# IBM Information Management OEM Program

*Embedded solutions to win in the market place*

## Join the IBM Information Management OEM solution program and win in the market

place with greater flexibility to build robust solutions at a lower cost. Whether you sell to large enterprises, or small-to-midsized businesses, you can take advantage of world-class engineering and support from IBM® that can help you move ahead of the competition.

## Why IBM Information Management for OEMs?

### Deliver complete, world-class solutions

Demonstrate your technology leadership by offering complete solutions to your customers. They benefit from a high-quality "out of the box" experience, flexible pricing, packaging and business terms.

### Achieve platform independence

IBM Information Management software is available on multiple operating systems. Whether you're an OEM, ISV or VAR, you are not locked into a single platform, so you can pursue more market opportunities.

### Accelerate time-to-market

Today, getting to market quickly is essential. When you include IBM embeddable solutions in your products, you can focus on your core business and avoid worrying about information management requirements.

### Reduce development costs

Embedding IBM Information Management solutions can also reduce your overall development costs. You can avoid unnecessary development time without compromising on features. Flexible pricing and business terms from IBM give you a competitive business advantage.

### Deliver a high-quality user experience

IBM Information Management software is known for its high reliability and performance, which helps to ensure the solutions you deliver provide a seamless, high-quality experience for your customers.

### Reduce risks

You can leverage IBM technology, experience and world-class support to lower the risks related to creating new solutions.



## Benefits to you as an IBM Solution Partner

IBM has unique benefits to you as a Solution Partner:

- **Significant investments** in research and development to build intelligent software that addresses business problems in industry sectors such as telecommunications, energy and utilities, consumer electronics, security and healthcare.
- **Hands-on guidance** through the process of embedding IBM software to deliver a total solution to your customers.
- **Wide range of products** that can help differentiate and increase the capabilities of your solutions.
- **Years of experience** helping businesses use IT to overcome challenges in data management, quality, warehousing and security.
- **Superior customer support** with a single point of contact for all installation and technical support. You also have a direct link to IBM development teams.
- **Flexible pricing**, packaging and business terms that make it possible for you to do business under a single contract.

## Learn how IBM OEM Partners are using information management products to differentiate their capabilities and drive more business

**CISCO**

### Cisco

Cisco has over 100,000 instances of Informix running in production environments and the number continues to grow. When a customer makes a voice over IP (VoIP) call using a Cisco collaboration solution, they have used Informix®.

*"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

**Reasons Cisco chose Informix as an embeddable database**
- Real-time online transaction processing (OLTP) performance
- High availability and replication
- Ease of scaling vertically and horizontally
- Near-zero administration
- Autonomic features such as self-healing, self-managing and self-configuring shield users from data-management tasks
- Comprehensive platform support
- Small footprint
- Lower total cost of ownership

**TerraEchos**

### TerraEchos

A leading provider of covert intelligence and surveillance sensor systems for organizations, TerraEchos, Inc., provides advanced security solutions for critical infrastructures and extended borders. One TerraEchos client is a science-based, applied engineering national laboratory dedicated to supporting the mission of the U.S. Department of Energy (DOE) in nuclear and energy research, science and national defense.

### The need

A U.S. Department of Energy National Lab needed a solution to detect, classify, locate and track potential threats to secure its perimeter and border areas.

### The solution

IBM Business Partner, TerraEchos, implemented an advanced security and covert surveillance system based on the TerraEchos Adelos S4 System with IBM InfoSphere® Streams and an IBM System x3650 server.

### The benefits

- Reduced time to capture and analyze 275 MB of acoustic data from hours to one-fourteenth of a second.
- Enabled analysis of real-time data from different types of sensors and 1,024 individual channels to support extended perimeter security.
- Enabled a faster and more intelligent response to any threat.

# Information Management OEM products
## Data management

**IBM Informix** is one of the world's most widely used database servers. Designed significantly different from traditional relational platforms, Informix helps result in extremely high levels of performance and availability, distinctive capabilities in data replication and scalability and minimal administrative overhead.

**IBM solidDB®** is relational in-memory database software that delivers extreme speed and performs up to ten times faster than conventional databases. The solidDB software is designed to meet the performance and reliability demands of real-time applications such as those found in telecommunications and financial services industries.

**IBM DB2®** for Linux®, UNIX® and Microsoft® Windows® is a robust database used with enterprise-wide solutions that must handle high-volume workloads. Optimized to deliver industry-leading performance, DB2 offers low operational costs, ease of use and reliability.

**IBM InfoSphere Optim**™ Data Management solutions manage data from requirements to retirement. Boost performance, empower collaboration and improve governance across applications, databases and platforms.

## Big Data Solutions

**IBM InfoSphere® BigInsights**™ brings the power of Apache Hadoop to the enterprise. Hadoop is an open source software framework that is used to reliably manage large volumes of structured and unstructured data. InfoSphere BigInsights enhances this technology to withstand the demands of your enterprise.

**InfoSphere Streams** is a high-performance computing platform that enables continuous and extremely fast analysis of massive volumes of data to help gain insights and drastically improve decision making. It allows user-generated applications to analyze and correlate information as it arrives from thousands of real-time sources.

**Netezza** is a leading creator of analytic data warehousing appliances that offer a quick, simple and efficient way to deliver high-performance analytics capabilities across your enterprise. The Netezza data warehouse appliance offers a fast time to value and low total cost of ownership.

**Informix TimeSeries** software efficiently loads, manages and analyzes sensor data, making it possible to create sophisticated, cost-effective applications for many industries.

**Velocity** by Vivisimo, an IBM company, is an information optimization platform. Velocity transforms selections of corporate information into tangible organizational intelligence, which makes information optimization a reality for enterprises and governments.

## Security

**InfoSphere Guardium®** is a simple, robust solution for assuring the privacy and integrity of trusted information in your data center. InfoSphere Guardium reduces costs by automating the entire compliance auditing process in heterogeneous environments.

For more information on IBM IM OEM program visit:
**ibm.com**/software/data/info/oem