuels High-Speed Application Development

Transform Data into Smart Data

Informix DataBlade modules give you the tools you need to intelligently manage rich, diverse data. DataBlade modules integrate traditional alphanumeric data types with rich content, without sacrificing the reliability and scalability of the traditional relational DBMS.

Informix DataBlade technology lets businesses treat Web sites as applications, letting the Informix Internet Foundation.2000 manage and dynamically deliver all site content. The server can be rapidly modified to accommodate new data types as business requirements evolve.

With DataBlade technology, you create complex solutions quickly and cost effectively right out of the gate, giving you a consistently faster time to market—and a big jump on your competition.

DataBlade Technology Partners

Embed your technology and expertise as an integral part of the Informix Internet Foundation.2000. You can also choose from a growing portfolio of third-party DataBlade modules, or define and create your own with the DataBlade Developer's Kit (DBDK). Unlike our competition, Informix provides a single API development kit for Java, C, C++, J++, or stored procedure language (SPL).

Digital Media

To publish compelling Internet content you need a database that can easily manage large volumes of digital information: images, audio, and video.

Digital media DataBlade modules manage, publish, convert, and efficiently store all of your digital information assets.

Text Management

Transforming business data into Internet content means that you must navigate through large amounts of unstructured text quickly and publish this information to your customers. Informix Text DataBlade modules can publish manuals, reports, formatted documents, e-mail, Web pages, faxes, MS Word, PDF, and presentations to the Internet with low cost and high performance. With the Text DataBlade module, you now have a way to search large amounts of text quickly, thereby extracting the true value inside this hidden information resource.

With DataBlade technology, documents can be stored directly in the database, creating a “universal repository,” which eliminates the need for separate file systems and allows you to benefit from full concurrency, recovery, and transaction control.

Geospatial

Organizations of all types are realizing the advantages of leveraging the wealth of their geographic information. Providing strategic benefits to businesses, answering questions such as, “Why are certain products selling better in particular markets?” Or, “How can I identify customer preferences by region to better target their needs?”

Informix and industry-leading, third-party DataBlade modules such as MapInfo and ESRI allow organizations to intelligently manage complex geospatial information alongside traditional data without sacrificing the efficiency of the relational database model.

About Informix

Informix Corporation, based in Menlo Park, California, provides innovative database solutions that assist the world's major corporations attain competitive advantage. Informix is widely recognized as the technology leader for corporate computing environments ranging from small workgroups to very large parallel processing applications. Informix's database server, application development tools, superior customer service, and strong partnerships enable the company to be at the forefront of major information technology solution areas including data warehousing, high-performance OLTP, and Web/e-commerce. For more information, contact the sales office nearest you or visit our Web site at <http://www.informix.com>.



4100 Bohannon Drive
Menlo Park, CA 94025
Tel. 650.926.6300
www.informix.com

INFORMIX REGIONAL SALES OFFICES

Asia/Pacific	65 298 1716	Japan	81 3 5562 4500
Canada (Toronto)	416 730 9009	Latin America	305 265 7545
Europe/Middle East/Africa	44 181 818 1000	North America	800 331 1763
Federal	703 847 2900		650 926 6300