

IBM Software Group

Informix

*The most cost-effective,
high volume, hands free,
OLTP database server*

April 2009



Information Management software

Informix.
software

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IOD EMEA Conference June 2-5, Berlin, Germany

Optimize Your Business Value Today...come see how

Informix Conference Opportunities

- Strengthen relationships with Informix Customers and Business Partners across all industry sectors
- Network with the Informix team
- Learn how products like Optim, Data Studio and SolidDB offerings can enhance your solution
- Gain first-hand insight into the Informix business
- Generate revenue for Informix Business Partners
- Create positive press and analyst attention for your Solution and Informix
- Enhance your technical skills

Informix Conference Highlights

- Informix elective sessions presented by Customers, Industry Commentators, Business Partners and IBM experts
- Dedicated Informix content as part of Business Leadership & Technical tracks
- Business Partner Program
- Executive One-on-One Meetings
- Informix Education, Hands-on labs & Certification
- EXPO Solution Centre featuring multiple Informix kiosks
- Meet the Experts
- Demo Suites showcasing the latest Informix features
- Customer Reference Lounge
- Social Networking with global Informix community



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Download the form and get more details today
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www.ibm.com/software/europe/data/conf



2009 IIUG Informix Conference



Marriott Overland Park (Kansas City), KS

April 26 – 29, 2009

<http://www.iiug.org/conf/2009/iiug/>



The Power Conference for Informix Professionals

IBM Database Software

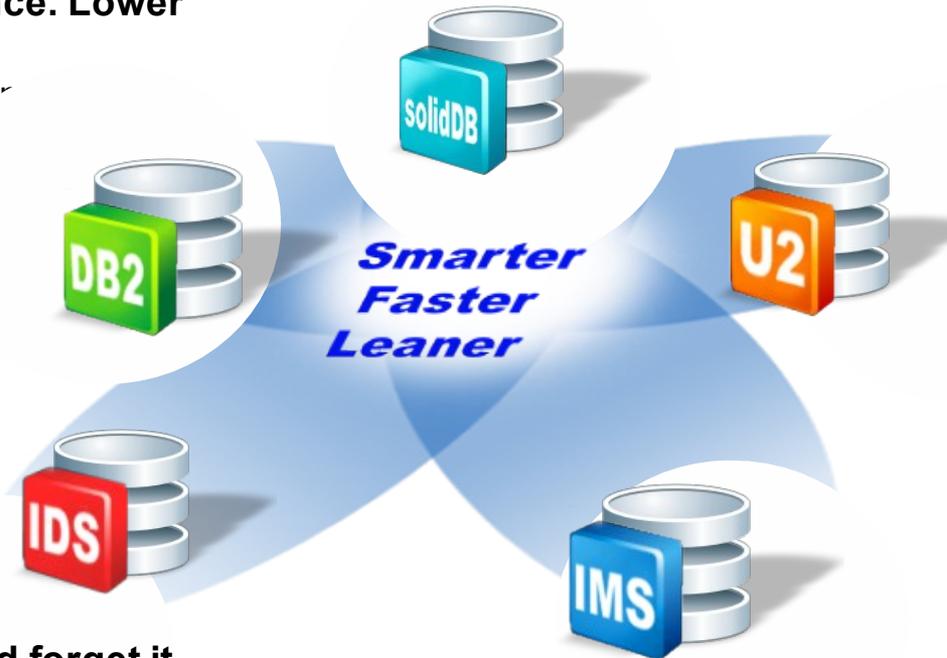
Manage your data smarter, faster, and at lower cost

DB2: Higher performance. Lower cost

Optimized for top performance transaction and analytics with lowest cost of operation

solidDB: Extreme speed

Optimized for solutions requiring extreme speed - in-memory databases up to 10x the performance of on-disk



U2: Flexible data

Optimized for rapid development of solutions requiring flexible data records

Informix: Set it and forget it

Optimized for top performance transaction-intensive solutions, clustering, and near hands free administration

IMS: Unmatched time and speed

Optimized for solutions requiring the highest levels of transaction and data volume and performance



Informix business growth



**20 of the top 25
U.S. Supermarkets**



**US Emergency
911 calls**



**95% of Telecom
Service Delivery
Providers**



**VISA Transaction
Authorizations**



**Thousand's of
Retailers**

**IDS Growth Faster Than Industry
12 Straight QTRs of YTY Informix Growth
1000s of New Clients
Over 150 New Partners
Double Digit IDS 11.5 Adoption Rate
IIUG Membership over 20,000**



中国移动通信
CHINA MOBILE



Data Management – ISV Solution Enablement Team

- IBM has a dedicated technical enablement team that provides assistance to ISVs that are integrating their solutions with Informix Dynamic Server (IDS) and other IBM data management products.
- The purpose of this service is to help the business partner integrate IDS with their solution or to migrate their non-IBM RDBMS database to IDS.
- More specifically, assistance in the form of version upgrades, migration estimates, migration assistance (converting DDL, triggers, routines, application code, and data migration), and optimization is available.
- Contact your IBM representative for assistance.



Ready for

IBM®

Informix.
Dynamic
Server

data server software



Partners Making Waves

Success stories from IBM Information On Demand 2008



Dairy for life

- “We need data and we need it now!”
- 17 TB Enterprise Replication system
- **Near zero administration with IDS**
- Zero downtime requirement
- Upgrade to IDS 11 “disgustingly simple”



- IDS is “Hidden Hero”
- Needed fast solution – able to implement in 5 months
- Chose Informix & BankenSoft for
 - ▶ Clustering, high availability
 - ▶ Track record with mission critical applications
 - ▶ Easy, low administration
- **500% increase in productivity**

G&H **Bankensoftware AG**

BANCOS

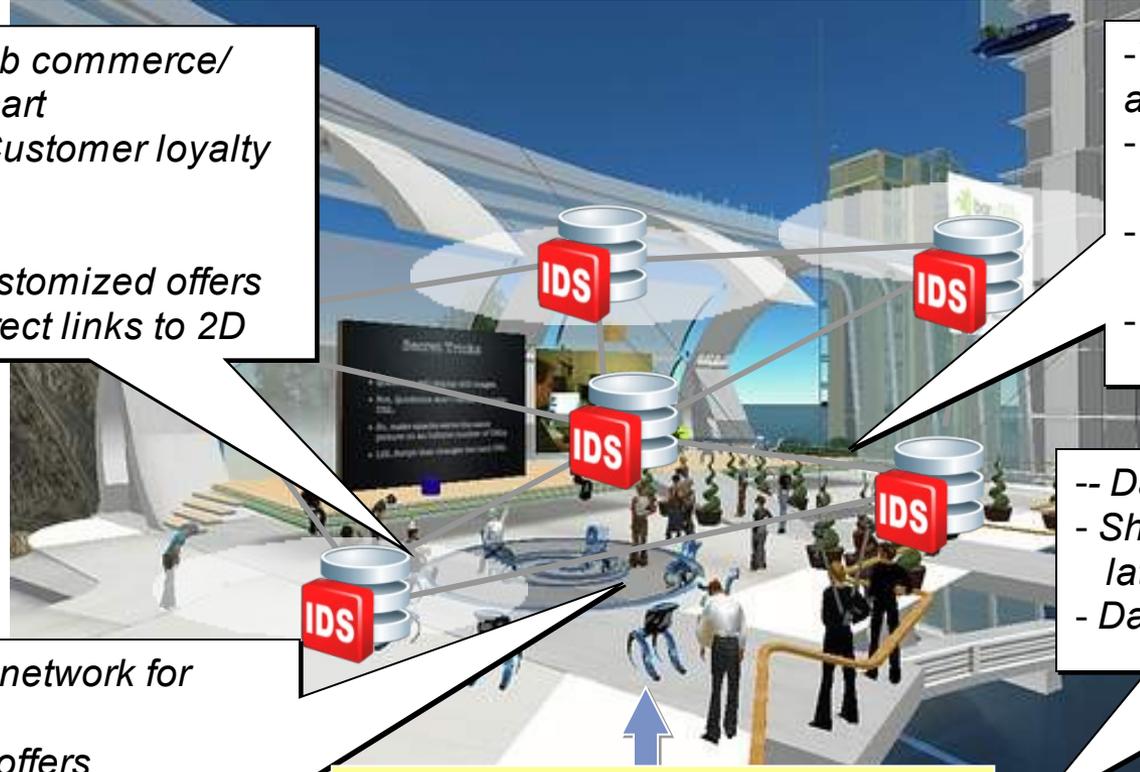


- “Quality is in the details”
- Expanded worldwide from Europe
- **Business growth with no additional IT staff required**
- Deliver from manufacturer anywhere in the world in 4 working days
- AVM’s ERP solution and IDS 11 enable precision during manufacturing and in store



Softwarelösungen

Informix Dynamic Server (IDS) and Continuing Innovation... Linking the Real World to Virtual Worlds



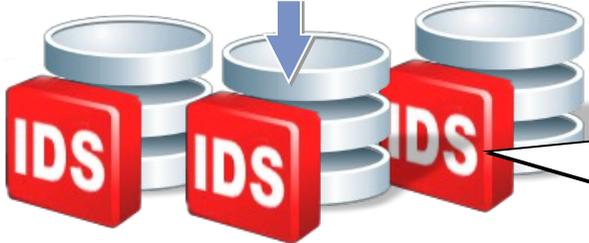
- Access web commerce/ shopping cart
- Link with Customer loyalty programs
- Deliver Customized offers
- Provide direct links to 2D website

- Track site visitors and avatar movements
- Like real-world store sensors
- Deliver customized content or 'ads'
- Analyze resulting data

- Data is persistent
- Shopping cart available for later purchase
- Data available for analysis

- Build social network for brand
- In-world offers
- External offers
- Collaboration
- Forums and feedback
- Content from database provides richer experience

IDS "Virtual World API"



- IDS delivers:
- Real-time OLTP performance
- High availability clustering
- Spatial data extensions
- Easy to embed/ low admin

Upgrading IDS and the Product Life Cycle

- In order to guarantee continued feature enhancements and functionality improvements, Development needs to focus on the latest key code streams
- Clients on Subscription & Support can upgrade for free* from IDS 9.x or 10.x to IDS 11.50
- IDS 7 clients must purchase a “trade-up” license top upgrade

IDS 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/

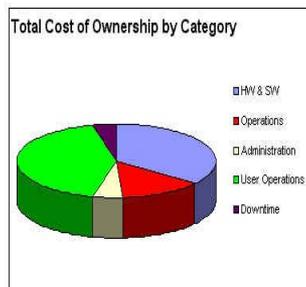


IDS 11 Key Features



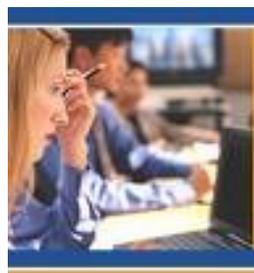
Continuous Availability & Replication

- Multiple Secondaries
- Shared Disk Secondary
- Active-Active cluster
- Workload management
- Flexible failover handling
- Backup/Restore to Directory
- Parallel Whole System Backup
- Ordering of DBSpaces During Backup/Restore
- Continuous Log Restore
- Non-Blocking Checkpoint
- Optimistic Concurrency
- Enterprise Replication Enhancements



Admin Free Zone

- Open Admin Tool
- Admin API
- Cluster Management
- Extensive ER Support
- Rename and Configuration Changes
- Automated Update Stats
- Improved Wizards
- Windows Installer Updated to Installshield ISW



Application Development

- Dynamic SQL in SPL
- Trigger Enhancements
- Named Parameters in a Callable Statement
- BIGINT and BIGSERIAL support
- Derived Tables in the FROM Clause of Queries
- Index Self Join
- Basic Text Search with XML support
- Enhanced Data Types for Distributed Queries
- Deployment Wizard
- Optimizer Directives in ANSI-Compliant Join Queries
- Sysdbopen / Sysdbclose
- XML Publishing & Transformations
- Auto Re-prepare



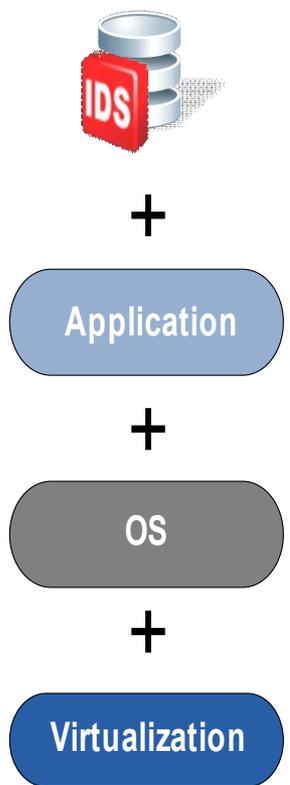
Security

- Common Criteria (ISO/IEC 15408)
- Label Based Access Control
- Encrypted Communication in HDR
- Single sign-on via Kerberos
- SSL Encryption

Web Feature Service

IDS 11 virtualization to simplify a complex world

Optimize your IT investments, infrastructure and resources



Investments

- Reduce power, cooling and real-estate expenses
- Reduce hardware expenses through consolidation and improved utilization

Infrastructure

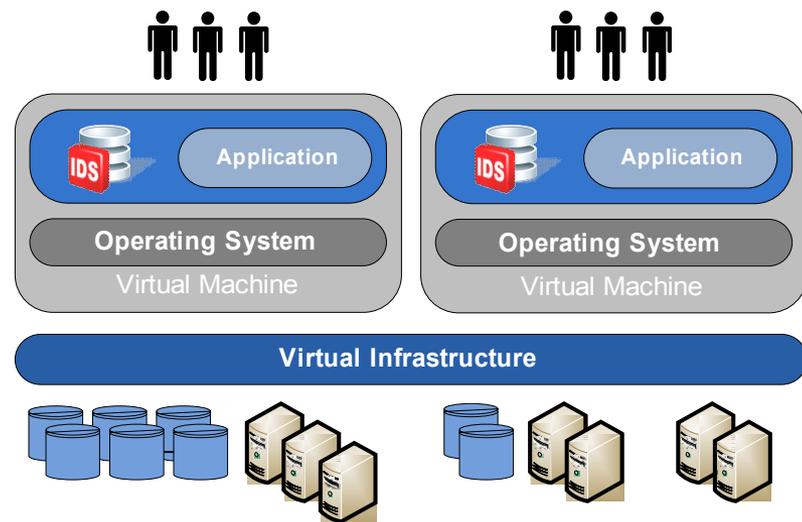
- Simplify server configuration and deployment
- Instant High Availability and Scalability
- Enhance manageability and responsiveness
- Improve server utilization and control
- Improve desktop management and administration

Resources

- Improve IT professional productivity
- Reduce software and maintenance complexity

Available now:

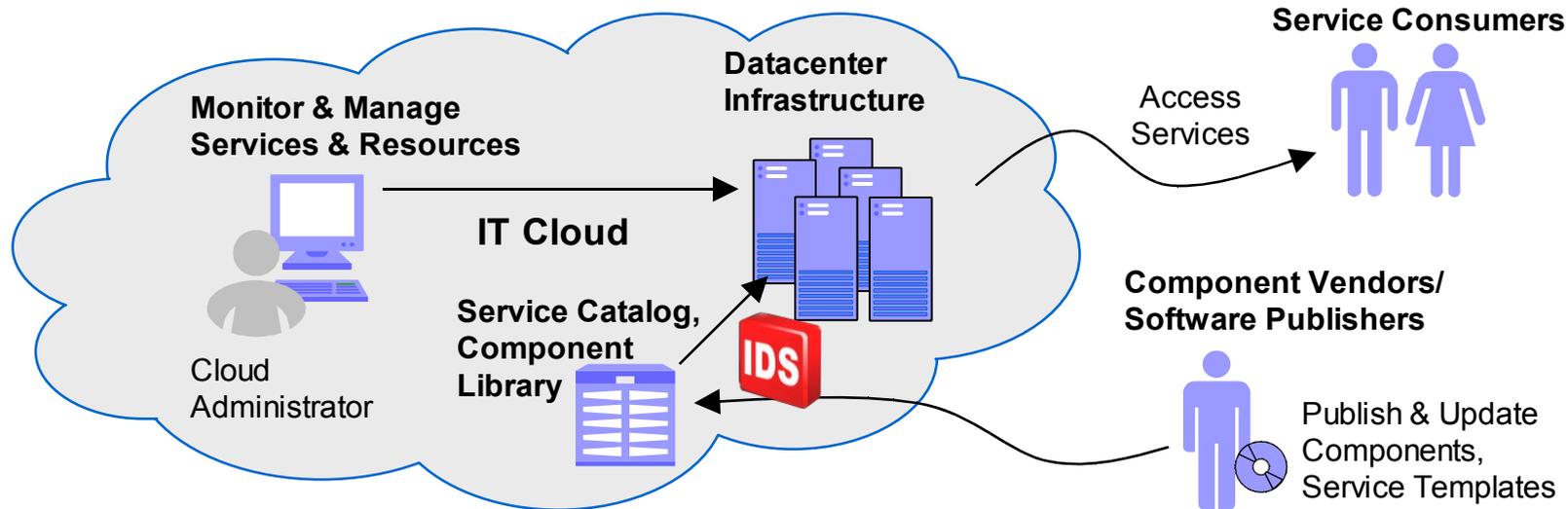
- Developer Edition virtual appliance image for exploration and development
- Offer through ISVs and OEM partners
- Repackaging Guide
- Partner and ISV Assistance



Informix in the Amazon Cloud



- Partnership with Amazon Web Services
- Quickly get started using IDS
- Developer Edition cloud image available now
- Paid 32 & 64-bit editions coming soon
- Pay as you go licensing model to deploy IDS in the cloud



Informix - "Set it and Forget it"

Optimized

...for near hands free administration, high availability and clustering for transaction intensive solutions



Agile
Flexible
Fast

Invisible
Minimal
Affordable

Resilient
Reliable
Secure

Mission critical and life critical solutions



1,000's of Retailers worldwide



95% of telecom service delivery providers

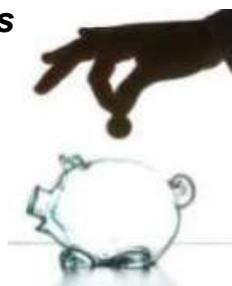


20 of the top 25 US Supermarkets



Over 2,500 ISVs worldwide

Cost Effective Solutions



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

Lowest Total Cost of Ownership

Informix

Customer satisfaction ratings by Informix customers

Overall Score:
92 - Exceptional



Number of Ratings: 173

Criteria	Score	Satisfaction Level
Recommend	9.5	Exceptional
Integrity	9.4	Exceptional
Communication	8.8	Exceptional
Timeliness	9.1	Exceptional
Usability	9.4	Exceptional
Reliability	9.7	Exceptional
Customer Service	8.8	Exceptional
Budget	8.6	Exceptional
Expertise	9.2	Exceptional
Effectiveness	9.6	Exceptional

- **Administrative Free Zone!**
→ Virtually no DBA
- **Easy and Efficient Availability and Clustering**
→ Quick setup, no administration
- **Built for Speed**
→ Great transactional performance



“(IDS) provides companies with a powerful, scalable and easy-to-integrate data server for their business applications—one that does not require full-time monitoring. This is critical in helping organizations reduce the time and cost of both launching and managing new services.” —Rob Prop, Manager Professional Services, Informa

Administrative Free Zone with OpenAdmin

- 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



Remote Administration



The screenshot displays the OpenAdmin Tool for IDS interface. On the left, a world map shows server locations marked with green icons. On the right, a 'Cluster Topology' diagram shows a network of servers including 'Primary', 'HR', and several 'SS' (Secondary Standby) nodes. Below the topology is a table with server details:

Server	Type	Server Status	Connection Status	Workload	Log Time	
serv1	Primary	Active	Connected	0.00	0.0000	Modify
serv1_sac	HR	Active	Connected	0.00	0.0022	Modify
serv1	SS	Active	Connected	0.00	0.0000	Modify
serv1_sas	SS	Active	Connected	0.00	0.0000	Modify

Administrative Free Zone!



“New features... will free up the IDS database administrator and justifies the new IDS slogan “Administration Free Zone.”

- Wolfgang Kraus, Bytec GmbH, Head of IT-Services

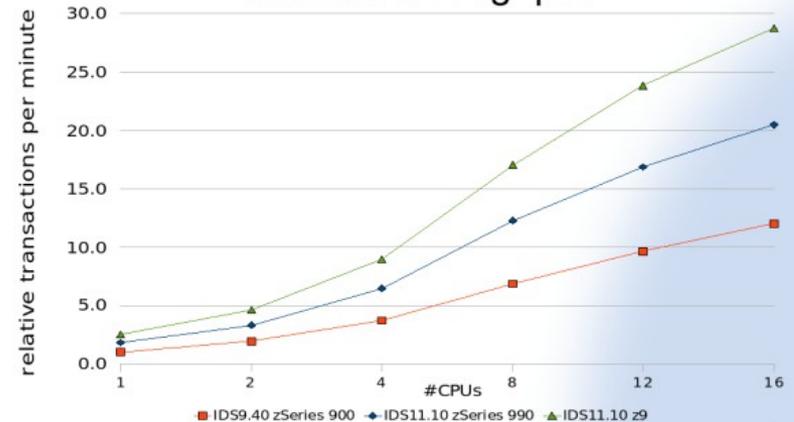
“We hardly ever use DBA time. The database simply keeps running.”

- Nils Myklebust, Milanex

- Configuration at installation
- Self Tuning Features
 - Adjust to changing workloads
 - Multi-threaded architecture optimizes the use of hardware
 - Set it and forget it.
- This means...
 - One DBA can manage 1000s of instances
 - DBAs can use their expertise to optimize data access infrastructure
 - DBAs focus on business critical projects

OLTP workload – CPU scaling

Database throughput



China Mobile makes the call to IDS



"We have used Informix Dynamic Server for China Mobile's backbone network management the past three years. IDS is a safe and scalable solution that enhances our system performance and is easy to use for local application developers. "

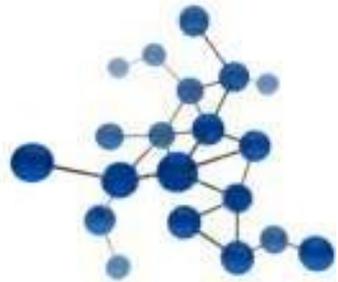
- **Wang Yan, China Mobile Network Management Department IT manager**



Easy and Efficient Availability and 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

MACH 11: Active Data Clusters

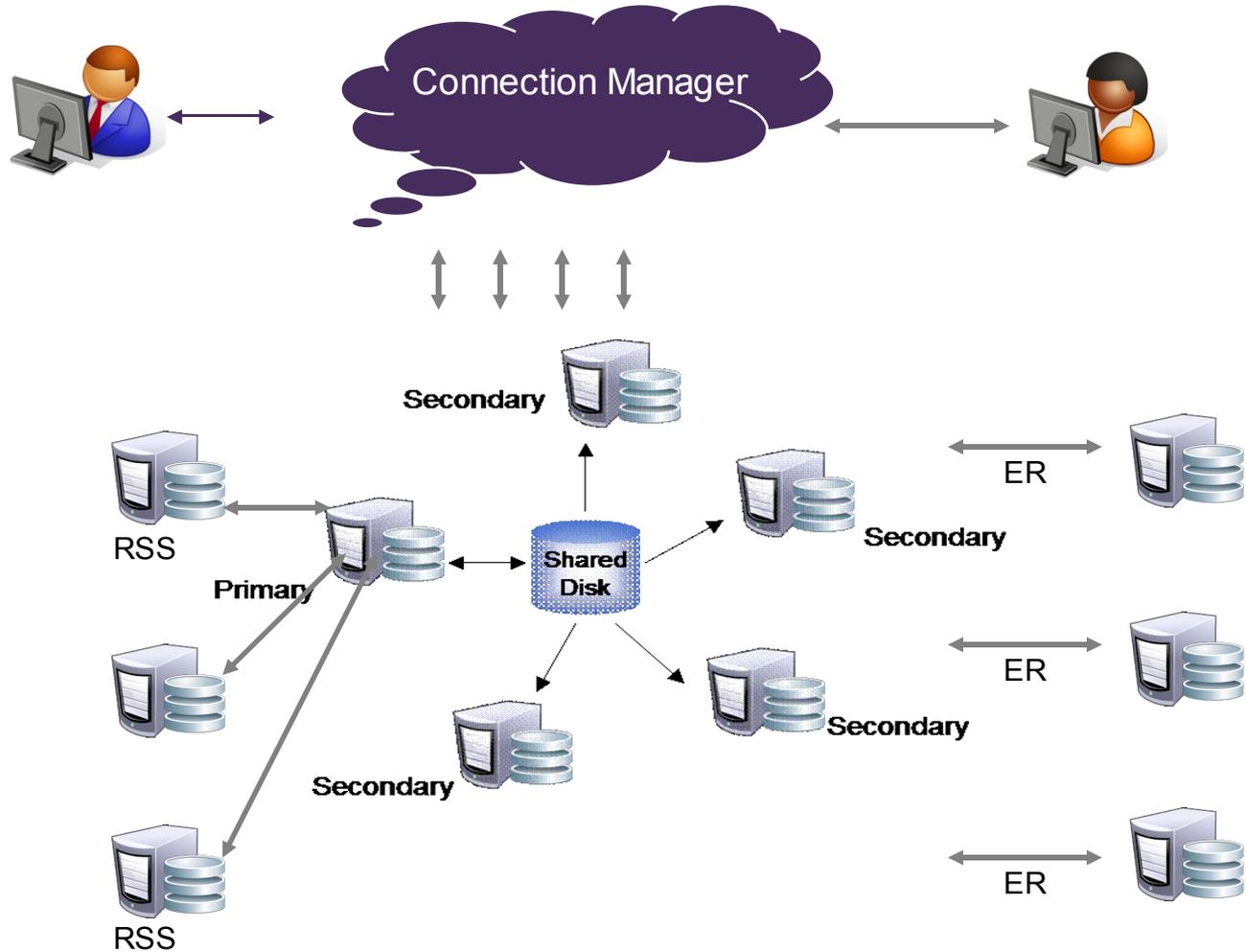


Scale Up or Scale Out

Change dynamically

All Nodes can be Active Active

Shared disk or remote replicas



Built for Speed



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

- Jon Tasker - Project Manager, Trafficmaster, UK

Great Transactional Performance

-
-
-

Save money by getting more from your hardware with Informix

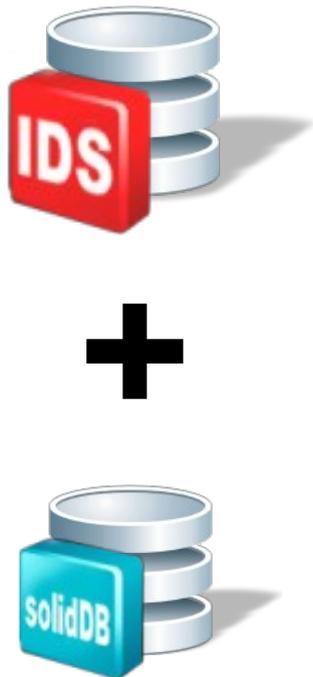


“Its dynamic performance, low cost and outstanding availability”

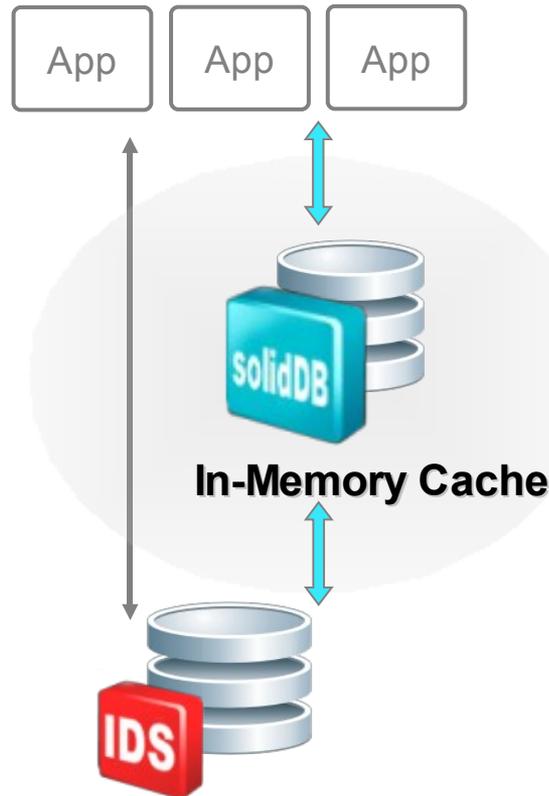
- F.R. Campagnoni, CEO MediaSpan

IDS & solidDB for maximum business value

In-Memory Caching and Extreme Speed



solidDB Universal Cache



Further accelerating the IDS Solution

Informix displaces Oracle in OLTP System in China

Key Facts:

- Informix eats into Oracle's OLTP telco market share in China
- Team proposed a dual database strategy with Informix Dynamic Server 11.5
- Technical team overcame ISV's concerns about porting application to Informix

Compelling Decision Factors:

- High performance, reliability and availability
- Lower resource consumption
- Lower DBA costs

Country: China

23

Informix Innovation Continues...



Applications



Resilient
Agile
Invisible



Clusters



Performance



Development



Availability



Management

Informix *
vNext+
2012

- Seamless heterogeneous replication
- 100% Availability
- High scalability clusters
- Full Autonomics
- Enhanced App Support

* *Subject to change*

Informix *
vNext++
2014

Continue to invest in IDS
to increase IDS strengths
and to open new markets

Informix *
vNext+++
2016

Continue to invest in IDS
to increase IDS strengths
and to open new markets

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New Investments in 4GL



4GL 7.50.xC1 Q2 2008

- Support System Curses Library compliance with UTF-8
- Client Required Priority Defect Fixes

4GL 7.50.xC2 December 2008

- SOA Web Services Support - **Deployment of Web Services (Linux Only)**
- Client Required Priority Defect Fixes

4GL 7.x Q2 2009*

- SOA Web Services Support - **Consumption of Web Services (Linux Only)**
- Client Required Priority Defect Fixes

4GL 7.x 2H 2009*

- SOA Web Services Support on All Major Platforms
- **MAC OS Support***
- Client Required Priority Defect Fixes

4GL Futures

- ISQL / Ace
- 4GL GUI
- High value Feature Requests from Customers and Partners
- Enhanced Web Services functions
- Certification on new platform releases

** Subject to change*

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Early Validation Program

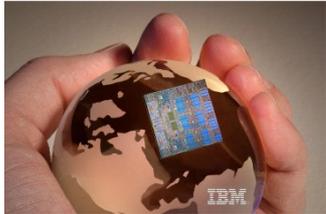
Current Offerings

11.50xC4 –Storage Optimization –Support for the Virtual Appliance –Open Admin Tool	Available till April 09
4GL 7.50 SOA Enabled	Available till April 09
Informix Warehouse	Available till April 09

How do I participate ?

Please contact Madhuri Ahuja (e-mail: ahujam@us.ibm.com), listing offering(s) of your business interest. Thanks for your interest!!

Introducing Informix Warehouse



- Informix is known for world class OLTP
 - Yet 40% also use IDS for warehousing
 - They want the legendary IDS ease of use, reliability and availability

- Some customers have been integrating tools on their own
 - Now customers can use tools optimized to work with the Informix warehouse

- Customers can run their OLTP/BI applications on the same instance of Informix
 - Or create a separate low cost warehouse

Content:

- **Tools**
 - Design Studio
 - Data Architect
 - Admin Console
- **Storage Optimization**
 - Compression
 - Storage Recovery
 - Open Admin Support



Warehouse Design and Deployment

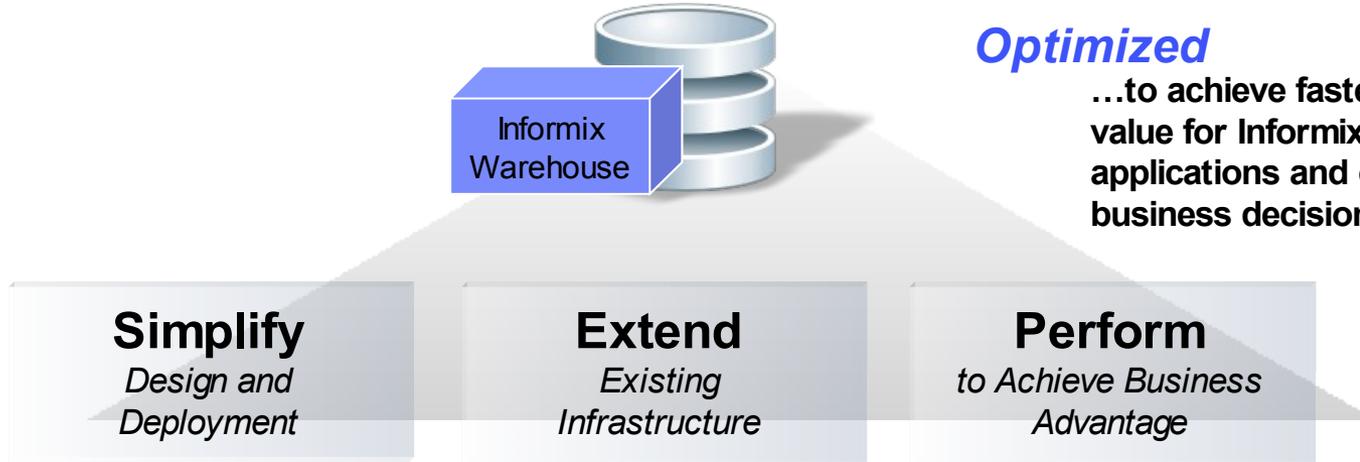
Informix



Business Analytics
(e.g. IBM Cognos)

IBM Informix Warehouse

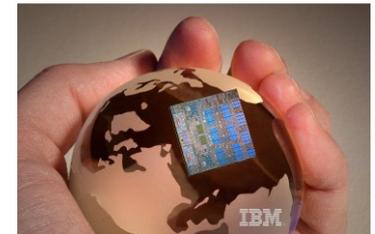
Leverage Infrastructure Investment for Business Optimization



Informix value for warehouse applications



Do more with existing information



One Point Solutions is extremely excited about the new IBM Informix Warehouse solution, which will fill the gap for dedicated Informix users who want an Informix-based, simple-to-administer platform for comprehensive reporting and historical databases. The Eclipse-based SQL Warehouse tool allows users to drag-and-drop tables from

databases on various systems, making previously manual ETL processes a breeze

Informix Warehouse Feature

- Offering for Informix customers with warehouse requirements

- Helps extend legendary IDS performance and scalability
 - ▶ To data warehouse environments
 - ▶ Reduce operation complexity and cost

- Client Server Architecture

- Intuitive Graphical Interface
 - ▶ Extract data from various data sources
 - ▶ Create physical data models using Design Studio
 - ▶ Build SQL-based data transformations with SQL Warehouse Tool
 - ▶ Create control flows that can be packaged as applications
 - ▶ Deploy, run and manage application using Warehouse Administrator



Informix Warehouse Press



Informix Gets Optional Data Warehousing Feature From IBM



March 09, 2009

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[Go to previous Byte and Switch News Analysis](#)

IBM Adds Warehousing to Informix



IBM Unveils New Database Software



Informix Gets Optional Data Warehousing Feature From IBM



IBM Informix reappears as data warehousing contender

IBM adds data-warehousing tools to Informix

IBM is bolstering the BI (business intelligence) capabilities of its Informix OLTP server.

SMART Traffic using Informix Warehouse

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



Cut Storage Costs in Half With Informix Compression



Survey: Storage Growth Outpaces PC, Server Markets
By Chris Preimesberger/May 12, 2006

“Storage hardware is steadily increasing as a percentage of IT budgets. Backup and recovery was the second most important driver of spending...and is the No. 1 storage issue keeping CIOs awake at night”



Global spending on the data center power and cooling in 2007 was roughly equivalent to spending on servers



Half of the world's data centers will face an acute power shortage by the end of 2008



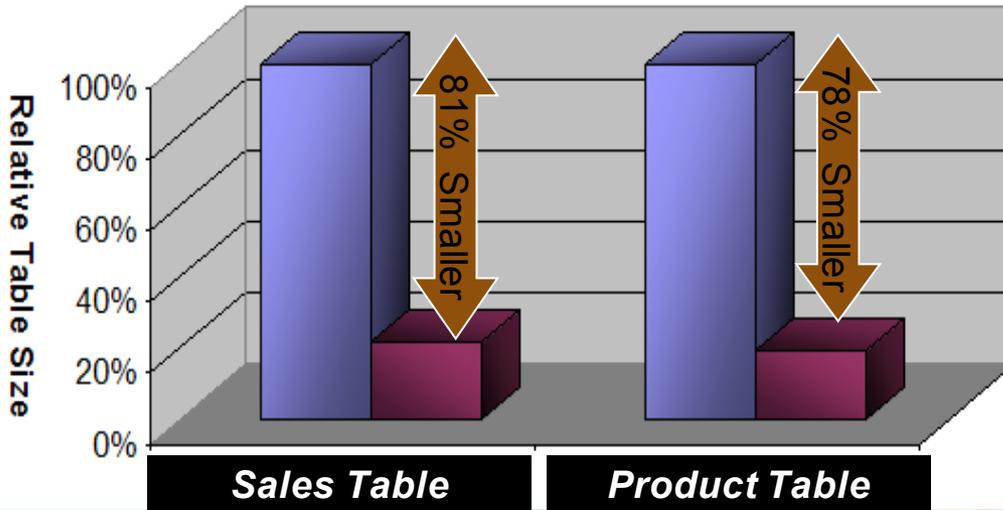
- *82% don't have any budget for storage expenditures in the current quarter*
- *28% are seeing power consumption for data storage rise by as much as 50%*
- *CAGR for storage is double digit*

Storage Optimization Benefits

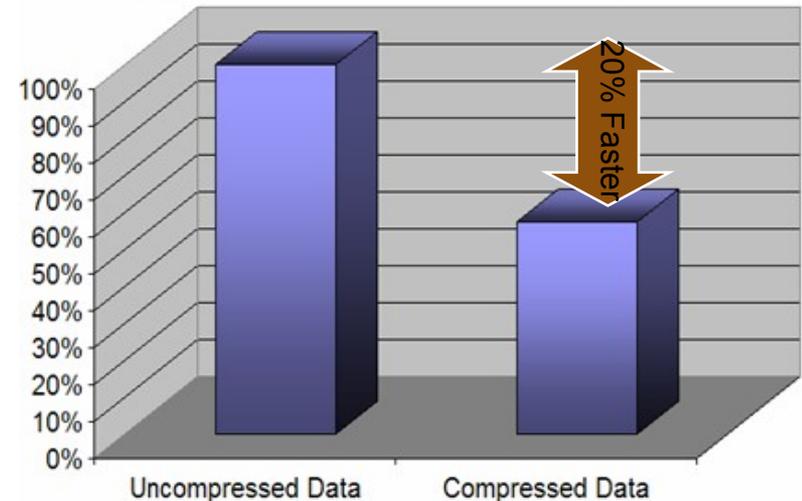
- Save 50% on disk space, as much as 80% for some tables
- Performance Improvement with Compression
 - Fewer I/Os result in faster queries
 - Customers reported over 20% performance improvement
 - Utilities may also benefit - less data to transfer

No application changes or downtime required!

**Overall Storage Savings:
Uncompressed Data versus Compressed Data**



**Overall Workload Performance:
Uncompressed Data versus Compressed Data**



What Customers are Saying



"Our testing with the new compression capabilities in IBM Informix Dynamic Server achieved up to 80% compression ratios and a 22% increase in performance for some queries. We estimate that our customers could achieve over 50% disk savings, in addition to the reduced time and space required for archiving. The graphical administration tools make IDS even easier to administer, but most importantly, IDS continues to deliver on its legacy of rock-solid reliability and performance."

Bob Poon, Manager Professional Services, Informa

"One of the many great features of this version named compression of data on disk allowed us to cut down the disk space by a factor of 4 without losing any performance and even gaining performance for I/O bound applications. This new feature does not require any change whatsoever at the application level. It is all benefit."

- Khaled Bentebal, CEO for Consultix

מרכז ארצי לבחינות ולהערכה (ע"ר)
 NATIONAL INSTITUTE FOR TESTING & EVALUATION
 מוסדון של האוניברסיטאות בישראל

"A rapid increase in data volume, due to new projects, motivated us to test the compression capabilities of IDS. Our tests predict about 70% storage saving on most of our major tables. This is indeed the breakthrough we are looking for."

- Gary Ben-Israel, CIO, National Institute for Testing and Evaluation, Jerusalem, Israel

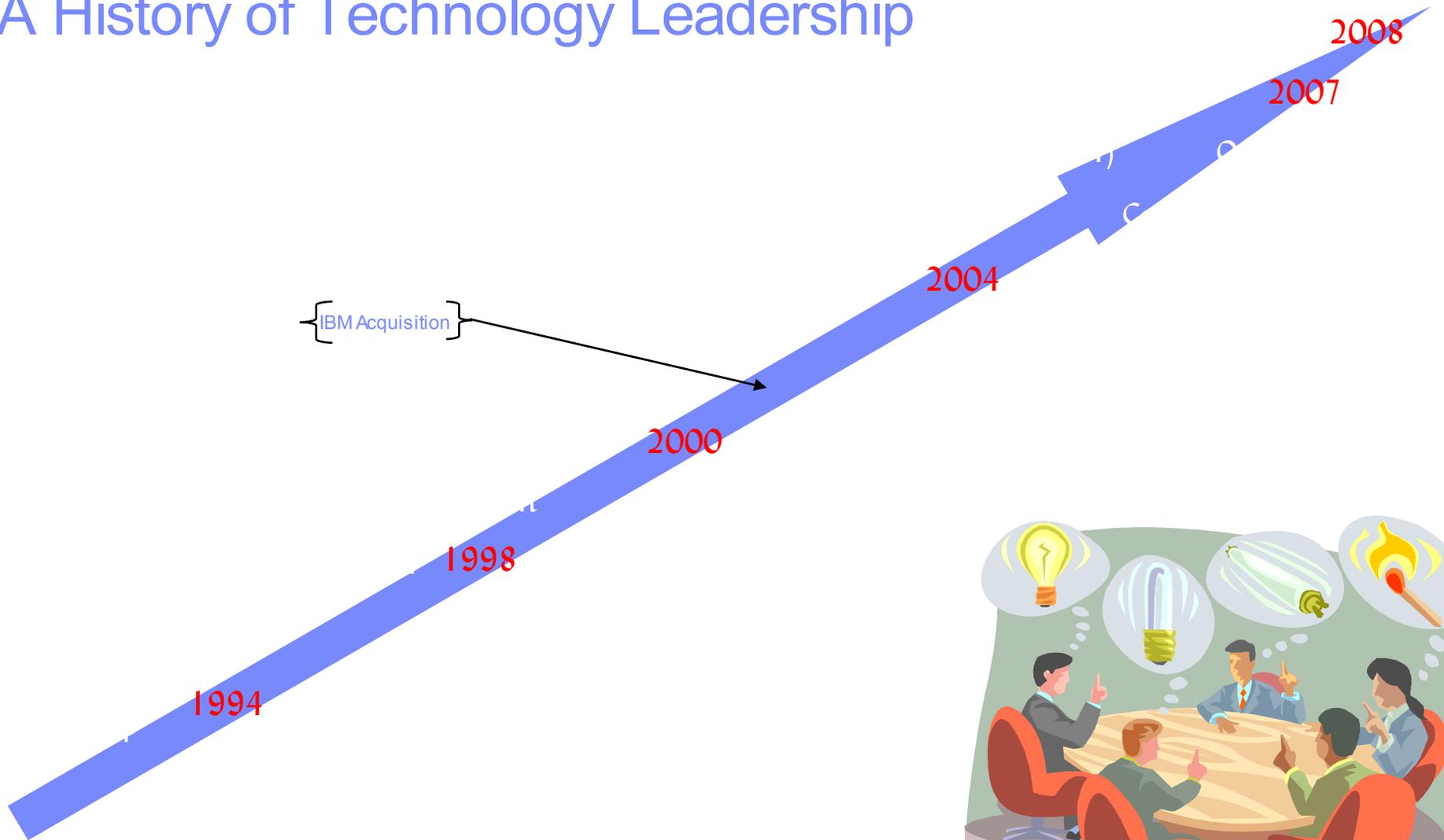


Summary

- **Compressing data can reduce storage costs by 50%**
 - ▶ Production data
 - ▶ Backups and disaster recovery storage
 - ▶ Test data
- **The more repeated data, the greater the savings**
- **Customers are achieving >20% performance improvement**
 - ▶ Less data to move
 - ▶ Faster search times
 - ▶ More efficient use of memory
- **Backup and recovery time cut in half**



A History of Technology Leadership



“Since the launch of our Information on Demand initiative in early 2006, Information Management software has grown at a compounded rate of 18 percent over the last 12 quarters.

Distributed Relational Database

has grown at 14 percent over the same period.

Call to Action....

- Save Operational Costs by Upgrading to IDS 11.5
 - Utilize the Open Admin Tool
 - Consider Continuous Availability with SDS and RSS
 - Save Money with Informix Compression “Storage Optimization”
- Join the IIUG – Watch for Informix events in your area
- Attend the EMEA IOD Conference in June
- Contact IBM with Questions / Feedback
 - ISV Support
 - Training Needs
 - Requirements
 - Feedback on Technology, Quality, Anything that is important to you!



Thank
YOU

