



Do more with less

Discover hassle-free data management
with IBM Informix

Contents



Hassle-free

Focus your resources on growth, not administration.

1



Agile

Scale your business intelligently.

2



Reliable

Avoid the high cost of downtime for critical functions.

3



Embeddable

Hide your application with self-sufficient administration.

4



Conclusion

IBM Informix helps you do more with less.

5

CONTENTS

HASSLE-FREE

AGILE

RELIABLE

EMBEDDABLE

CONCLUSION

RESOURCES



Database management costs can be hard to identify and measure—and they can appear in places where you least expect them. The time spent by technical staff on recurring administrative tasks also means lost opportunities to focus on projects that can improve business profitability. In addition, growing numbers of users and data volumes create performance bottlenecks, potentially causing poor service levels, the need for more hardware investment and increased energy costs.

“With Informix’s zero-maintenance HDR solution, I can rest easy at night knowing that each critical database engine has a hot standby that can be quickly and easily brought into service in the event of a hardware or operating system failure.”

– **Andrew Ford**,
Senior DBA,
NetworkIP

Hassle-free

1



Typically, time spent on administrative tasks is written off as “the cost of doing business.” The problem is that the “cost of doing business” is rising fast. Management and administration costs already represent the largest percentage of total IT spending (see Figure 1) and are continuing to grow.

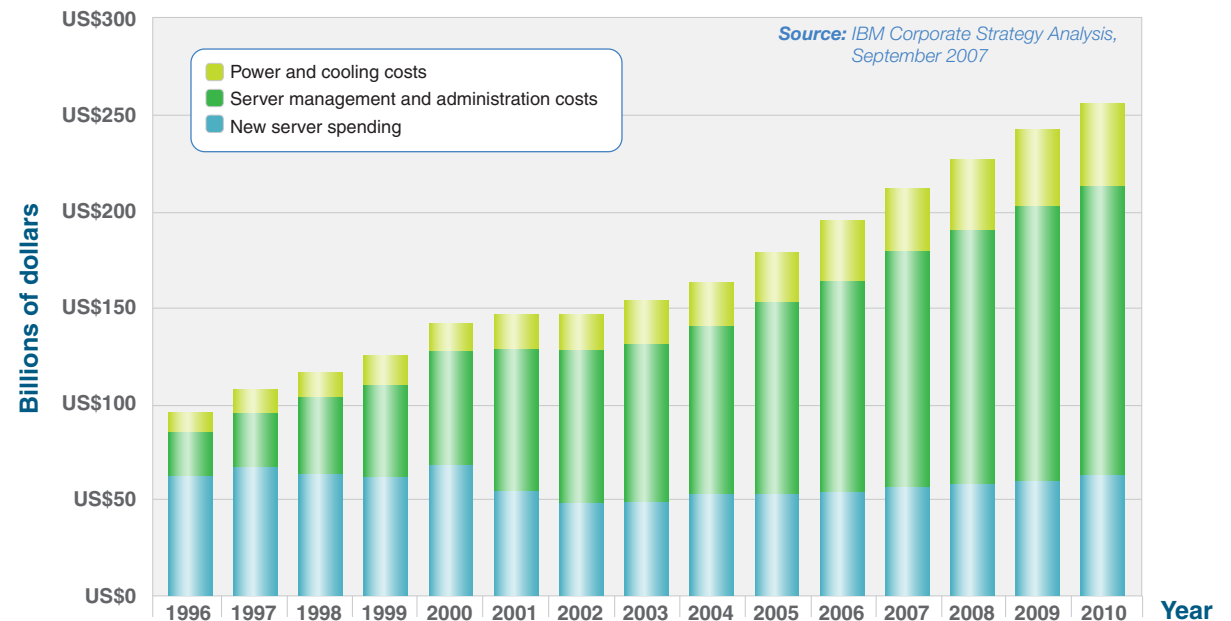


Figure 1: Components of IT spending

Hassle-free

1



“With this Informix architecture and great support from Ardentia, Ladbrokes is able to scale its systems rapidly and cost-effectively, and quickly introduce new games and services to capitalize on changing trends among our customers.”

– **Steve Maxwell**,
Chief Information Officer,
Ladbrokes plc

This may seem like a never-ending cycle, but IBM® Informix® can help. Informix is continuously available, easily embeddable, online transaction processing (OLTP) database software that helps reduce costs and increase productivity by providing near-zero administration for small to highly distributed environments, regardless of platform.

Many customers operate with minimal DBA staff because Informix is designed from the ground up with many features that allow it to “disappear” within an application as an embedded database. Additionally, data compression capabilities help keep storage and energy costs low. And by using IBM Informix Warehouse, you can gain more value from operational data with real-time business analytics.

Informix storage compression options can provide up to 80 percent savings on database storage, allowing you to delay additional storage purchases, reduce infrastructure requirements and minimize administration time. Informix security features can also assist in keeping costs down by helping you meet compliance requirements and prevent unauthorized access to confidential information.

With Informix, you can count on hassle-free, low-cost data management and focus your resources on work that creates value for your business.



“In our benchmarking process, Informix came out above all other leading solutions for its performance, scalability and reliability.”

– **Jon Tasker**,
Project Manager,
Trafficmaster

“Doing more with less” means ensuring that data access is fast and remains fast even as your business grows. Informix clustering lets you distribute data and processing workloads across multiple servers for a resilient, high-performance information infrastructure that can easily scale to meet growing business requirements.

Informix customers report achieving five to eight times increased throughput with near-linear scaling on low-cost hardware.¹ They are able to utilize their disaster recovery hardware to share the workload, optimizing their IT investments—no matter where their hardware is located.

These advantages help make Informix affordable for businesses ranging from small businesses with minimal IT staff to large enterprises that need to scale while reducing infrastructure costs.



Organizations can't afford for their data to be unavailable, even while performing standard maintenance. IBM Informix lets data be continuously available with minimal DBA attention. Customers report achieving 99.999 percent availability and are able to avoid the high cost of both planned and unplanned downtime for their critical business functions.¹

Additionally, Informix offers flexible replication and redundancy choices that provide built-in business continuity. In the case of a system failure anywhere in the cluster, another server automatically takes over with no impact to your business.

“IDS is well known for its high performance and reliability. Now with IDS 11, IBM has enhanced performance and manageability and lowered total cost of ownership even further to make it the clear winner against Oracle and other database vendors.”

– **Rob Prop,**
Manager, Professional Services,
Informa



Informix is the IBM flagship database for embedded data management because it combines a small footprint and ease of management with unparalleled OLTP performance and continuous availability.

As an embedded data management solution, Informix allows DBA administrative functions to be hidden within applications so that no manual administration is required. A solution can be designed to proactively shield itself from potential issues, and can automatically respond to specific events, should they occur.

“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 Informix is easily embeddable, and also, the redundant capabilities that Informix has, to allow us to use our distributed architecture to scale for our customers.”

– **Phil Harris,**
Senior Director of Engineering,
Cisco Systems



These autonomous functions help ensure that an application using Informix can run self-sufficiently, with virtually zero administrative overhead required after deployment, without sacrificing the capabilities of an enterprise-class database server.

Informix is proven database software that works well with small, growing and large deployments and on platforms commonly used today. Its low administration requirements let companies deploy thousands of Informix instances without requiring additional resources to support the database.

“We want Sentinel Plus to be the leading alarm monitoring system on the market, and Informix has a major role to play in its development. IDS 11 gives us the performance, reliability and simple administration that we have come to expect from Informix, combined with a robust and flexible disaster recovery capability.”

– **Michael Askew**,
Managing Director,
Monitor Computer Systems



“With IDS, we can run our operation with just one part-time DBA. If we had chosen Oracle, we estimate that we would need two full-time DBAs. The whole experience with IDS is fabulous.”

– **Jeff Edelstein**,
Vice President,
Information Technology,
Lazare Kaplan International

With data volumes increasing and IT budgets under pressure, it’s critical that your database is a powerful engine that can drive your business—but it’s just as important that the database doesn’t require extensive hand-holding that reduces your operational efficiency and undermines your efforts to control costs.

IBM Informix is a database that helps you do more with less—it lets you meet your service-level agreements with fewer resources, less floor space, less storage, fewer servers and less administration time. All of these features can also lead to better performance and lower costs.

Additionally, Informix offers Informix Warehouse so you can gain more value from your existing, operational data using real-time business analytics.

These advantages make Informix a hassle-free and affordable choice for businesses of all sizes, from small businesses with minimal IT staff to large enterprises that need to scale while reducing infrastructure costs.

Discover Informix and discover hassle-free data management.

Resources



For more information about how IBM Informix can help your organization control costs and improve operational efficiency, please explore these resources:

- [**Discover the New Face of Informix**](#)
- [**Embedding Informix Dynamic Server**](#)
- [**Informix Dynamic Server home page**](#)

CONTENTS

HASSLE-FREE

AGILE

RELIABLE

EMBEDDABLE

CONCLUSION

RESOURCES



© Copyright IBM Corporation 2010

IBM Software Group
Route 100
Somers, NY 10589

Produced in the United States of America
February 2010
All Rights Reserved

¹ Independent test results reported to IBM by customers.

IBM, the IBM logo, **ibm.com** and Informix are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Other company, product and service names may be trademarks or service marks of others.

IMM14057-USEN-00