

IBMs neue Datenbankstrategie für den Mittelstand

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Agenda

- Hintergrund
- **Die neue IBM Informix Strategie seit 25. Mai 2010**
- Pricing Beispiele
- Zusätzliche Informationen
- Q & A



Hintergrund: Ideal für Business Partner

- **Starke Informix Präsenz bei Mittelstandskunden**
 - Sehr viele mittelständische ISVs mit Informix basierten Lösungen
 - Grosser IBM Informix Umsatzanteil im Bereich IBM GB und Mittelstand
- **Informix macht sich bei Bedarf sehr klein...**
 - Konfigurierbarer Footprint von 350 MB bis < 50 MB
- **...und kann trotzdem Grosses leisten!**
 - Bis zu mehreren 10000 OLTP Anwendern gleichzeitig
 - Datenbanken bis zu 128 PB
 - Zusätzliche Data Warehouse Features seit IDS 11.50 (inkl. Datenkompression)
- **Auf Wunsch unsichtbar und hochverfügbar**
 - ‚Administration Free Zone‘
 - Flexible Cluster Topologien (Shared Disk, HDR, Updates auf Sekundärknoten etc.)
- **Flexibel in der Lizenzierung**
 - Komplett neue Lizenzstrategie seit 25.5.2010
 - Kostenlose Informix Editionen für stärkere Marktdurchdringung
 - Virtuelle Informix Appliances (kostenlos & kommerziell, Linux/VMware basierend)
 - Passport Advantage und OEM Lizenzmodelle

Hintergrund: Modern, Robust, Skalierbar

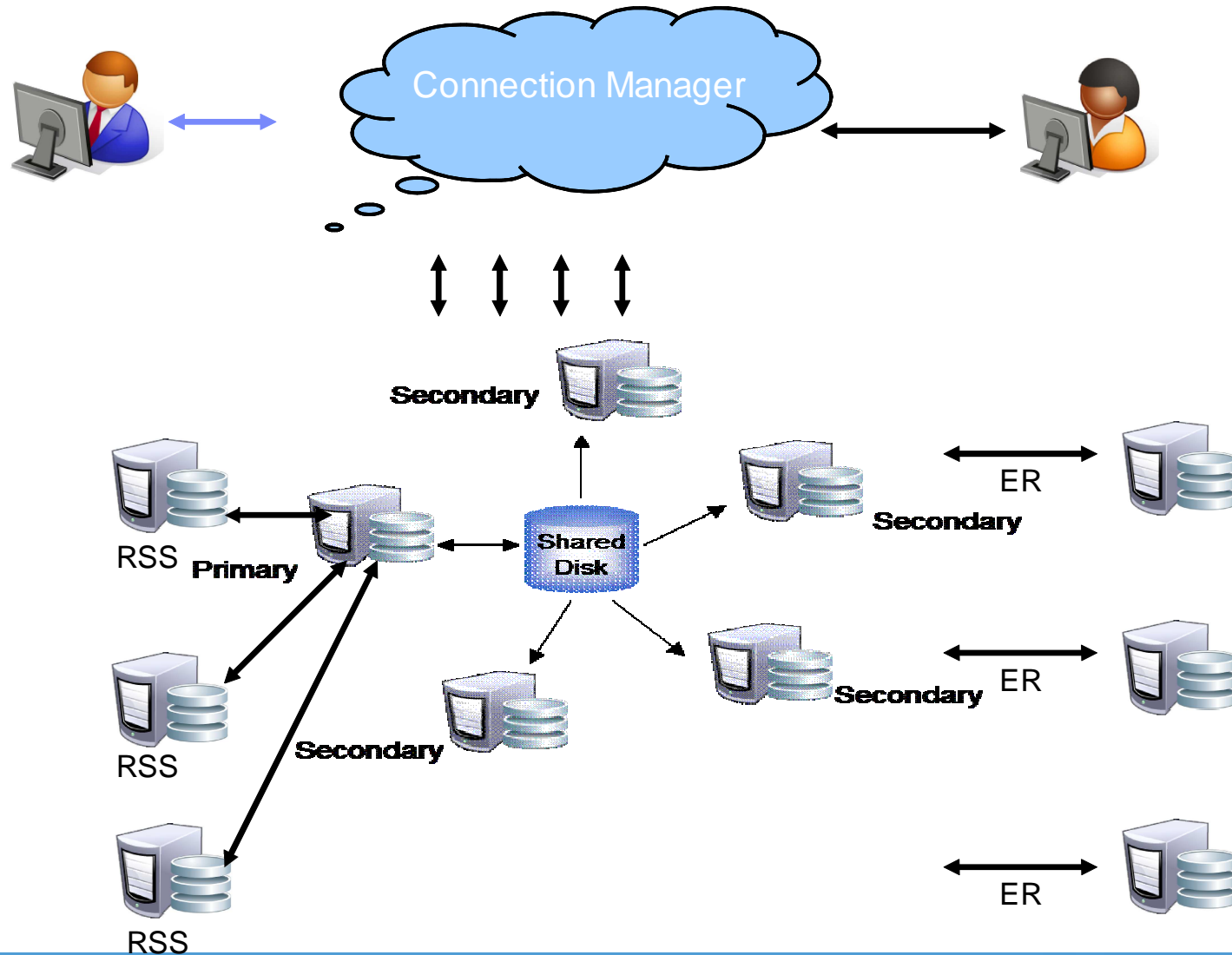
- **Informix war die erste relationale DB im Markt (seit Anfang der 90er Jahre) mit...**
 - Echter Multi-threaded Architektur
 - Echter Parallelverarbeitung im Datenbankkern
 - Datenfragmentierung / Partitionierung
 - Fast linearer Skalierbarkeit wenn die Anzahl der Benutzer zunehmen
- **Was bedeutet dies für ISVs?**
 - Erprobte, zuverlässige Architektur, die vorhandene Ressourcen effektiv ausnutzt
 - Hohe Performance für ISV Anwendungen
 - Unterstützt Single CPU und Multi CPU Architekturen
 - Für geringe und grosse Benutzerzahlen gleichermassen geeignet



Informix: Flexible Cluster Topologies



IDS 11.50
Cluster
Topologien



Informix Business



U.S. Notfall Anrufe (911)



95% der Telecom Service Anbieter



VISA Transaktions Authorisierungen



20 der Top 25 U.S. Supermärkte



Tausende von Einzelhändlern

**Informix wächst schneller als die IT Industrie
14 kontinuierliche Quartale mit Informix Wachstum
Tausende Neuer Kunden
Über 150 Neue Business Partner
Zweistellige Informix 11.50 Adoptions Raten
IIUG Mitgliederanzahl von über 20000**



Pharmacy Software
A company of PHOENIX group



Informix Roadmap

Informix vNext (Panther) 2010

- 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
 - Embedability toolkit
 - Installation API
 - solidDB
- Oat Enhancements
- Security
 - Fine-grained Auditing
 - Trusted context
- Conversion of ASCII DBs to UTF-8
- 4GL Enhancements



*Informix vNext+ 2012

- Warehouse/BI improvements
 - OLAP functions
- Benchmarks
- Informix for Hadoop/Cloud
 - Backup to cloud
 - Scale-out
- Informix for Handheld devices
- 4GL stored procedures
- Continued Integration with IBM products
- Support for multi-temperature data

*Informix vNext++ 2014

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

*Informix vNext+++ 2016...

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

** Features Subject to change*



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Heise News Ticker am 27.5.2010

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München
26. - 28. Oktober 2010, NH Hot **Frühherrabatt von 200 EUR bis Ende Juli**

ix MAGAZIN FÜR PROFESSIONELLE INFORMATIONSTECHNIK

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Anzeige
ADAC Plus Mitgliedschaft

ix > News > 2010 > KW 21 > Kostenfreies Informix für den Produktiveinsatz

27.05.2010 15:25 « Vorige | Nächste »

Kostenfreies Informix für den Produktiveinsatz

Vorlesen / MP3-Download

Bislang hatte IBM nur Entwicklern gestattet, seinen Datenbankserver Informix kostenfrei zu nutzen. Wer das Produkt geschäftlich einsetzte, musste bezahlen. Jetzt gibt es für alle Interessenten außerdem eine Edition, die den Geldbeutel nicht belastet.

Anzeige

IT-Management-Whitepapers

Mit konsequentem Prozess- und Information Management zum besseren Unternehmen
Studie von Dr. Wolfgang Martin: Wie Unternehmen die Voraussetzung für intelligente Prozesse sowie eine gesteigerte Performance schaffen können und sich so zu einem „besseren Unternehmen“ machen können.

Effiziente Zusammenarbeit von Fachabteilungen und IT
Durch immer komplexer werdende IT ist aus betriebswirtschaftlicher Sicht oft ein Mangel an Transparenz der Daten vorhanden. Lesen Sie in diesem Whitepaper wie die IT bestmöglich für die Umsetzung der Unternehmensziele genutzt werden kann.

Exchange 2010: Schutz für Ihre E-Mail-Infrastruktur
Advanced Protection von Double-Take im Überblick.

Diese "Innovator-C" genannte Variante ist auf maximal 2 GByte Speicher, eine CPU und höchstens vier Cores begrenzt. Für Windows und Mac OS X gibt es zudem das ebenfalls kostenlose "Ultimate-C". Es akzeptiert maximal 16 GByte Speicher, vier CPUs und 16 Cores. Beide C-Varianten begrenzen die Größe der Datenbanken nicht, und man kann mit ihnen Hochverfügbarkeitscluster aufbauen, die sowohl aktiv/passiv- als auch aktiv/aktiv-Betrieb ermöglichen. IBM bietet für Innovator-C und Ultimate-C kostenpflichtigen Support an.

Die bisherige Enterprise Edition heißt jetzt Ultimate und kostet weniger. Die neue Growth Edition ähnelt der bisherigen Workgroup-Ausgabe und bringt Unterstützung für Shared-Disk-Cluster mit. Eine Tabelle auf der Developer-Works-Site stellt die Fähigkeiten und Einschränkungen der einzelnen Editionen gegenüber.

Die Meister-Pakete

Der Mercedes-Benz Vito mit über 30% Preisvorteil.

Online Projektmanagement

Projectplace spart Zeit: Europas führender Online-Service für Projektmanagement und



Die neue IBM Informix Strategie 2010+ mit einem Mittelstandsfokus

- ➔ **Build Strategic Differentiation**: Fix the messaging and enhance the overall Informix value proposition to the market
- ➔ **Build New, Profitable Revenue Streams**: Build new revenue streams that capitalize on the strong and growing footprint of Informix
- ➔ **Delight the install base**: Enhance the Informix client relationship and improve client loyalty
- ➔ **Create Proactive Sales Culture**: Develop a proactive, high-touch culture, with expansion into growth areas (embedded, etc).

Zielfmärkte und Industrie-Fokus

4 Mid-market

3 OEM - Deep Embed



Retail



2 **Telco**



Healthcare



Gaming

1 Delight the current install base

Neue Preise, neue Editionen – Warum?

“The freedom to move forward to new opportunities and to produce results comes from living in the present not the past” - Brian Koslow

- **Be more competitive in the market place**
- **To create an opportunity for BPs to re-engage with clients/ISVs and proactively drive new business opportunities**
- **To delight our customers via simplified product pricing and packaging**
- **Offer partners new revenue opportunities**
 - No impact to existing ASL and OEM revenue, prices remain the same
 - New packaging, prices and product names available for ASL and OEM
 - No license-charge editions for ISV and SI adoption create opportunity for recruitment
 - Attractive OEM pricing on Selected Support
 - The new model increases value of our partners' integration services and support capabilities
- **Greater values with new Informix Editions**
 - Creates incentives to develop applications on Informix
 - Increase revenue opportunity: price changes bring Informix to a more competitive position in the market
 - Subscription & Support (S&S) on all editions, no impact to renewal revenue stream





Die neuen Informix Editionen (Plattformsicht)

Deployment Platform	Small (Seed)	Medium (Grow)	Large (Enterprise)
Windows and Mac OS	Innovator-C	Ultimate-C	Ultimate Edition
Charge Metrics	None - free to deploy in production mode	None - free to deploy in production mode	PVU, CS, AU Single Install
Renewable software support options	optional Selected Support per Install/year (1407 € / Install / Year) → \$ 1500	optional Selected Support per Install/year (2814 € / Install / Year) → \$ 3000	Subscription & Support (S&S)
Linux and Unix	Innovator-C	Growth Edition	Ultimate Edition
Charge Metrics	None - free to deploy in production mode	LU Socket, PVU, CS, AU Single Install	PVU, CS, AU Single Install
Renewable software support options	optional Selected Support per Install/year 1407 € / Install / Year → \$ 1500	Subscription & Support (S&S)	Subscription & Support (S&S)

Charge Metrics: **LU Virtual Server**=Limited Use Virtual Server, **LU Socket**=Limited Use Socket, **PVU**=Processor Value Unit, **AU**=Authorized User Single Install, **CS**=Concurrent Session,

Note – ISV and OEM partners require IBM license (contract) for redistribution on Innovator-c and Ultimate-C Editions.





Edition	Resource Limits	Functionality Differentiation Summary
Ultimate Linux, Unix, Win, Mac	unlimited	For Charge Feature - Storage Optimization Feature option Everything else included
Growth Linux, Unix	4 sockets or 16 cores 16GB Informix memory across all instances per Install	Features Unavailable: Compression, parallel features, partitioning Partially Available: 3-node cluster 1 primary, any 2 secondary servers (HDR, RSS, SDS) unlimited ER root & leafnodes
Ultimate-C Windows, Mac	4 sockets or 16 cores 16GB Informix memory across all instances per Install	Features Unavailable: Compression, Shared Disk Secondary (SDS) (aka Continuous Availability Feature (CAF)), multiple secondary servers Partially Available: 2-node cluster 1 primary, 1 secondary servers (HDR, RSS)
Innovator-C Linux, Unix, Win, Mac	1 socket or 4 cores 2GB Informix memory across all instances per Install	Features Unavailable: Compression, Shared Disk Secondary (SDS), parallel features, partitioning, Advanced Access Control, Informix Warehouse Feature (aka SQL Warehousing Tool), multiple secondary servers Partially Available: 2 node cluster 1 primary, 1 secondary servers (HDR) Enterprise Replication (2 root nodes)
Express (existing)	200 PVUs 4GB Informix memory across all instances per Install	Features Unavailable: Compression, CAF, parallel features, partitioning, ER, HDR, RSS, SDS, Advanced Access Control, Informix Warehouse, all DataBlades except geospatial, time-series, and real-time loader



Einige Highlights... 😊

- Informix Ultimate-C ist z.Zt. die leistungsfähigste, kostenfreie Datenbank für Windows und MacOS Plattformen (max. 4 Sockets, max. 16 Cores, max. 16GB)!
- Informix Innovator-C und Ultimate-C ermöglichen Active/Active Cluster-Konfigurationen (max. 2 Knoten) → für Endkunden kostenfrei!
- Informix Growth unterstützt Cluster bis zu 3 Knoten, inklusive Shared Disk Cluster!
- Wegfall der Minimum Requirements für AU und CS Lizenzmodelle
- Wegfall der Pauschallizenzierung für Sekundärknoten!
- Deutliche Preissenkung der Ultimate Edition im PVU Lizenzmodell

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Pricing Beispiel 1

- **Typical mid-market configuration for Workgroup on Windows**
 - 4-8 cores (1 socket)
 - \$15,000 SRP LU Socket
 - Average sales price
 - ✓ \$6000 license
 - ✓ \$1440 renewal

- **Revenue from Ultimate-C optional support**
 - \$3000 with no discount

Scenario 1

	<u>Product</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>4 Year totals</u>
old	Informix Workgroup on Windows	6000	1440	1440	1440	\$ 10,320
new	Informix Ultimate-C for Windows	3000	3000	3000	3000	\$ 12,000
	Delta Revenue	-3000	1560	1560	1560	\$ 1,680



Pricing Beispiel 2

- **Workgroup Renewal with 30 Authorized Users on a server**
 - Renewal SRP for Wkgrp: \$78.25
 - Total renewal SRP for 30 users : \$2,347.50

- **Renewal Revenue with Ultimate-C Selected Support**
 - \$3,000

Scenario 2

	<u>Product - Renewal</u>	<u>30 AUs</u>
old	Informix Workgroup on Windows	2347.5
new	<u>Informix Ultimate-C for Windows</u>	<u>3000</u>
	Delta Revenue	\$ 652.50

Zusätzliche Möglichkeiten für Umsatzwachstum

▪ Resellers and SIs

- Expand for free, pay support later
- Higher value new editions : Growth and Ultimate
 - Growth, Ultimate includes CAF and Warehouse
- More flexible pricing with hot standby secondary servers

▪ Distributors, ISVs and OEMs

- Effective revenue generating offerings for distributors and ISVs
- Low cost offerings to recruit new ISVs
- Highly competitive for existing ISVs to sell more solutions
- Higher profit with Informix benefitting from lower customer support costs
- Free technical assistance from IBM with focused Informix SWAT team
 - Solution enablement
 - Upgrades, POTs, POCs, Migration consulting

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Informix Community Webseiten (eine Auswahl)

- **For the International Informix User Group (IIUG), visit:**
www.iiug.org
- **For the German Informix User Group, visit:**
www.iug.de
- **Check out The Informix Zone at:**
www.informix-zone.com
- **Subscribe to IBM Database Magazine, visit:**
www.ibmdbmag.com
- **Need advice, visit the IDS Experts Blog at:**
www.ibm.com/developerworks/blogs/page/idsteam
- **Informix and Open Source Development**
www.iiug.org/opensource
- **Jacques Roy's Informix and Computing Blog:**
www.ibm.com/developerworks/blogs/page/jacquesroy



International Informix Users Group

IUG

The Informix Zone

Where Technology meets Marketing

IBM
DATABASE MAGAZINE



replay

ÜBERNEHMEN SIE WIEDER DIE KONTROLLE MIT
**IBM INFORMIX DYNAMIC
SERVER 11**

»» LESEN SIE DAS E-BOOK "IDS 11"

Information Management IBM

Informix Newsletter (Technisch)

- Der IBM Informix-Newsletter wird monatlich von technischen Informix-Community der IBM Software Group Deutschland herausgegeben. Er enthaelt interessante Berichte und Tipps rund um das Thema INFORMIX. Alle Newsletter-Ausgaben sind als PDF-Dokumente auf diversen Webseiten abrufbar.
- Durch Senden einer Email an **ifmxnews@de.ibm.com** mit dem Betreff **Anmeldung** bzw. **Abmeldung** kann man sich fuer den Newsletter an- bzw abmelden.

IBM Informix Newsletter Ausgabe August 2009

Willkommen zum „IBM Informix Newsletter“

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Aktuelles

Liebe Leserinnen und Leser,

der Sommer hat nun mit der Ferienzeit ganz Deutschland im Griff. Zuschriften an die Redaktion zu unseren Techartikeln der Ausgabe Juli zeigen, dass wir trotz 30° und Sonne einige Leser erreichen.

Für diejenigen, deren Juli-Newsletter im Freibad nass geworden ist (unser Tipp Ausdrucken und am Strand lesen), haben wir die Empfehlung diesmal die Seiten zu laminieren. Auch ein guter Tipp für Taucher, die nicht auf gute Lektüre verzichten wollen.



Wie immer haben wir für Sie eine Reihe an Tipps und Tricks zusammengestellt.

Viel Spaß mit den Tipps der aktuellen Ausgabe.

Ihr TechTeam

IBM 1



Ein neues Informix Redbook!

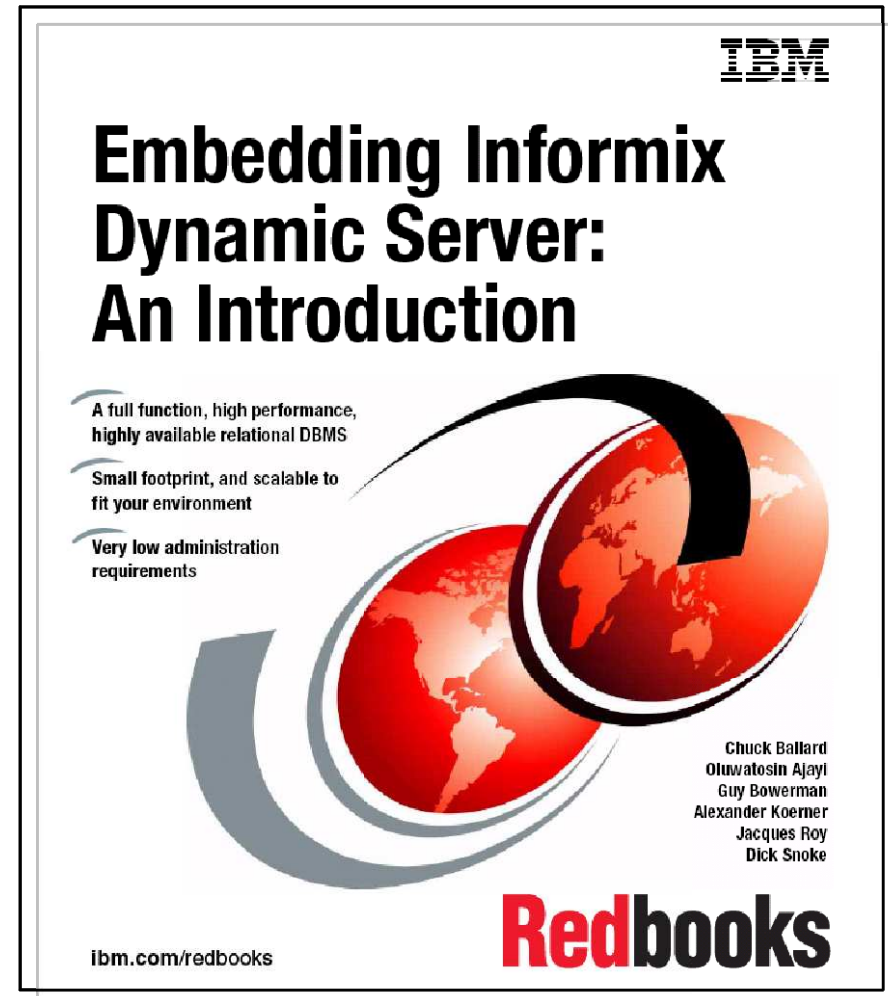
▪ Deckt alle Aspekte der IDS 11 Integration ab:

- 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

▪ Verfügbarkeit: Ab sofort!

▪ Kostenloser Download:

<http://www.redbooks.ibm.com/abstracts/sg247666.html>



धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Thank You

English

Obrigado

Brazilian Portuguese

شكراً

Arabic

Danke

German

Grazie

Italian

多谢

Merci

French

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

Korean



PID	Old Offering	New PID	New Replacement Offering
5724L23	IDS Enterprise Edition	5725A39	Informix Ultimate Edition
5724L23	IDS Storage Optimization Feature for Enterprise Edition	5725A39	No Change – for charge Informix Storage Optimization Feature option for Ultimate Edition
5724L23	IDS Continuous Availability Feature for Enterprise Edition	n/a	No replacement - feature included in Ultimate Edition, New - limited clustering availability included in Growth Edition on Linux & Unix, not included in Ultimate-C or Innovator-C
5724L23	IDS Advanced Access Control Feature for Enterprise Edition	n/a	No replacement - feature included in Ultimate Edition
5724L23	IDS Workgroup Edition	5725A40	Informix Growth Edition
5724L23	IDS Advanced Access Control Feature for Workgroup Edition	n/a	No replacement - feature included in Growth Edition
5724W92	Informix Warehouse Enterprise Edition	5725A39	Informix Ultimate Edition + Storage Optimization Feature
5724W93	Informix Warehouse Feature for Enterprise Edition	n/a	No Replacement - feature included in Informix Ultimate Edition
5724W92	Informix Warehouse Workgroup Edition	5725A40	Informix Growth Edition
5724W93	Informix Warehouse Feature for Workgroup Edition	n/a	No Replacement - feature included in Growth Edition
5724Z04	IDS Express Edition	5724Z04	No change – Informix Express Edition



License Entitlement Migration for IBM Passport Advantage Customers

- Customers will be automatically migrated to the new Informix replacement license entitlements on May 25, 2010
- In the interim, until their next S&S renewal is completed, Passport Advantage will display both the old and replacement Informix license entitlements
- Beginning on May 25, 2010, renewal quotes will be based on the new replacement part numbers.
- After the next S&S renewal is completed, only the new replacement entitlements will be displayed
- We prepared a customer letter explaining the entitlement migration and what to expect
 - Please push this information to customers to ensure they are aware of their new license entitlements
 - The letter is available externally in www.ibm.com/informix/support
 - You can also download a copy and deliver directly to the customer from the Competitive Wiki – Informix topics: <http://w3.ibm.com/connections/wikis/home?lang=en#/wiki/DM%20Competitive%20Wiki/page/Informix%20Main%20Page>

Code	Description
D0D1NLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FOR SYSTEM Z LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D1QLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D1SLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION FOR SYSTEM Z LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D1ULL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D20LL	IBM INFORMIX ULTIMATE EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D22LL	IBM INFORMIX ULTIMATE EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL FOR SYSTEM Z LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D28LL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR DAY OOCOD TEMPORARY USE CHARGE
D091WLL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION AUTHORIZED USER SINGLE INSTALL LICENSE + SW SUBSCRIPTION & SUPPORT 1
D0928LL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION CONCURRENT SESSION LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D092JLL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION PROCESSOR VALUE UNIT (PVU) LICENSE + SW SUBSCRIPTION & SUPPORT 12 MO
D0D1WLL	IBM INFORMIX GROWTH EDITION CPU OPTION LIMITED USE SOCKET LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D1YLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D24LL	IBM INFORMIX GROWTH EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D26LL	IBM INFORMIX GROWTH EDITION USER OPTION CONCURRENT SESSION LICENSE + SW SUBSCRIPTION & SUPPORT 12 MONTHS
D0D29LL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR DAY OOCOD TEMPORARY USE CHARGE
D0D5LLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM INFORMIX GROWTH EDITION PVU TRADE UP LICENSE + SW SUBSCRIP
D0D5MLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM IDS 7 ENTERPRISE EDITION PVU TRADE UP LICENSE + SW SUBSCRIP
D0D5NLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM QUALIFIED COMPETITOR PROCESSOR TRADE UP LICENSE + SW SUBS
D0D5PLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FOR SYSTEM Z FROM IDS 7 ENTERPRISE EDITION ZSERIES PVU TRADE UP L
D0D5QLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FOR SYSTEM Z FROM QUALIFIED COMPETITOR PROCESSOR TRADE UP LICE
D0D5RLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION FOR SYSTEM Z FROM IDS 7 ENTERPRISE EDITION ZSERIES CONCURRNT SESSN T
D0D5SLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION FROM INFORMIX GROWTH EDITION CONCURRENT SESSION TRADE UP LICENSE +
D0D5TLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION FROM IDS 7 ENTERPRISE EDITION CONCURRENT SESSION TRADE UP LICENSE +
D0D5ULL	IBM INFORMIX ULTIMATE EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL FROM INFORMIX GROWTH ED AUTH USER SINGLE INSTALL TRADE UP
D0D5VLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM IDS 7 WORKGROUP EDITION PVU TRADE UP LICENSE + SW SUBSCRIP
D0D5WLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM INFORMIX SE RUNTIME OR DEVELOPER CS TRADE UP LICENSE + SW
D0D5XLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM INFORMIX ONLINE EXTENDED EDITION CS TRADE UP LICENSE + SW SL
D0D5YLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM INFORMIX EXPRESS EDITION PVU TRADE UP LICENSE + SW SUBSCRIP
D0D5ZLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FROM QUALIFIED COMPETITOR PROCESSOR TRADE UP LICENSE + SW SUBS
D0D60LL	IBM INFORMIX GROWTH EDITION CPU OPTION LIMITED USE SOCKET FROM INFORMIX GROWTH ED 100 PVU TO 1 LU SOCKET TRADE UP LICENSE + SW SUBS
D0D61LL	IBM INFORMIX GROWTH EDITION USER OPTION CONCURRENT SESSION FROM IDS 7 WORKGROUP ED CONCURRENT SESSION TRADE UP LICENSE + SW SL
D0D62LL	IBM INFORMIX GROWTH EDITION USER OPTION CONCURRENT SESSION FROM INFORMIX SE RUNTIME OR DEVELOPER CS TRADE UP LICENSE + SW SUBS
D0D63LL	IBM INFORMIX GROWTH EDITION USER OPTION CONCURRENT SESSION FROM INFORMIX ONLINE EXTENDED EDITION CS TRADE UP LICENSE + SW SUBS

E08SKLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FOR SYSTEM Z ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08SLLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08SMLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION FOR SYSTEM Z ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08SNLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08SRLL	IBM INFORMIX ULTIMATE EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08SSLL	IBM INFORMIX ULTIMATE EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL FOR SYSTEM Z ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
D0D1PLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) FOR SYSTEM Z SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D1RLL	IBM INFORMIX ULTIMATE EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D1TLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION FOR SYSTEM Z SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D1VLL	IBM INFORMIX ULTIMATE EDITION USER OPTION CONCURRENT SESSION SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D21LL	IBM INFORMIX ULTIMATE EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D23LL	IBM INFORMIX ULTIMATE EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL FOR SYSTEM Z SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 M
E06VXLL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION AUTHORIZED USER SINGLE INSTALL SW SUBSCRIPTION & SUPPORT RENEWAL
E06VYLL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION CONCURRENT SESSION SW SUBSCRIPTION & SUPPORT RENEWAL
E06W0LL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION PROCESSOR VALUE UNIT (PVU) SW SUBSCRIPTION & SUPPORT RENEWAL
D0924LL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION AUTHORIZED USER SINGLE INSTALL SW SUBSCRIPTION & SUPPORT REINSTATEMENT
D0929LL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION CONCURRENT SESSION SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MO
D092KLL	IBM INFORMIX STORAGE OPTIMIZATION FEATURE FOR ULTIMATE EDITION PROCESSOR VALUE UNIT (PVU) SW SUBSCRIPTION & SUPPORT REINSTATEMENT
E08SPLL	IBM INFORMIX GROWTH EDITION CPU OPTION LIMITED USE SOCKET ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08SQLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08STLL	IBM INFORMIX GROWTH EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
E08SULL	IBM INFORMIX GROWTH EDITION USER OPTION CONCURRENT SESSION ANNUAL SW SUBSCRIPTION & SUPPORT RENEWAL
D0D1XLL	IBM INFORMIX GROWTH EDITION CPU OPTION LIMITED USE SOCKET SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D1ZLL	IBM INFORMIX GROWTH EDITION CPU OPTION PROCESSOR VALUE UNIT (PVU) SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D25LL	IBM INFORMIX GROWTH EDITION USER OPTION AUTHORIZED USER SINGLE INSTALL SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS
D0D27LL	IBM INFORMIX GROWTH EDITION USER OPTION CONCURRENT SESSION SW SUBSCRIPTION & SUPPORT REINSTATEMENT 12 MONTHS

SELECTED SUPPORT UNLMTD RENWABLE for Innovator-C Edition

D0D4ILL ELITE SUPPORT FOR INFORMIX INNOVATOR-C EDITION SW SUPPORT 12 MO

SELECTED SUPPORT UNLMTD RENWABLE for Ultimate-C Edition

D0D4JLL IBM ELITE SUPT FOR INFORMIX ULTD-C ED FOR WIN AND MACOS SW SUPPORT 12 MO

Aktuelle Informix Referenzen in Deutschland (eine Auswahl)







Technische Universität Berlin chooses IDS 11.50

The **Technische Universität Berlin**, its history goes back to 1770, has more than 28000 students and more than 7000 staff in research and education.

Challenges:

- Provide a highly available, scalable and secure IT infrastructure to power all of the university's finance management applications plus a student management and course registration system which handles high peak loads at each semester begin with ease. The whole system should be easy to maintain through the university's  IT service provider...
- ...while providing secure application and database access (e.g. for student self services) through a firewall (DMZ) into the protected campus network.

Solution

-  designed a very sophisticated smart data infrastructure based on IDS 11.50 with the Continuous Availability Feature (CAF) as its foundation to provide scalability and high availability for all of the university's essential applications which are key to its day-to-day operations...
- ... in combination with the new Informix **ON**line **C**onnection **M**anager and **S**erver **M**onitor (in proxy mode) and Informix I-Spy for secure, firewall protected database access.



IT service

TICKETCORNER



IBM Informix powers online ticketing

www.ticketcorner.com

Ticketcorner, founded in 1987, is one of the leading ticketing organizations and ticketing software providers in Europe. It offers tickets and solutions for theatre, opera, musicals, rock, pop, festivals, tours or sports with a ticket volume of more than 15 million per year.

- **Informix Dynamic Server provides the scalability to handle all ticketing requests, even in high peak situations like the 80,000 requests within a few minutes for an AC/DC concert in 2008 in Switzerland!**
- **IDS contributes to the overall 99.9% system availability (by utilizing HDR) in order to support the more than 60,000 cultural and sporting events per year plus the more than 1 million incoming sales calls per year**

The screenshot shows the Ticketcorner website interface. At the top, there's a navigation bar with 'TICKETCORNER' and 'International (English) > change' and 'LOGIN'. Below this are sections for 'EVENT TICKETS' and 'SKI TICKETS'. The 'EVENT TICKETS' section features a search bar, a date selector for December 2009, and a city selector. The main content area displays two event listings: 'KLITSCHKO VS. JOHNSON' (WBC world heavyweight championship fight) and 'DALAI LAMA' (concert at Hallenstadion, Zurich). Below these are smaller event listings for 'APASSIONATA', 'LYLE LOVETT & JOHN HIATT', 'FRANKFURT OPERA HOUSE', and 'EUROPEAN JUDO CHAMPIONSHIPS 2010'. Each listing includes a thumbnail image, event title, location, date, and a 'TICKETS' link.



Leading vehicle fleet leasing company relies on Informix 11.50

MOBILITY CONCEPT

Member of  UniCredit Group

Mobility Concept GmbH, founded in 2000, is one of the leading manufacturer independent vehicle fleet leasing companies in Germany.

They maintain more than 19,000 leasing contracts with an overall leasing value of more than 307 million Euros (end of 2008)



Informix Dynamic Server 11.50 provides the reliability and scalability to most of Mobility Concept's business critical applications like leasing contract administration, finance and asset accounting and damage claim processing

In addition IDS powers the innovative self service internet portal of Mobility Concept which provides fleet management functions like a car configurator and reporting tools.

Mobility Concept's list of German reference customers include Pro7Sat.1 Media AG, McDonald's Germany, Estée Lauder, accenture, Tupperware, sanofi aventis, Campari, Giesecke & Devrient, Bauer Verlagsgruppe, Sueddeutscher Verlag and many



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

Ludwig-Maximilians-Universität München



With more than 44000 students, 700 professors and 3300 academic staff members in 18 faculties, the **Ludwig-Maximilians-Universität München** is one of the leading research universities in Europe with a more than 500-year-long tradition.

IDS 10 (soon IDS 11.50) provides the LMU Munich with the operational performance and reliability in order to support most of the administrative processes required to be one of the leading universities in Europe. With its 24x7 availability, IDS is the foundation for LMU's financial controlling, asset- and personnel-management system. In addition IDS is key to the infrastructure required to run the university wide course-, lecture- and certification handling solution which includes web based student self service applications.