

Discover Informix

10th Anniversary Edition

Informix Business Partner Newsletter
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Ted J. Wasserman
*Informix Channel Marketing
Manager*

Top Stories

Editor's Corner

This year marks several milestone anniversaries. First, the IBM Corporation turned 100 this year! How many technology companies can say that? If you don't know the story of IBM, I highly encourage you to watch this short [video](#) highlighting some of the major IBM achievements over the last century. I am proud to be an IBMer and look forward to help shape the next century at IBM.

This year (July 1 to be exact) also marks the 10 year anniversary of IBM's acquisition of Informix. While much has happened over the past ten years, IBM has continued to deliver Informix releases that are true to the Informix legacy of innovation, performance, reliability, and lowering costs.

Of course, we would not be here today if it weren't for our very passionate, loyal, and deeply skilled business partners. I'd like to thank each of you for your continued patronage, support, and passion over the past ten years. We need your support now more than ever as we grow the Informix business in new areas while continuing to delight our existing clients with exciting new capabilities.

Here's to the next ten years of Informix at IBM!

Cheers,
Ted Wasserman



Jerry Keese
*Director of Informix
Development*

Message from the World Wide Director of Informix Development

July 1 marked the 10 year anniversary of IBM's acquisition of Informix! With IBM behind us, Informix has been able to invest in new levels of core excellence as well as cutting edge technologies -- spanning smarter data, cloud and virtualization, flexible grid, 21st century 4GL, and lighting fast warehouse queries. I am lucky to be a part of the most talented engineering organization in the world. I am also proud to be an IBM'er. Of course, we would be nothing without our partners and customers - our Informix community. I thank each of you for your commitment to the Informix technology. I look forward to working with you and the Informix team over the next 10 years to deliver solutions that solve your most pressing business challenges and give you a competitive edge.

Code names have been a rich tradition within the Informix family starting with **Rocky (Informix 9.3)** in 2001 -- right after IBM acquired Informix. The primary focus for Rocky was stability. This release was the foundation for all the great releases that were to follow. In addition Rocky was the first release that extended Enterprise Replication support to extensible data types and improved

overall performance.

Patriot (Informix 9.4) provided customers new flexibility and options for growing their business, with new levels of speed, scalability, stability, and security. It had strong application vendor support and provided modern platform and standards support. Patriot truly was the first release that demonstrated cross-the board superiority over version 7: function, scalability, availability, ease of use and performance.

Tuxedo (Informix 10.0): the best-of-breed, optimized OLTP, (Online Transaction Processing)engine. Improvements to Enterprise Replication, High-Availability Data Replication, Backup and Restore elevate IDS availability to near continuous uptime. Improvements to administration features further reduced the already low administration requirements.

Cheetah (Informix 11.10) and **Cheetah 2 (Informix 11.5)** releases were tuned to enable customers to enhance business performance on cluster server environments. Our Shared disk and unlimited secondary servers provided ultimate flexibility to allow customers to plan for availability and scalability requirements. We also introduced the Admin API and Open Administration Tool (OAT) with version 11 -- powerful features that allowed application developers to embed administration support right in their applications. With OAT we were able to expose significantly more information about the health of the database environment providing Database Administrators powerful tools for maximizing performance and availability .

Panther (Informix 11.7) introduced the Flexible Grid which supports the concept of heterogeneous hardware and operating systems in the cluster. Customers have found this feature to significantly reduce capital expense by allowing the utilization of mixed hardware environments in their grid. In addition, the flexible grid significantly simplifies administration, and improves availability and scalability. With the Flexible Grid, administrators can perform maintenance and upgrades without down time. Transaction survival was also a significant enhancement introduced in the version 11 family. We also took the best warehouse features from XPS and integrated them in the Informix release creating a powerful engine for business analytics. In March we took our warehouse solution to the next level with the Ultimate Warehouse Edition which features our Informix Warehouse Accelerator which will improve performance by an order of magnitude. Our new Informix Genero release targets customers who not only need a modern development environment but also have requirements to deploy apps in a mobile environment or the cloud. Our Time Series functionality is now built into the engine with Panther. Customers are finding that this technology offers a significant competitive advantage for solutions in the energy and utilities space.

vNext: looking ahead Informix will continue on a path of excellence building on success with 100% availability, seamless heterogeneous replication and full autonomies just to name a few. The Informix team is dedicated to delivering a superior product line and will continue to invest in Informix to increase its strength and to open new markets.

Lastly, I leave you with a call to action:

- > **Download the Developer Edition and test drive Informix 11.7**
- > **Consider the Innovator-C Edition for departmental apps**
- > **Contact the Informix Tiger team for an on-site visit**
- > **Register for Information on Demand (IOD) in Las Vegas this October**
- > **Join the IIUG (www.iiug.org) and register for the 2012 IIUG Conference**

	<p>--> Contact your IBM representative for additional information</p> <p>Enjoy the rest of your summer.</p> <p>Regards, Jerry</p>

Business Partner Resources

New Campaign Materials: *Develop on Informix*

Are you interested in attracting new developers and solution providers to Informix? If so, you can leverage new high-quality materials including an email, direct mailer, postcard, sample web page, and web banner. Most of them are customizable so you can include your company logo and specific call-to-action. You can find these new assets on the IBM Co-Marketing Center (CMC) -- search with the keywords "Develop on Informix" to find them. To access the CMC, click [here](#).

New Industry Marketing Templates

Information Management industry marketing assets are now available for Business Partners to edit to quickly create compelling event invitations and solution sheets with industry messaging. Business Partners with an industry solution that integrates Information Management software can "jump start" the creation of marketing campaigns using new industry templates. It's easy and free. The industry templates contain graphics and the same industry pain points and messaging from effective IBM campaigns. Business Partners simply drop in their own business partner logo and unique solution description and contact information.

So far, the assets available include a Financial Services and Communications 4-page Solution Sheet, as well as Financial Services, Communications and Healthcare event invitations (HTML email and print). Coming soon are Healthcare, Government, Retail, Insurance and Energy and Utilities assets.

You can find these new assets on the IBM Co-Marketing Center (CMC) -- search with the keywords "*Information Management Industry Event*", "*Information Management Financial Solution Brief*", or "*Information Management Telecommunications Solutions Brief*" to find them. To access the CMC, click [here](#).

Information Management Solutions Portal

The [Information Management Solution Portal](#) is an interactive web site designed to showcase validated "Ready for.." partners and their solutions. IBM Business Partners with solutions that integrate with IBM Data Management software are able to have their solution listed at no cost. In addition to having their solution listed, each business partner will also receive their own web page which can span across industries, products, and programs. The web page will contain the company contact information and logo, the Ready-For validations achieved, solution information, a resources section (whitepapers, downloads, etc), a news and press release section, as well as a section for quotes from the partner and their customers. The site is completely partner driven. Partners are given their own login account so that they can edit their pages at any time! If you are interested in participating, please [contact us](#).

Informix Resources

Sales and Marketing Materials

[Informix Quick Reference Tool for BPs](#)
[Informix Business Partner Playbook](#)
[IBM Co-Marketing Center Tool](#)
[Discover Informix Microsite](#)

Business Partner Programs

[Ready-for-Informix Certification](#)
[IBM Software Value Plus](#)
[IBM PartnerWorld](#)

Education Opportunities

[Informix Business Partner Bootcamps](#)
[Informix Technical Roadshow](#)
[Informix Chat With the Lab](#)
[International Informix User Group \(IIUG\)](#)

Social Networking

[Facebook](#)
[Twitter](#)
[LinkedIn](#)

IBM Bloggers

[Bruce Weed's Blog](#)
[Louis Cherian's Blog](#)
[Kevin Brown's Blog](#)
[Jonathan Leffler's Blog](#)
[Fred Ho's Blog](#)
[Jacques Roy's Blog](#)
[Carlton Doe's Blog](#)
[Spokey Wheeler's Blog](#)
[Informix Experts' Blog](#)
[Application Development Blog](#)

Quick Reference Tool for Informix Business Partners

In an effort to continue to provide key information to our Informix business partners and make it easy to find, we have created an [Informix Quick Reference Tool](#) that you can use for "one-stop clicking" to various Informix assets and information. Bookmark it and check back frequently for the latest information.

Informix Demand Generation Materials for Business Partners

Have you been wanting to do some advertising and demand generation around Informix? Leverage the new materials created by IBM's professional ad agency to promote the benefits of Informix. Many of these materials, which include direct mailers, email templates, web banners, and more, are customizable so that you can add your own company logo and call to action. You can find these new assets on the IBM Co-Marketing Center (CMC). To access the CMC, click [here](#).

IBM PartnerWorld

Are you a member of IBM PartnerWorld? Find out what you are missing: Communication, Collateral, Lead Generation benefits, and much more! To learn more about becoming a PartnerWorld member, click [here](#).



In The News



Information On Demand 2011

**IBM Information On Demand
October 22-27, 2011
Las Vegas, Nevada USA**

Information On Demand: Take Advantage of Early Bird Registration Discount

Join us in Las Vegas this October to experience proven technologies and meaningful business insights to improve performance while reducing costs. Choose from three technical forums (Information Management, Business Analytics, and Enterprise Content Management) that give you in-depth education including hands-on labs and usability sand boxes, and the thought-provoking forum for Business Leadership.

New this year, our program will be combined for Business Partners who have an Information Management, Business Analytics and Enterprise Content Management focus. You'll engage in one complete program designed to help you maximize performance and drive better business results.

Join us to learn about the exceptional programs and resources at your disposal to grow your business. You'll learn of plans, directions, market trends, competitive strategies and new and innovative technologies to help you drive new business opportunities.

The Business Partner Summit (Saturday and Sunday) is complimentary; however, you must register for this portion of the conference to participate. There are also a variety of activities for Business Partners throughout the week and so we invite you to register for the full conference and stay on

	<p>for Information on Demand 2011.</p> <p>Register by August 31 to get the best savings and the best conference hotel accommodation.</p> <p>To get more information about the conference and register, click here.</p>
	<p>Informix TimeSeries on DBTA</p> <p>The latest article on DBTA describes how the Informix TimeSeries capabilities give Informix a big advantage over other relational databases. Time series data is a sequence of data points typically measured at successive times and may be spaced at uniform time intervals. Time-stamped data can be analyzed to extract meaningful statistics or other characteristics of the data. It can also be used to forecast future events based on known past events. Time series data enables applications such as economic forecasting, census analysis and forecasting, fleet management, stock market analysis, and smart energy metering.</p> <p>To read the article, click here.</p>
	<p>Informix Videos</p> <p>Have you seen the latest Informix client videos, including the new videos that were unveiled at this year's Informix User Group conference? Learn how Informix solutions are being used everywhere and how some of our clients are adopting powerful technology like the Informix Flexible Grid to solve their business challenges.</p> <p>To view the videos, click here.</p>
	<p>Informix Chat With The Lab Replay Topic: Unravel the Mysteries of Informix's New Offerings and Features</p> <p>This chat covers the new product offerings and new features that have been introduced in the last year since Informix v11.70.xC1. You will hear about the exciting performance enhancements, including some that can improve query response time by a factor of 100. You will also hear about the many new usability features to help customers simplify the building of applications. Listen to the talk to find out the amazing advantages of the new Informix releases.</p> <p>The presentation and audio replay can be accessed at: www.ibm.com/informix/labchats.</p>