



IBM Software Group

# Informix® – SW Expo Madrid 2005

## *Estrategias y Productos*

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**WW Informix Sales**  
**SWG Information Management**  
**Mayo 2005**

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**DB2** Information Management Software



**ON DEMAND BUSINESS™**

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# Agenda

**Estrategia de SWG y de la Brand de DB2 Information Management**

**2004 Informix – Puntos clave de Marketing**

**Estrategia del Portfolio de Informix**

# Estrategia de SWG y de la Brand DB2 Information Management

# Para los CEOs: “Se trata de aumentar nuestros ingresos a la vez que controlamos los costes.”

*Más del 60% de los CEOs creen que necesitan mejorar en la captura y comprensión de información para una toma de decisiones de negocio más rápida*

*Sólo un tercio de los CFOs cree que la información es fácil de usar, está adaptada, es efectiva o integrada.*

*85% de la información no está estructurada.*

*30-50% del tiempo de diseño es gestión de copias.*

*42% de las transacciones se realizan en papel.*



*30% del tiempo de las personas se emplea en buscar información relevante.*

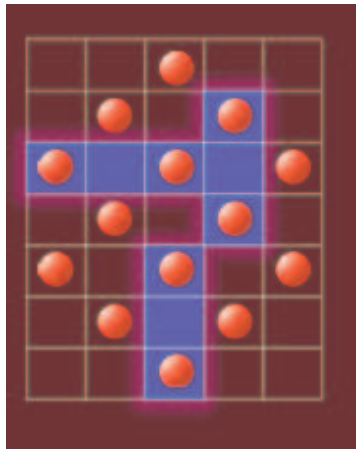
*El porcentaje medio de gasto de una compañía en billones de dólares:*

- Gestiona 48 sistemas financieros diferentes
- Gestiona 2.7 sistemas de planificación de recursos empresariales

*Aproximadamente el 40% de los presupuestos de TI se van a invertir en integración.*

Sources: IBM & Industry Studies; Customer Interviews

## Evolución de las TI: Aportando mayor valor al negocio

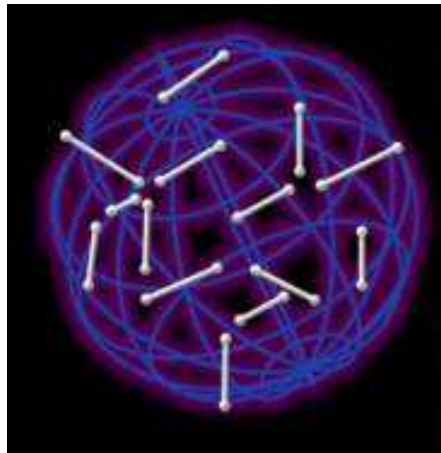
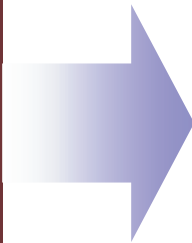


*Tradicional*

**Cálculos estructurados**

**Transacciones de Procesos  
de datos**

**Almacenamiento  
de Datos**

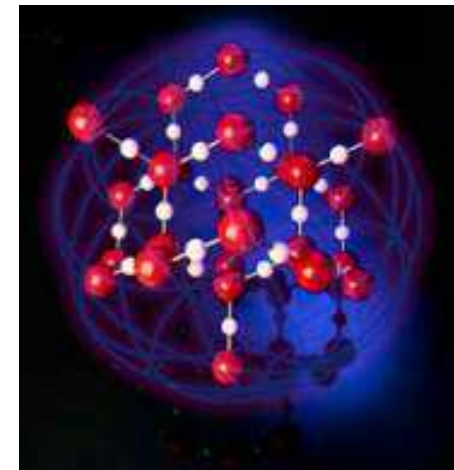


*Internet*

**Estándares abiertos**

**Conectividad  
Flexibilidad  
Simplicidad**

**Acceso a Datos**



*On Demand*

**Componentes modulares**

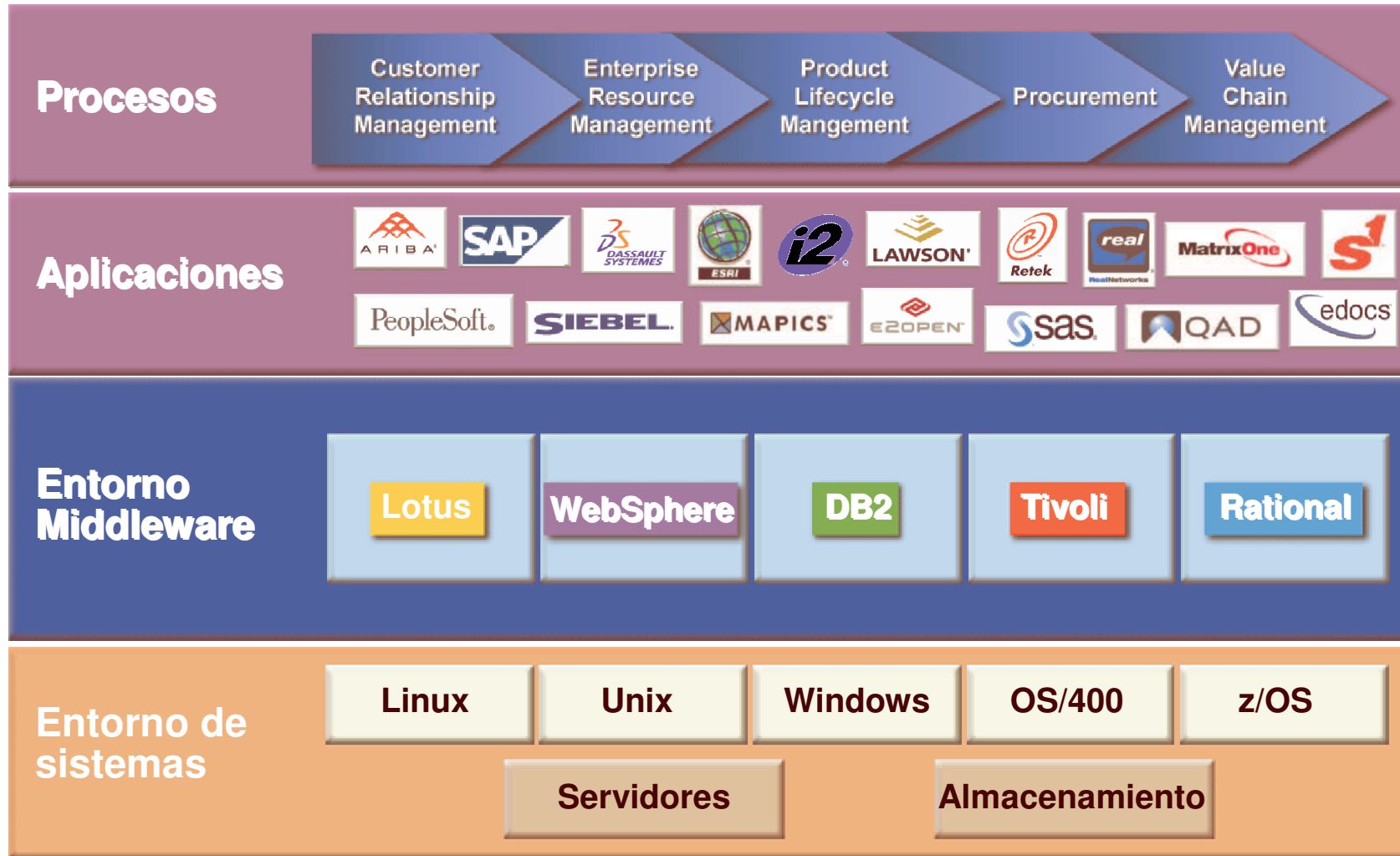
**Integración Dinámica de  
Procesos**

**Inteligencia**

## Definición de Negocio On Demand

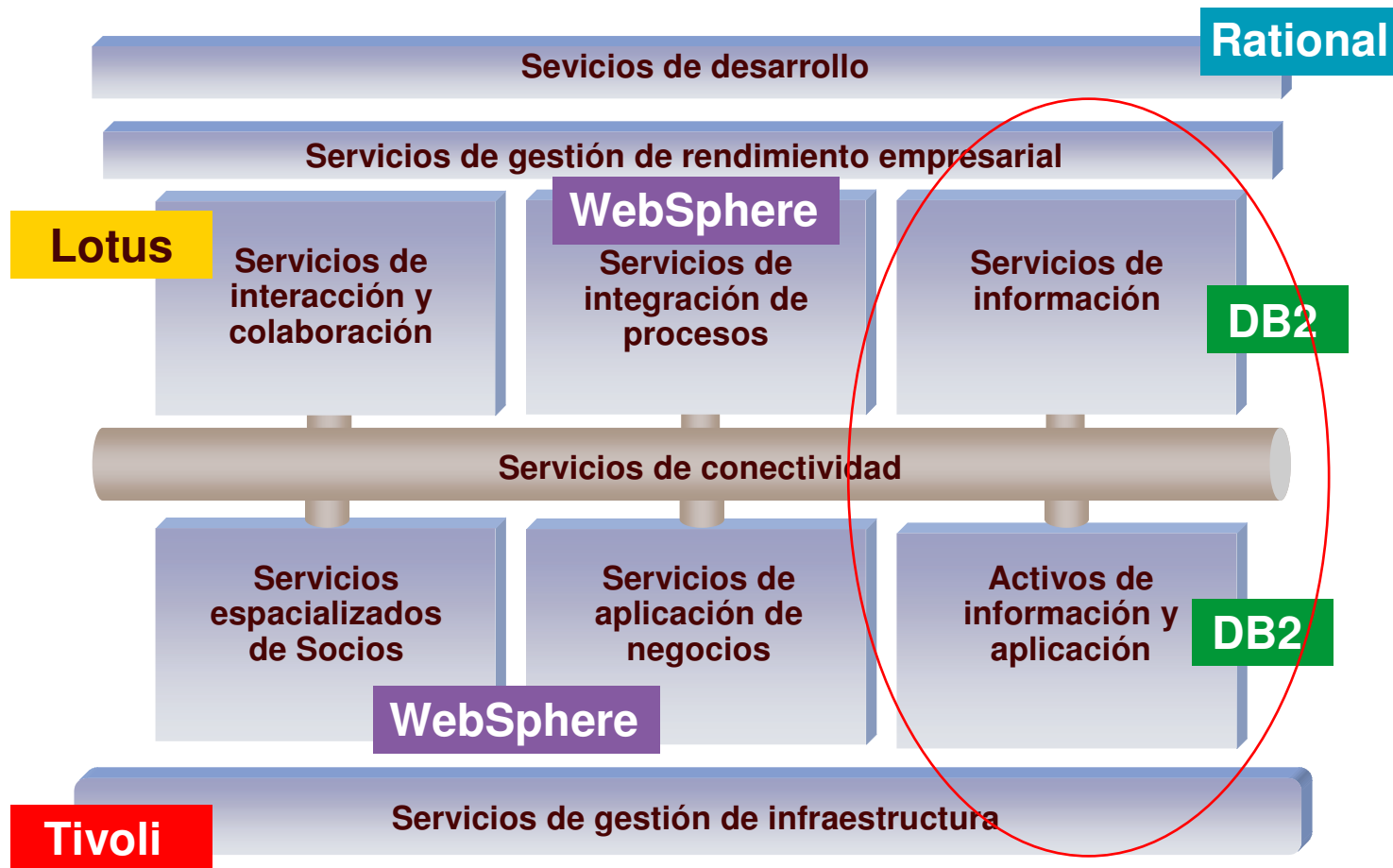
*Una empresa cuyos **procesos de negocio**—**integrados de principio a fin** en toda la compañía y con sus socios, proveedores y clientes — que puede **responder con flexibilidad y rapidez** a cualquier demanda de clientes, oportunidades de mercado o amenaza externa.*

# Plataforma de Middleware



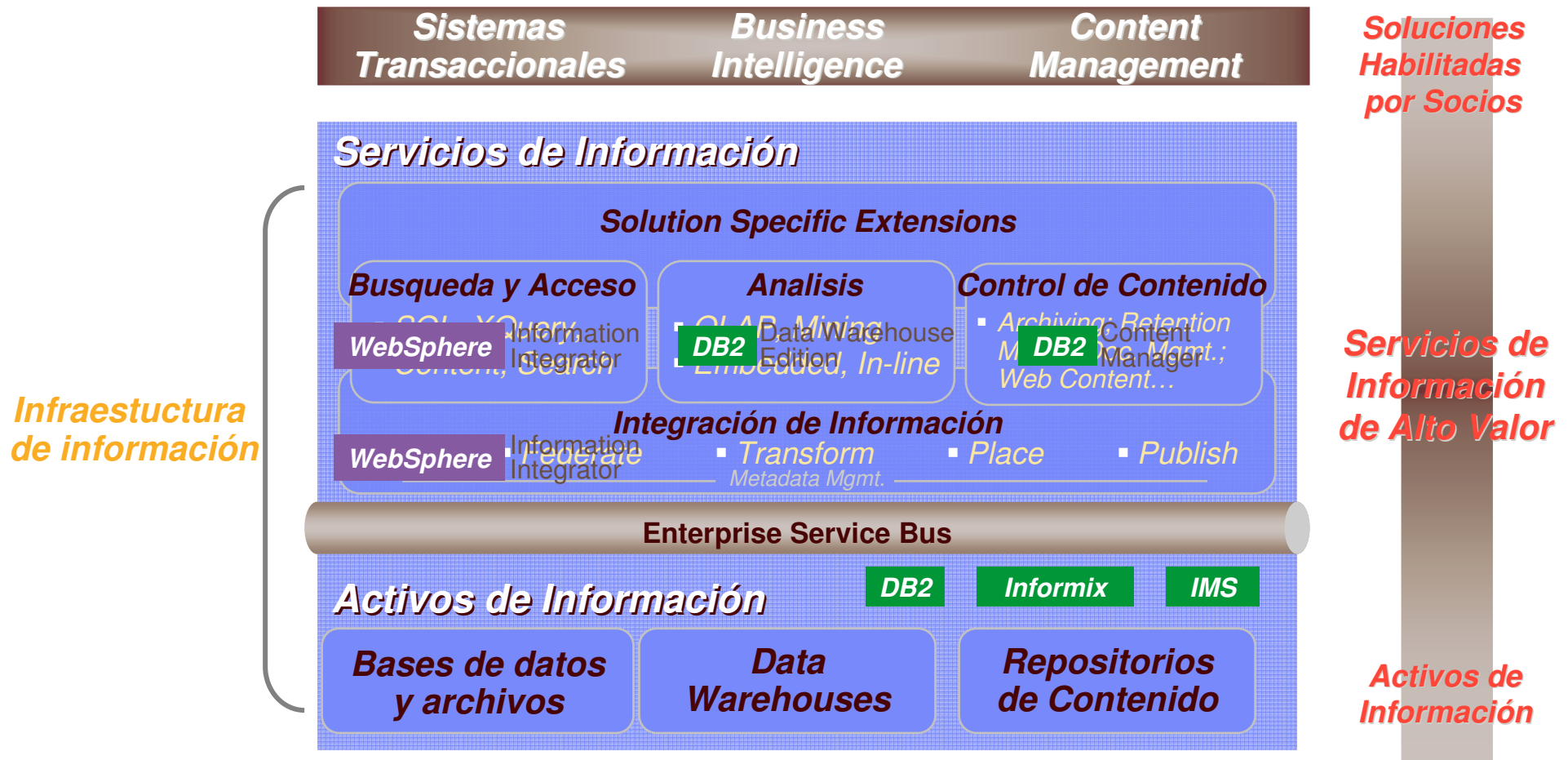
# DB2 Information Management es un elemento clave del portfolio de Middleware de IBM

*Componentizado, Arquitectura orientada a servicios, Estándares abiertos*

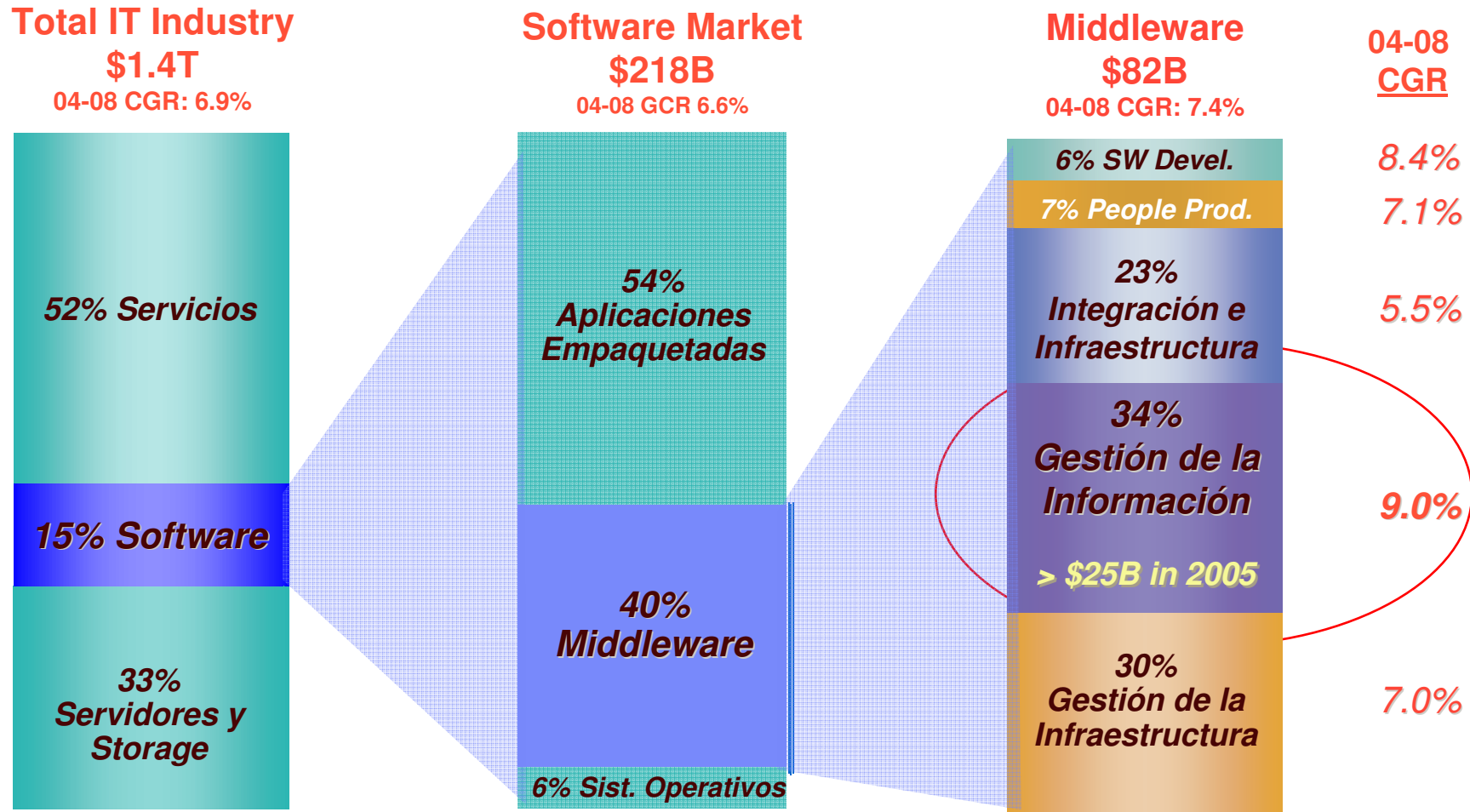




# Estrategia de DB2 Information Management



## Gestión de la Información: la oportunidad del Middleware de mayor y más rápido crecimiento.



Source: IBM GMV2H04

## DB2 Information Management: Prioridades Estratégicas

- 1** *Liderar el mercado de servidores de bases de datos*
  - **DB2, IMS, Informix, U2, Cloudscape**
- 2** *Ofrecer de servicios de información de alto valor*
  - **Soluciones de Business Intelligence**
  - **Soluciones de Content Management**
  - **Integración de la información**
- 3** *Acoger a la Comunidad de Desarrollo*
  - **Integración con IDEs**
  - **Open Source, .NET, Java**
  - **Linux**
- 4** *Acelerar nuestro Portfolio*
  - **Inversiones tecnológicas**
  - **Adquisiciones**

# 2004 Informix Puntos Clave de Marketing

# 2004 –Comunicación

## Marketing

### ➤ 43 InfoBahns and Informix Technical Integration Days

- Mas de 3300 y socios en todo el mundo

### ➤ 97 Informix Technical Days

- Dirigidos a BPs para garantizar el apropiado



**Chat with the Labs** – Serie de presentaciones técnicas por parte de ingenieros del laboratorio de Investigación y Desarrollo de Informix  
 La oportunidad de hablar directamente con ellos y dar retroalimentación para futuras versiones

### Monthly Edition

Next Topic: **Understanding how to use Point in Time Table Level Restore**

### REPLAYS:

### Informix 4GL to EGL

### IDS v10.0 - Security and data encryption

### Key features in IDS v10.0 - Compared with IDS 9.40

- “Informix in the BIG Leagues”, in the online version of the DB2 Magazine at <http://www.db2mag.com/informixcon/>
- Also mailed to 15,000 Informix customers

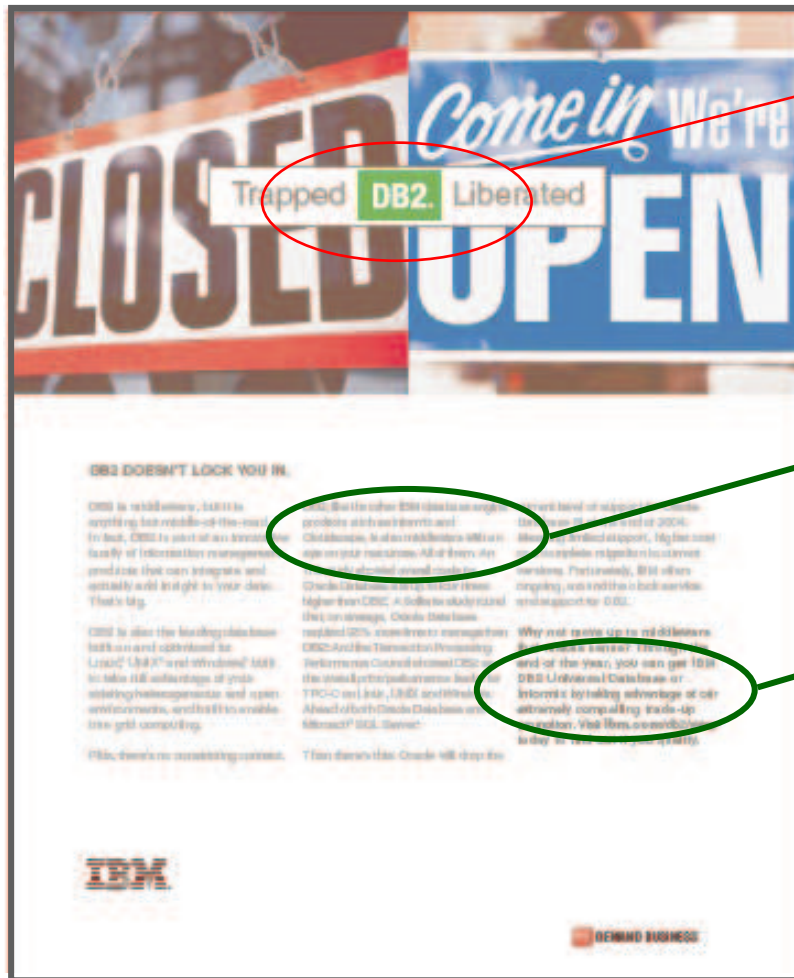
activities

- IBMer on the Board of the IIUG
- Representing over 20,000 users world wide

### ➤ Chat with the Labs

# Publicidad Corporativa de Informix Integrada en la Brand

Revised Print Ad Creative: *Highlights Informix*



La BRAND!!!

DB2

Information Management

“DB2, like our other database engine products such as *Informix and Cloudscape*, is also middleware with an eye on your resources.”

“Through the end of the year, you can get IBM DB2 Universal Database or *Informix* by taking advantage of our extremely compelling trade-up promotion.”

# Estrategia del Portfolio de Informix

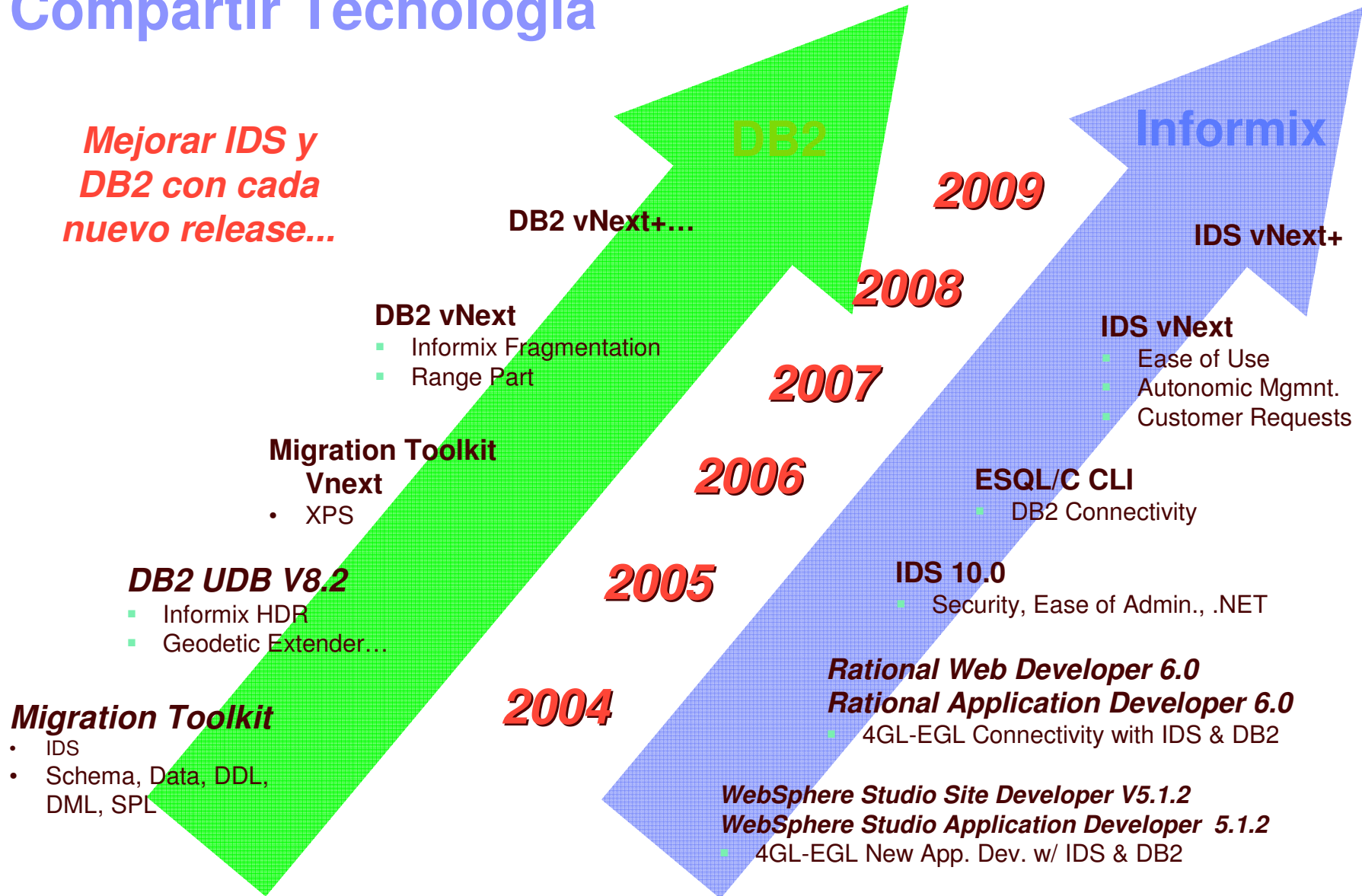
## Estrategia del Portfolio de Informix

- **La estrategia de IBM es ser el #1 en todos los segmentos de bases de datos con los productos adecuados**
  - ▶ Familia DB2
  - ▶ Familia Informix
  - ▶ Familia IMS
- **Sacar provecho del posicionamiento en el mercado de Informix Dynamic Server (IDS)**
  - ▶ **OLTP:** altos volúmenes de procesamiento de transacciones
    - **SMB:** IDS Workgroup Edition e IDS Express
  - ▶ **Soluciones embebidas**
    - IBM introduciéndose en el mercado de bases de datos embebidas en soluciones
    - IDS es la base de datos principal para soluciones industriales
  - ▶ **Liderazgo de segmentos de mercado en industrias clave**
    - Venta al por menor/Distribución
    - Telecomunicaciones
    - Electrónica
    - Banca
    - Sanidad
    - Gobierno

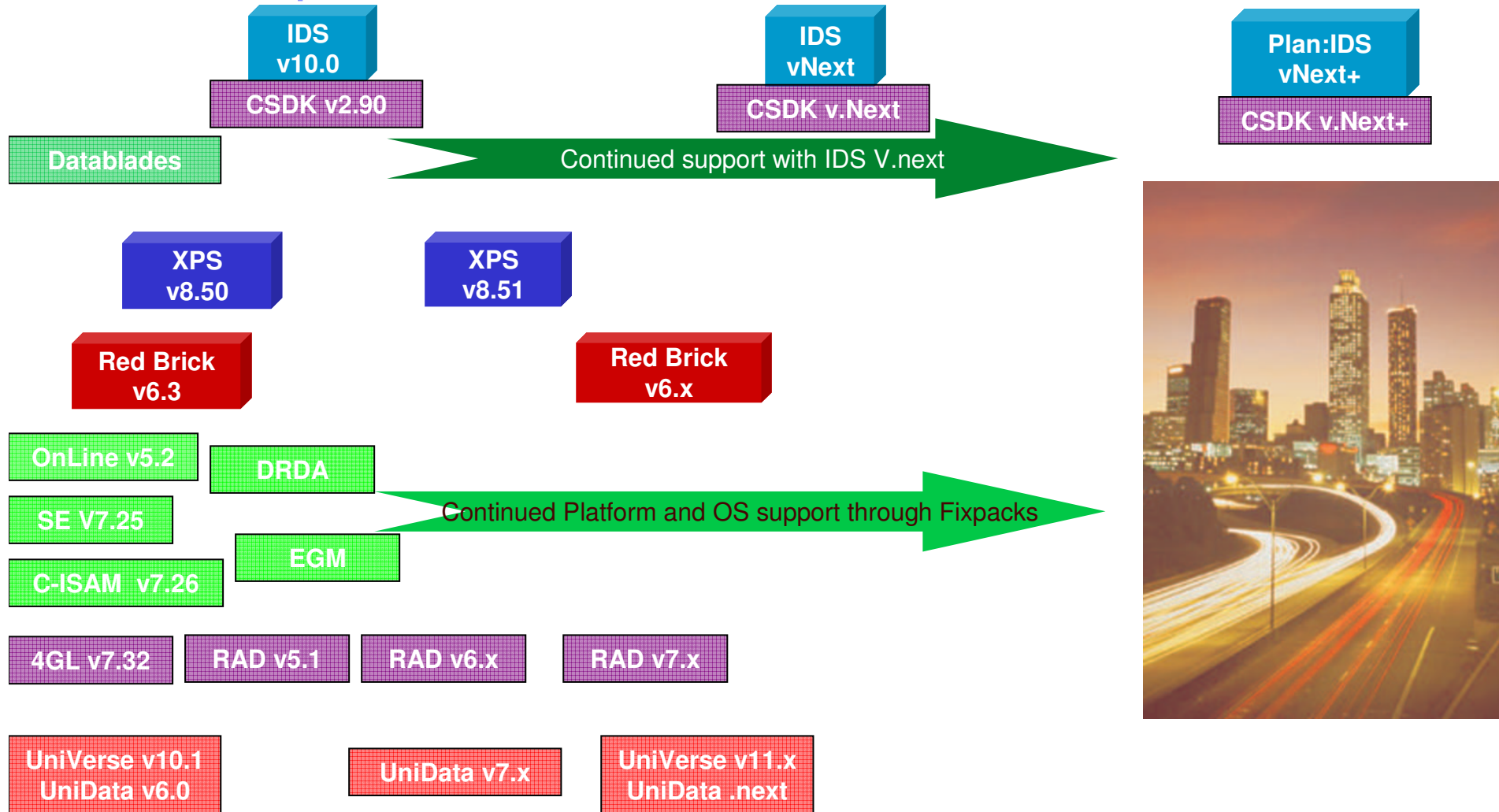


# Compartir Tecnología

*Mejorar IDS y DB2 con cada nuevo release...*



# Roadmap de Productos Informix



2004

2005



# Roadmap de IBM Informix Dynamic Server



## Q1 2005

- Seguridad—alta disponibilidad
- Des Aplicaciones / Stds. Auditoría
  - 4GL/WebSphere EGL
  - JDBC 3.0
- Autonomía / Fácil de administrar
- Integración en Software Group
- Seguridad, Orientado a Partner & Mejoras de infraestructura
- Rendimiento
- **Versión Express (2Q)**

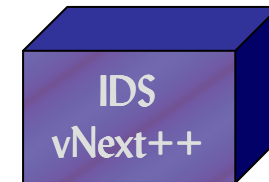


## TBD

- Seguridad – Alta disponibilidad
- Rendimiento
- Interoperabilidad DB2
- Autonomía / Fácil de administrar
- Integración en Software Group
- Mejoras de infraestructura



- Seguridad
- Rendimiento
- Peticiones de clientes
- Peticiones de Partner
- Interoperabilidad DB2
- Integración con IBM Software



- Mercado
- Tecnología
- Peticiones de Partner
- Peticiones de clientes

2005

2006

2007

2008

2009

2010



# Plataformas Soportadas



The freedom of Linux.  
The power of Informix.



HP-UX on PA-RISC and  
Itanium.  
Tru64 on Alpha



Solaris on SPARC



IRIX



AIX on pSeries  
Linux on xSeries,  
zSeries, pSeries\* and  
iSeries\*



Windows  
2000, 2003  
and XP on x86



# IDS v10.0: *Continuamos la Inversión*

## Disponibilidad

- Rolling Application Upgrades – Schema Evolution
- Online Index Rebuild Reduces Downtime
- Backup and Restore Flexibly Across Platforms

## Rendimiento

- Fastest IDS Release Ever
  - ▶ 5% Faster than 9.4. 13-20% Faster than IDS 7.31
- Exploits capabilities of the Linux 2.6 Kernel

## Escalabilidad

- Supports Configurable Page Sizes and related buffer pools
- Available for Intel, Mid-Range and Mainframe

## Seguridad

- Column level encryption helps business meet regulatory compliance issues

## Gestión

- Install time is drastically reduced with new installer
- New single user mode for administration

## Desarrollo

- Informix 4GL to EGL Conversion Utility
- Available with Rational Developer V6



**Sabores  
de IDS**

### □ Enterprise Edition

➤ Handles the most demanding requirements!

### □ Workgroup Edition

➤ Suitable for Medium Businesses or departmental applications

### □ Express Edition

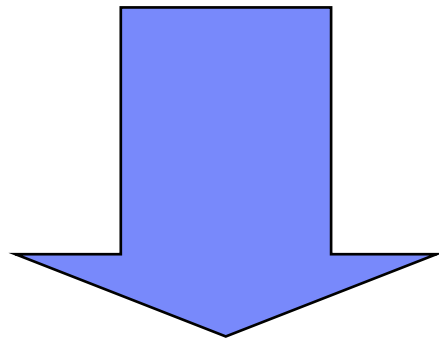
➤ Affordably priced with the flexibility to grow as your business grows!



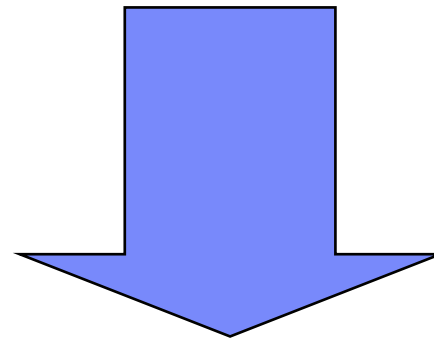
**Unix,  
Windows,  
Linux,  
zLinux**

# TCO

- Facilidad de Gestión
- Funciones “Autonomicas”



**Reducir  
Necesidad de DBA**



**Reducir/Eliminar  
Tiempo Fuera de  
Linea**

# Rational software

# 4GL and EGL

- [Rational Web Developer](#)
- [Rational Application Developer](#)
- [Rational Software Architect](#)

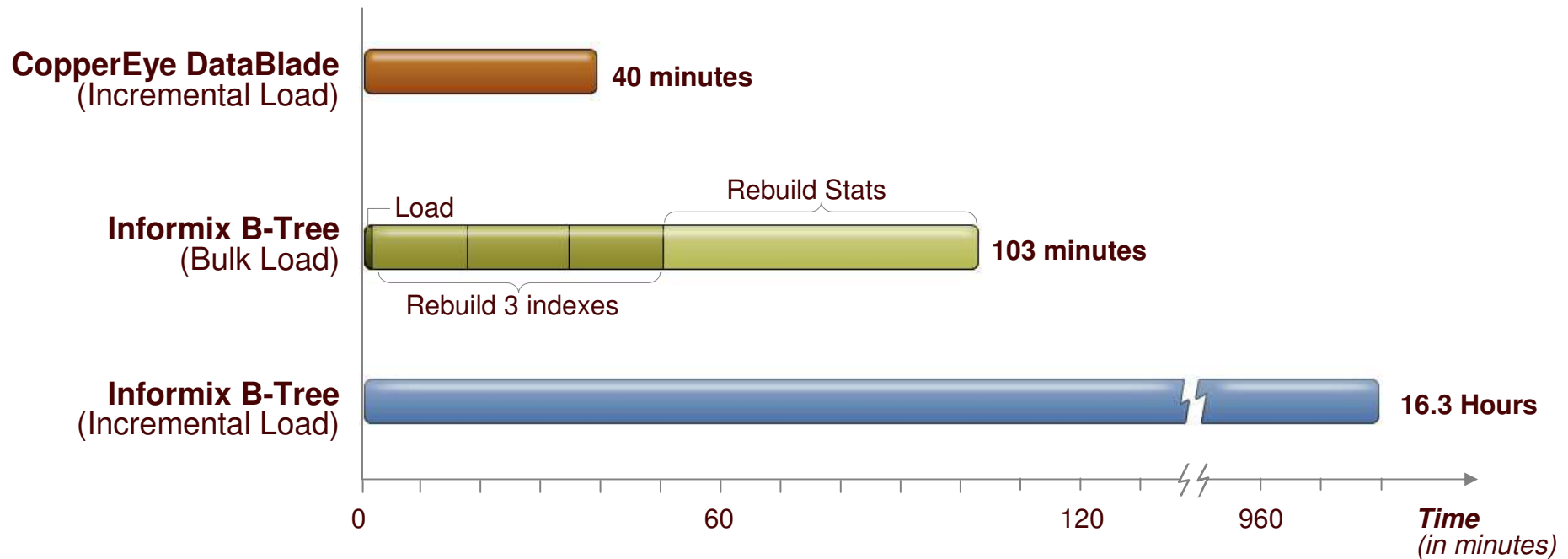
- Fully integrated with IDS v10.0
- Provides pure Java development environment
- Enterprise Generation Language
  - ▶ Based on Informix 4GL constructs
  - ▶ 4GL to EGL conversion tool
- ECLIPSE

The screenshot shows the WebSphere Studio Site Developer interface. The main window displays a web page design for 'placead.jsp'. The design includes a header with 'THE CLASSIFIED E-ADS' and a main content area with a 'Place an ad' form. The form has fields for 'Category', 'Type', 'Price', and 'Title'. A 'Quick Edit' window is open, showing a 'Command' with the code: `requestScope.put("price", price.getValue());`. Callouts highlight key features: 'Drag and drop JSF components' points to the component palette on the right; 'Visual layout and design' points to the design view; 'Quick Edit View for scripting' points to the code editor; and 'Point-and-click data connectivity' points to the 'Page Data' view on the left.

**Rapid Application Development**  
*Making Java development faster*

# CopperEye DataBlade for IDS

- **Proof Point**
  - ▶ The CopperEye DataBlade dramatically reduces the time required for batch data loads
- **Scenario**
  - ▶ Database table with 400 million rows, loading an additional 4 million rows with 3 indexes



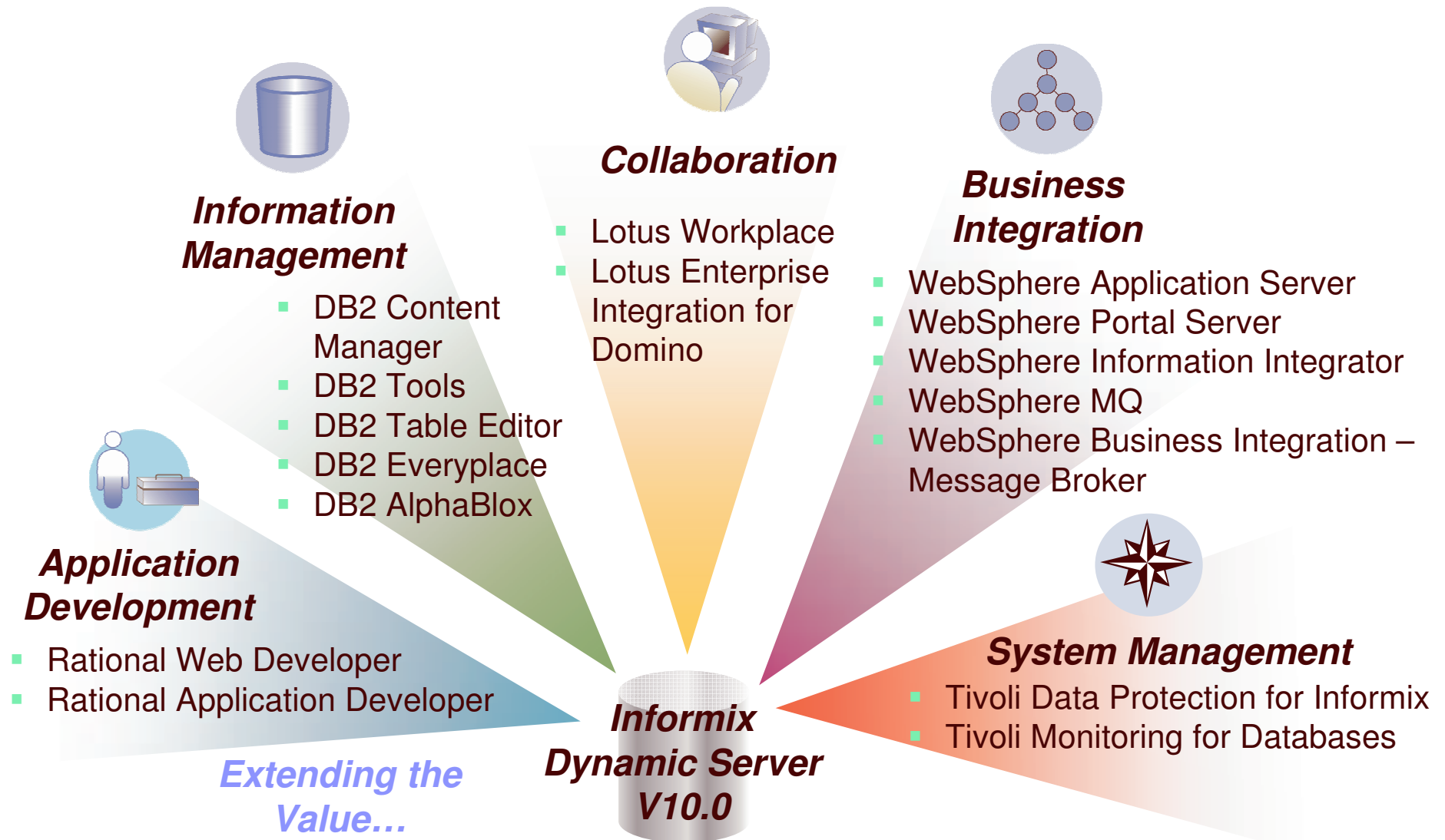


# IBM Posee la Plataforma más Extensa

*Para negocios On Demand*

		IBM	Oracle	Microsoft	NCR Teradata	EMC Documentum	FileNET
Bus. Proc. Integ., Application Server	<b>WebSphere</b>	✓	✓				
Collaboration	<b>Lotus</b>	✓		✓			
Information Management  <b>DB2</b>	DB Servers - Transactions	✓	✓	✓			
	DB Business Intelligence	✓	✓	✓	✓		
	Content Management	✓		✓		✓	✓
	Information Integration	✓					
	Database Tools	✓					
Systems Mgmt.	<b>Tivoli</b>	✓					
Integ. Dev.Tools	<b>Rational</b>	✓		✓			

# IBM Informix and IBM Middleware Integration



## Resumen

- **Informix Dynamic Server es la base de datos principal de IBM para soluciones embebidas, con participación significativa en el espacio OLTP**
- **Claros roadmaps y planes de inversión, asegurando un gran futuro**
- **Mayor Integración en proceso con otros productos de IBM - Interoperabilidad**
- **Compromiso con Business Partner: Complementar... NO Competir**
- **Compromiso con la comunidad Open Source**

**GRACIAS!!!**

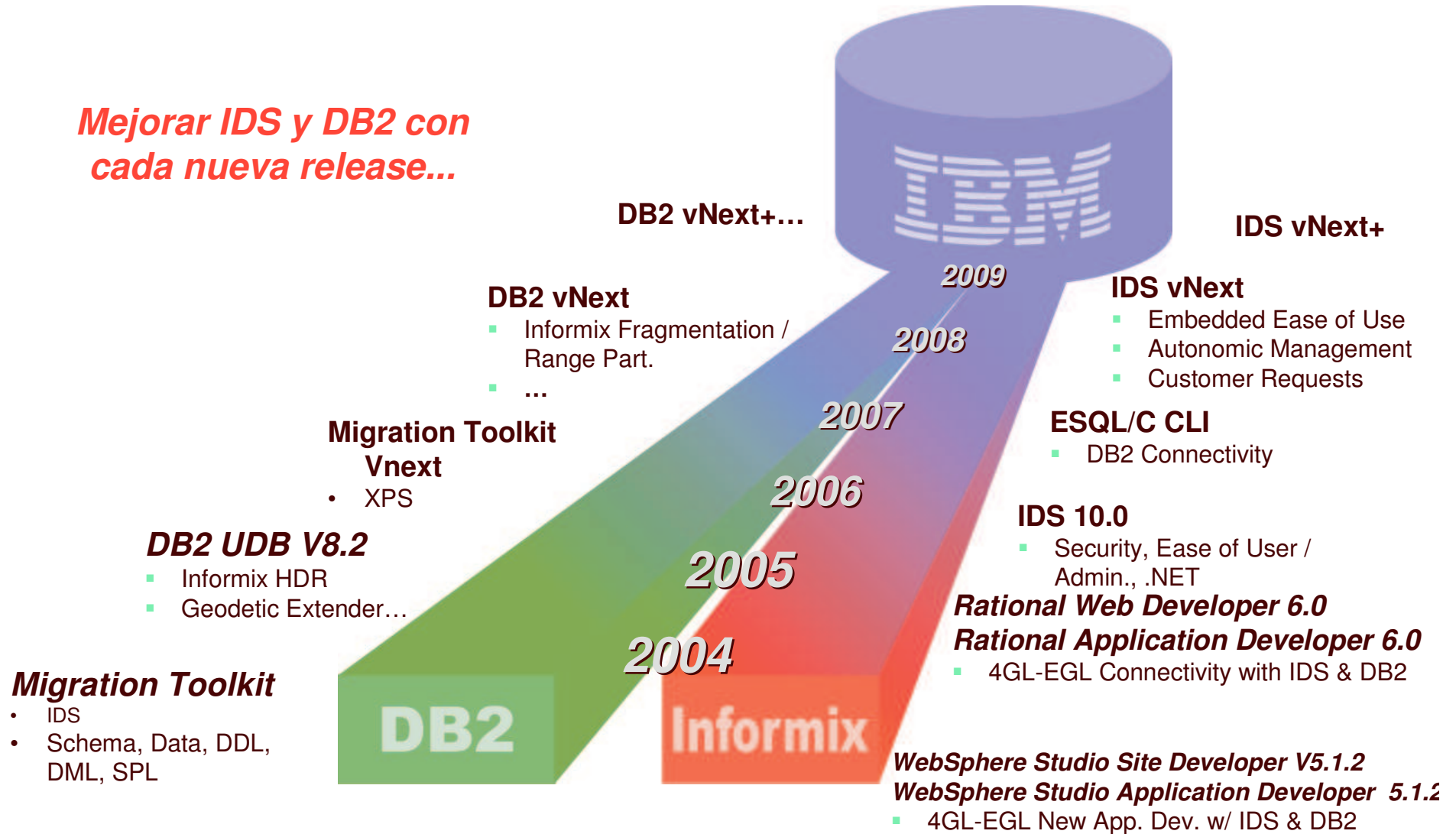
[danilo@us.ibm.com](mailto:danilo@us.ibm.com)

## Links Utiles y Contactos

- Informix Instant Answers - E-mail: [ibmifmx@us.ibm.com](mailto:ibmifmx@us.ibm.com)
- Informix Product Page - <http://www.ibm.com/informix/>
- Informix Connection Program (ICON) - <http://www.informixconnect.com/icon/>
- Informix Platform Roadmap -  
<http://www-306.ibm.com/software/data/informix/pubs/roadmaps.html>
- Informix Product Life Cycle (PLC) Roadmap -  
<http://www-306.ibm.com/software/data/informix/support/plc/>
- Informix Xtreme Leverage: DM internal information source -  
<http://w3-103.ibm.com/software/xl/portal/.cmd/cs/.ce/155/.s/828/ s.155/828?BRAND=d m&CATEGORY=informix>
  - Presentations, Whitepapers, Deeper Product and Competitive Information
- Informix International User Group (IIUG) - <http://www.iiug.org>
- DM Today Newsletter - <http://www-3.ibm.com/software/data/db2infonews/>
- SWG and IDS Compatibility Guide  
<http://d25web1.torolab.ibm.com/db2info/dmcusdel.nsf/dm/informixcompatibility>

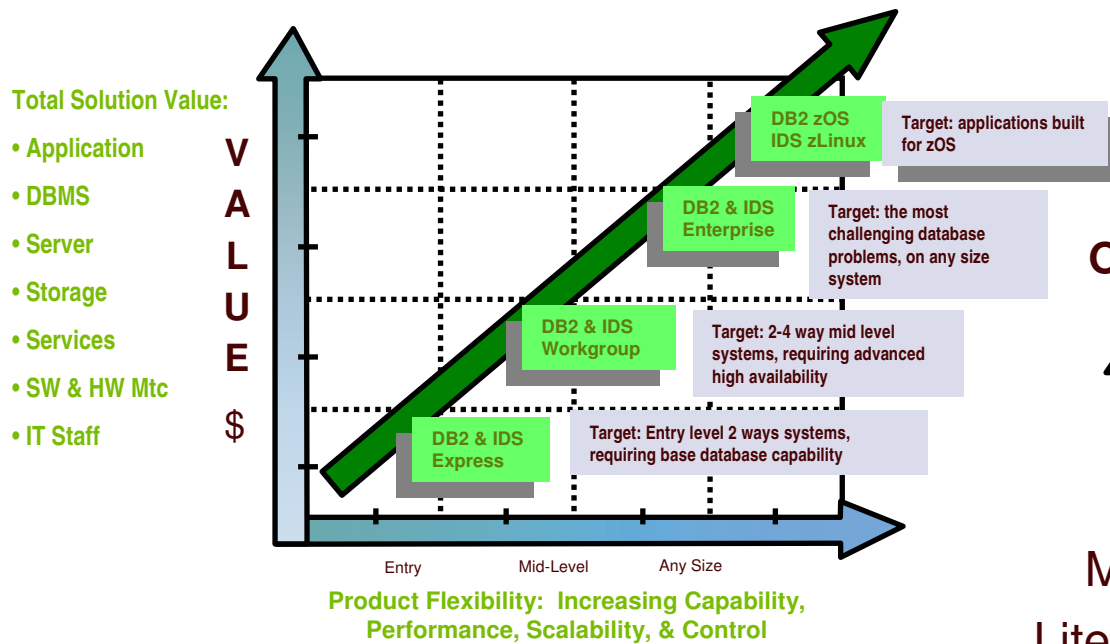
# DB2 e IDS: Compartir Tecnología

*Mejorar IDS y DB2 con cada nueva release...*

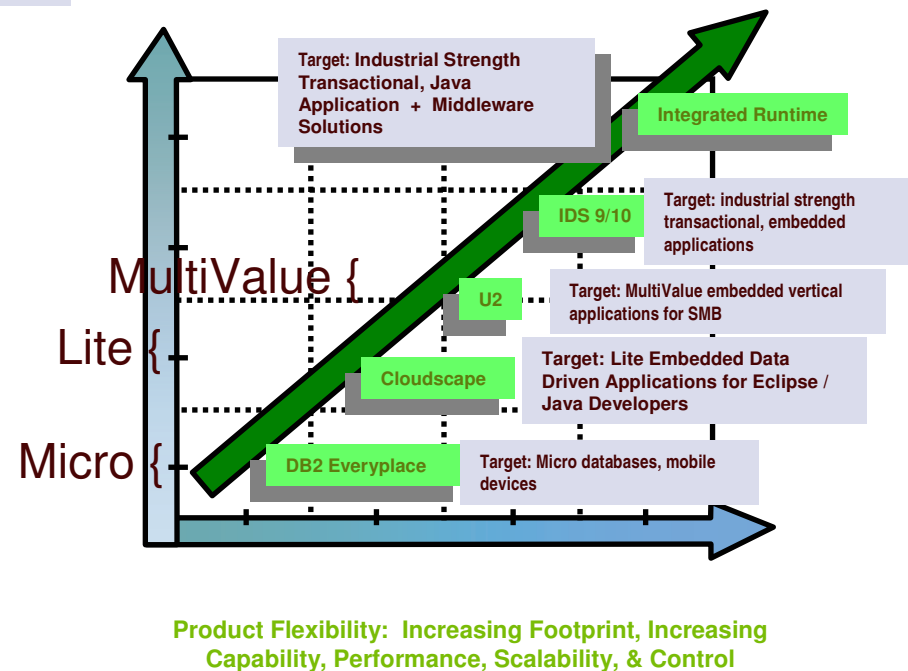


# Portfolio de Bases de Datos IBM

## Opciones para Infraestructura



## Opciones para OEM/Embedded



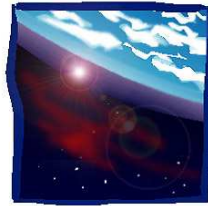
## Elementos Incluidos con el Servidor IDS:

### ***SIN CARGO ADICIONAL!!!***

- **Informix Connect**
  - ▶ API's to support today's most popular programming environments
  
- **Informix Datablade Developer's Kit**
  - ▶ All the tools needed to build high-performance business logic into the Informix engine
  
- **Informix Spatial Datablade**
  - ▶ Innovative, high performance spatial technology
  
- **Informix Server Administrator**
  - ▶ Web-based system management tool for IDS
  
- **Server Studio JE**
  - ▶ Enterprise level, integrated management environment



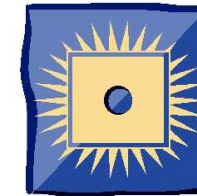
## Portfolio de Bases de Datos IBM – U2



UniVerse®

*Bases de Datos con todas las funcionalidades, alto rendimiento y multi valor.  
Fácil de integrar en las aplicaciones SMB construidas con la tecnología de base de datos multi valor.*

- ✓ Adquirido por Informix Software de Ardent Software en 2000
- ✓ Extensa red de U2 **Business Partners**
- ✓ Gran base instalada de clientes **SMB**
  - ✓ Industrias
    - Manufacturas
    - Automoción
    - Educación
    - Sector público



UniData®

- ✓ Modelo de datos flexible
  - ✓ Diseño óptimo para diversas aplicaciones
  - ✓ Desarrollo rápido con IDE
- ✓ Fácilmente escalable para dar soporte de 1- 1,000 usuarios simultáneos
- ✓ **Fácil de administrar**
- ✓ **Coste de propiedad bajo**
- ✓ Disponible en un amplio abanico de plataformas hardware / OS

## Executive Letter to Customers and Business Partners

Dear Customer or Business Partner,

I wanted to take this opportunity to give you an update on IBM's strategic direction for Informix® software.

Your existing Informix database software investments will be extended in future releases. IBM remains committed to the Informix platform, and we're backing up that commitment by investing to support and enhance the Informix software portfolio as technology evolves. We're basing this investment on the positive feedback we've received from Informix end users, our business partners, and the analyst community.

The current Informix enhancement plan outlines product strategy through the year 2010. One of the keys to this strategy is R&D investment for integrating Informix across the IBM software portfolio—Lotus, Rational, Tivoli, WebSphere, and, of course, DB2 Information Management software. Your IBM representative can discuss the details of this plan with you.

We've based this strategy on what you've been telling us. We understand that you want to be able to use Informix solutions to make your business On Demand. As a result, IBM will continue support for the worldwide ecosystem of Informix application providers, solution providers and resellers. And you'll continue to enjoy the flexibility of running Informix on your choice of hardware and operating system platforms.

We've built superior feature and function enhancements into Informix Dynamic Server (IDS) version 9. It's the fastest, most reliable and most scalable IDS database ever. Transportation Clearinghouse and the El Salvador Tax Authority are just two of the many clients who have successfully moved from IDS version 7 to version 9, and can attest to the ease of migration we've built into IDS. The move to IDS version 9 is faster and easier than ever before. You can read more about these clients at the Informix IDS web site ([www.ibm.com/software/data/informix/ids/](http://www.ibm.com/software/data/informix/ids/)).

IBM has the largest R&D organization in the world. Since Informix software became part of the IBM family IBM R&D has delivered significant improvements to Informix's overall capabilities. IBM's depth of innovation, superior service and support, solutions integration, adherence to standards, strong business partnerships, and solution value remains unmatched. Perhaps most importantly, our people remain unmatched—the IBMers you work with every day who are dedicated to your success. I am personally committed to the success of your business, and to delivering the best available technology to support your current IT investment.

Thank you for continuing to work with IBM. We will keep working hard to deliver you leading edge technology in support of your business objectives.

Sincerely,



Janet Perna  
General Manager, DB2 Information Management Solutions  
IBM Software Group

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Netfinity		zSeries	OS/390	IMS
				MQSeries
				CICS

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