IBM Informix Overview and Roadmap

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Smarter Traffic

TrafficMaster delivers solutions for smarter navigation that can reduce fuel consumption by 30%

What's smart?

- Real-time vehicle tracking
- Real-time traffic prediction
- Efficient resource management

Smarter Business Outcomes

- 30% reduction in fuel consumption
- Reduced overtime by 15%
- Less noise pollution and lower carbon emissions

"We needed to manage data from up to 100,000 vehicles about driving speeds on 3.5 million road segments at all times of day - this was a huge data challenge, and one that was likely to increase…. Informix came out above all other leading solutions for its performance, scalability and reliability."

~ Jon Tasker - Project Manager, Trafficmaster

IBM Informix - *"Hassle-Free Data Management"*

Optimized

…for high availability and near hands-free administration of demanding OLTP workloads

Resilient	**Agile**	**Everywhere**
Reliable	*Flexible*	*Minimal*
Secure	*Fast*	*Affordable*

1,000's of Retailers worldwide

95% of telecom service delivery providers

20 of the top 25 US Supermarkets

Over 2,500 ISVs worldwide

"…Intrado provides the core of U.S. 9-1-1…
We needed a fast database; one that would respond immediately, every time…"

Smarter Communications

Cisco relies on Informix for Unified Communications Solutions

*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

IBM

Built for Speed – Less Hardware Required

- Tremendous performance on low cost hardware

- Customers scale for high volume throughput

  - *Financial services: **100,000 messages/sec** on 4-CPU Linux system*

  - *Pharmacy system: **1B transactions** per day on a 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

trafficmaster
intelligent driving

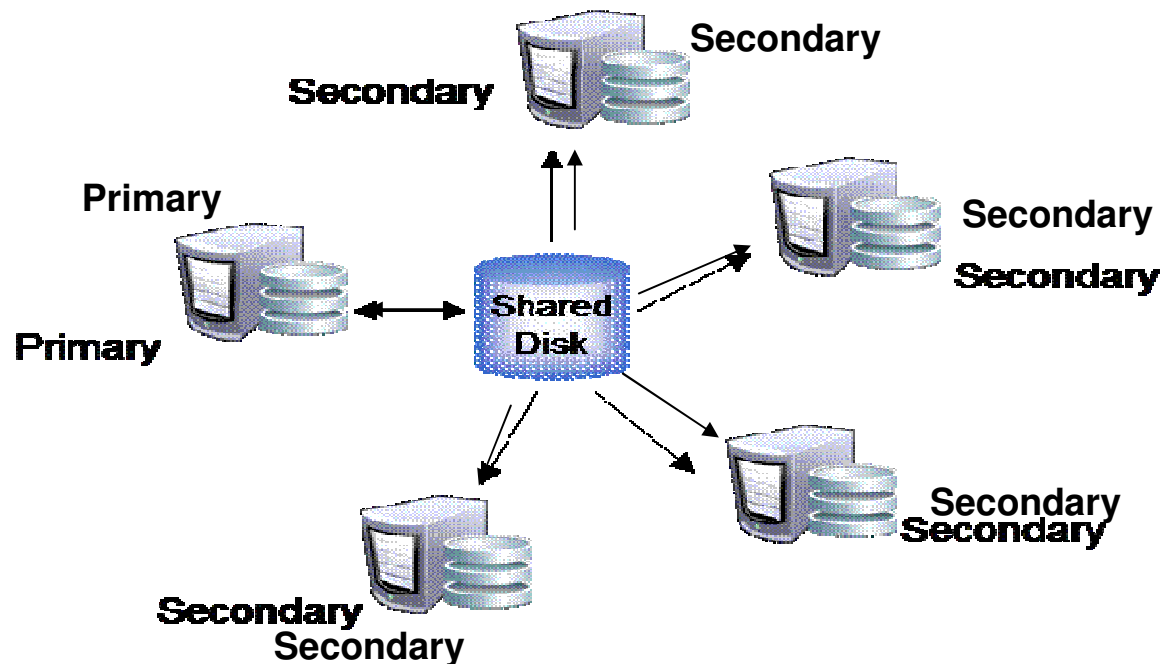# Continuous Availability and Easy Clustering

- High Availability does not have to come at a high price
  - Core product functionality
  - No additional investments for software/hardware add-ons

- Superior scale-up means
  - Less frequent investments in scale-out hardware
  - More money in the bank

German Bank – Chose Informix CAF[1] 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
for 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 with improved load time by an additional 25%

Easy to Use = Fewer Administrative Resources

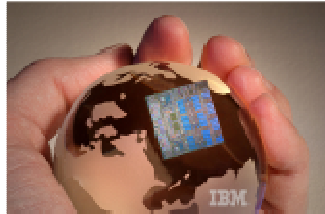**Manage a few or thousands of locations**

Without thousands of DBAs

- Many customers average **2,000 servers per DBA**
- Large retailer manages **10,000 servers with 6 DBA's**

Administrative Free Zone with GUI Tools

- Administer from within an application
  - Embedded solutions
  - Zero administration
- Or graphical administration option with OpenAdmin Tool
  - Administer multiple remote servers via web access
  - Wizards for deployment and for creating tasks, sensors

Informix Warehouse

Informix is known for world class OLTP

40% of clients also use Informix for warehousing, leveraging its ease of use, reliability and availability

Now customers can use tools optimized to work with the Informix warehouse

Run your OLTP and BI applications on the same instance or create a separate warehouse
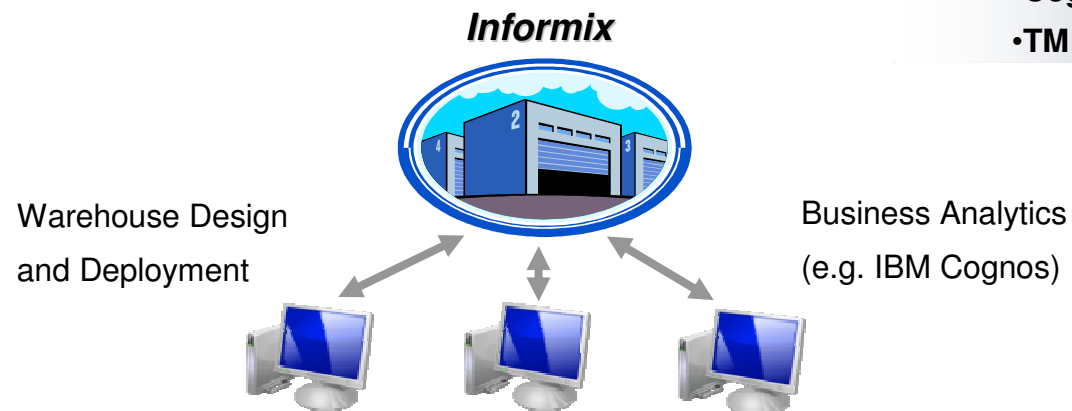
Content:

- **Tools**
  - **Design Studio**
  - **Data Architect**
  - **Admin Console**
- **Storage Optimization**
  - **Compression**
  - **Storage Recovery**
  - **Open Admin Support**
- **Business Analytics**
  - **Cognos Express**
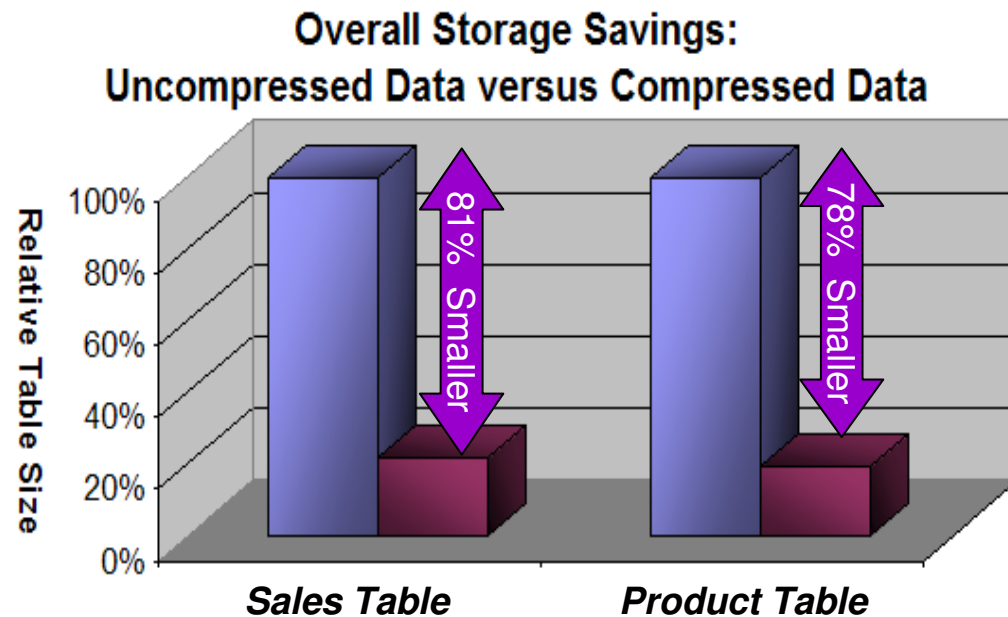 - **TM 1**

Informix

Warehouse Design

and Deployment

Business Analytics

(e.g. IBM Cognos)

Delay Storage Purchases with Deep Compression

- Best in industry

- Minimize storage costs

- Improve performance

- Reduce energy consumption

- Easy to implement

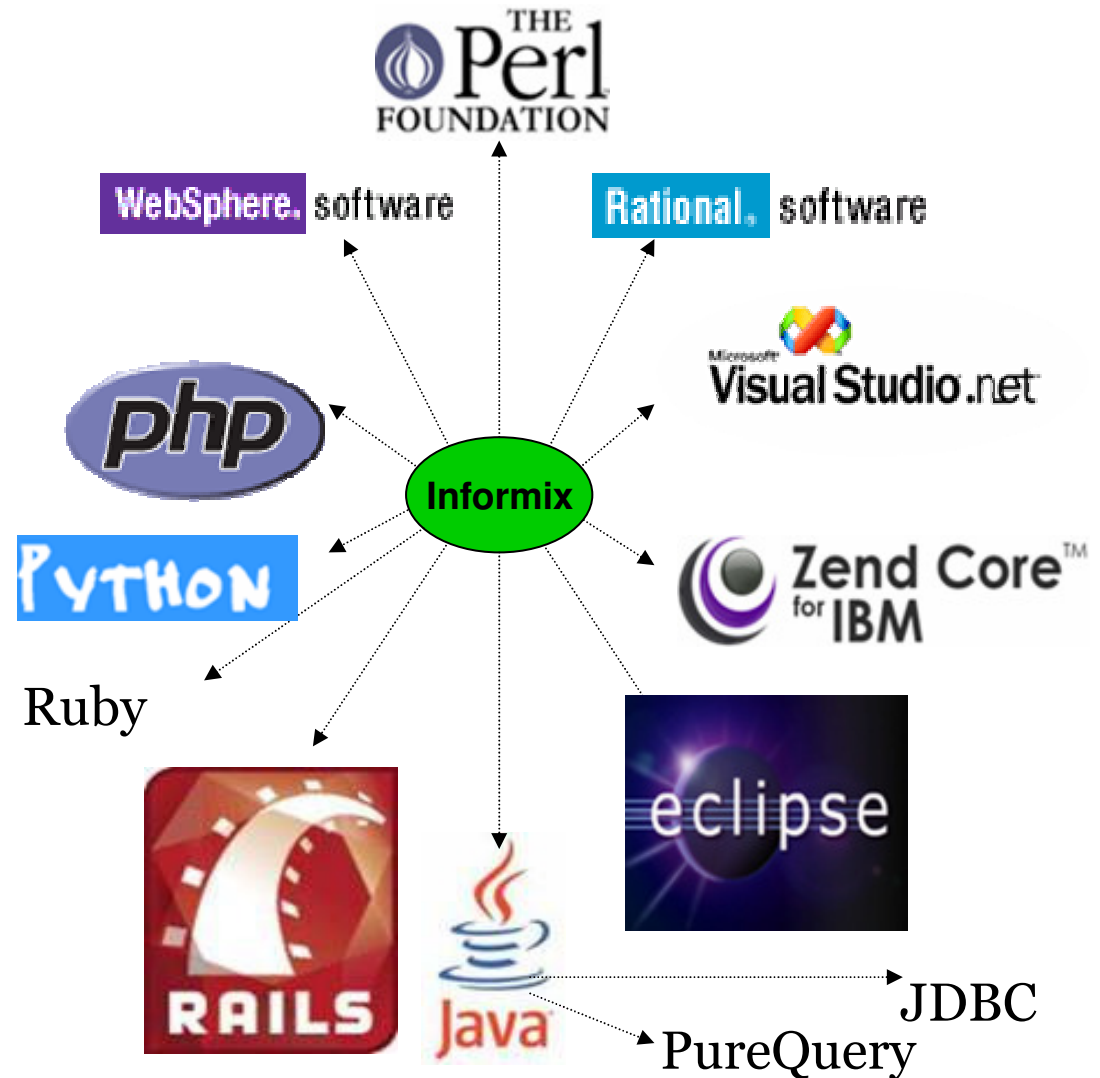- Customers achieving 70% storage savings

Overall Storage Savings:
Uncompressed Data versus Compressed Data

Relative Table Size

100%
80%
60%
40%
20%
0%

81% Smaller

78% Smaller

Sales Table   *Product Table*

"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%."
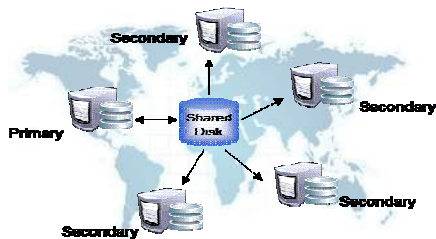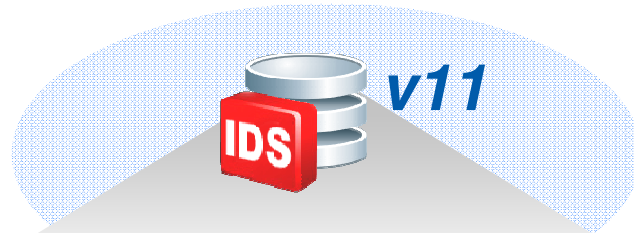
- IT Manager, Large Financial Services Company

Expanded Application Development Technologies

- **Developer communities**
  - C/C++
  - Java (JDBC / SQLJ)
  - .NET (C#, VB .NET)
  - EGL
  - Open Source
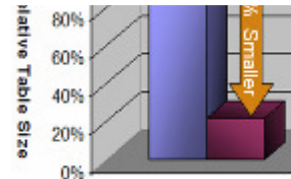   - PHP/Zend FW
    - Ruby/Rails
    - Perl
    - Python/Django

Informix 11 Summary

v11

**24 X 7 Availability
Active-Active Clusters
Scale Out**

Informix Warehouse

Deep Compression

**Performance,
Reliability, and
Embedability**

Enhancements in all areas:

Design

Development

*OpenAdmin Tool
Administration API*

*Safe and Secure
Common Criteria*

*Mac OS/X
Support*

Upgrading Informix

- Clients on Subscription & Support can upgrade for free* from Informix 9.x or 10.x to Informix 11.5

- Informix 7 clients must purchase a "trade-up" license to upgrade

Version	EOM	EOS
7.31	Sept 2008	Sept 2009
9.40	Apr 2008	Apr 2009
10.00	Sept 2009	Sept 2010
11.10	Sept 2009	Sept 2012

ibm.com/software/data/informix/upgrade/

Smarter Entertainment

Impire AG uses intelligent, real-time sports event information for new business opportunities

What's smart?

- Real-time sports updates and event statistics analysis
- Integration and analysis of historical and current sports event data for new game insights

Smarter Business Outcomes

- Sports event play information available faster than live broadcasts
- Doubled productivity, increased revenues and grew market share

*"As a high availability data server that delivers real-time data streaming, **IBM Informix enables us to replicate data instantaneously across multiple servers** and meets our requirements for live broadcasting of sports replays and analyses."* – IT Manager, IMPIRE AG

IDS Rising… Raising the Volume

Increased e-Marketing

IBM

Our Strategy is Resonating

*"…**there's no more extensive information management portfolio available, period…**"*
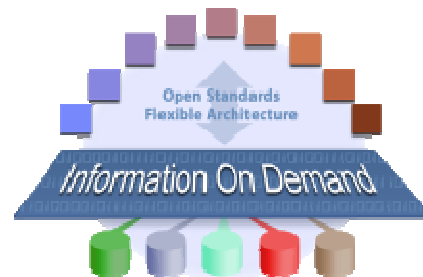
What is your "Information Agenda?"   intelligent

2008 Editor's Choice Awards

"…With IDS 11, IBM has sent a message that they are serious about the DBMS…"
From Intelligent Enterprise, June 2007**

" …much of IBM's growth in the market may be attributed to the success of IDS…"
IDC, December 2007*

Gartner

Open Standards
Flexible Architecture

Information On Demand

IDC

"…IBM's data management infrastructure is superior to Oracle's … offerings…" Gartner

"… With the Solid acquisition, IBM once again raises the stakes among the leaders…" IDC

IBM: 2008 Channel Champions, CRN Data & Information Management

FORRESTER®

"…IBM provides the most comprehensive, scalable enterprise DW appliance family on the market..."

IBM Informix is the only database software consistently voted tops in customer satisfaction for enabling growth companies, OEMs, and ISVs to meet stringent service level agreements with low cost, hassle-free data management, thanks to its near-zero administration and ease of embeddability available on Windows, Linux, Unix, and AIX.

IBM Informix was named #1 in customer satisfaction among database software vendors in 2008 and 2009. Informix' score of 94.3 out of a possible 100 was the top overall mark for 2009. Informix has placed first or second on VendorRate in each quarter since Q3 of 2008. http://www.vendorrate.com/news/2009-12-15-VendorRate-Annual-Report.htm

Near zero admin = more productivity & less resources

Discover the new face of Informix

We have been listening to you – our customers and partners!

- **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
  - ✓ Informix Data in Action Virtual Conference ➔ March 3
  - ✓ 2nd quarter Informix Campaign & Road show

- **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

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

Why Informix?

10) Top OLTP Performance

9) Continuous Availability

8) Near-zero administration

7) Best-in-breed embeddability

6) Warehouse capabilities

5) Vertical and horizontal scalability

4) Lowest cost of ownership

3) Diverse packaging and pricing for small to large businesses

2) Lots of partners and still growing

And the number 1 reason to choose Informix….

Informix – # 1 in Customer Satisfaction
among database software vendors in 2008 & 2009

Informix has placed first or second on VendorRate in each quarter since Q3 of 2008.

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"

IBM

Thank you