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Vice President

Informix Development

Client Success and Smarter Support

IBM Analytic Platform

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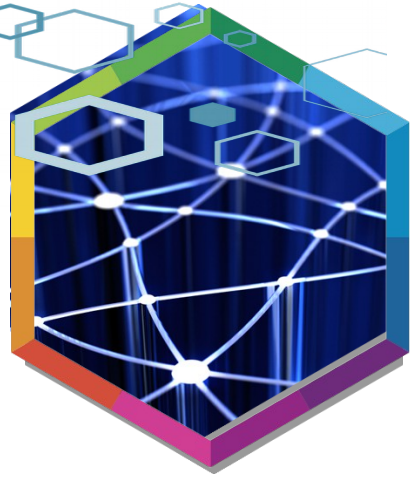
WELCOME!



We are here to:

- Why Informix?
- Understand IBM's strategy and direction
- Drill down on Informix product enhancements and plans

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The Digital Economy is Driving Disruption

Three Trends:

TECHNOLOGY

Big Data, Analytics, and Cognitive

CLIENT ENGENGAGEMENT

Insights and Trends along the Client Journey

NEW WAYS OF WORKING

Business Models Digitally Connecting People

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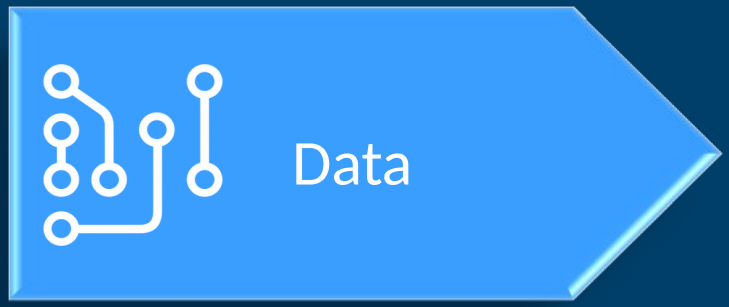
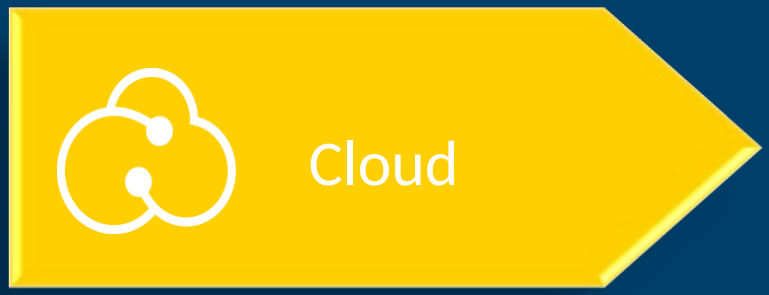
Informix aligns to IBM's Next Generation Strategy



Data is the new competitive advantage

Informix is proven enterprise class database



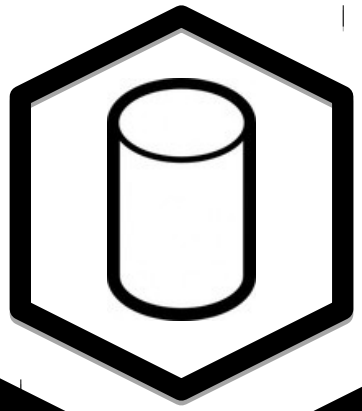
Cloud demands and enables new business

Informix deploys quickly, scales on demand & models to pay-as-you-go

A systematic approach to engagement
Delivers insight on devices & the cloud

Informix seamlessly integrates systems of record with systems of engagement (IOT)

Informix's Intrinsic, Durable Competitive Advantage



Innovate in Informix Core Technology

Drive the Embed Business and IoT Gateway

Source Code Licensing and Franchising

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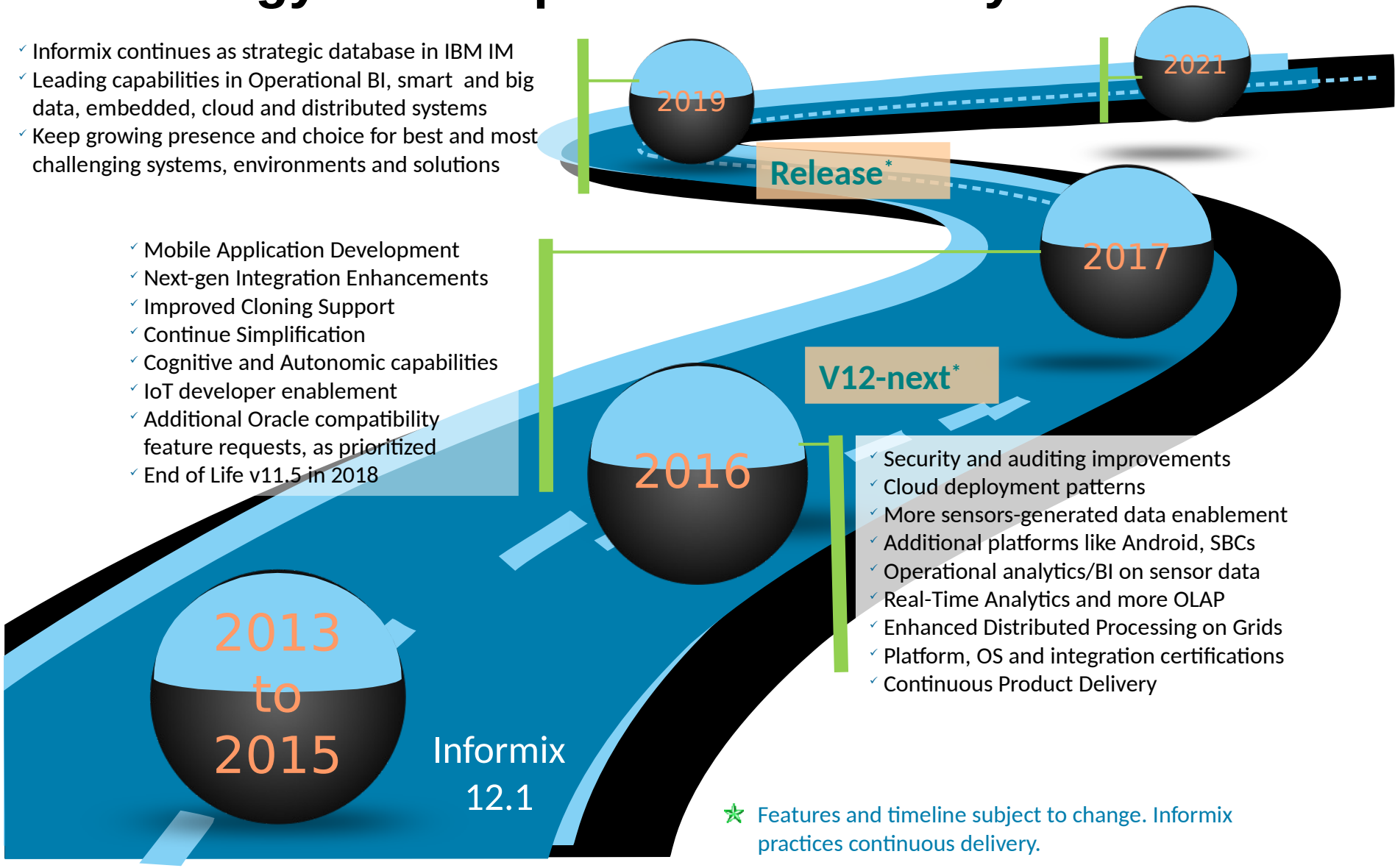
Technology roadmap for 2016 and beyond

- Informix continues as strategic database in IBM IM
- Leading capabilities in Operational BI, smart and big data, embedded, cloud and distributed systems
- Keep growing presence and choice for best and most challenging systems, environments and solutions



- Mobile Application Development
- Next-gen Integration Enhancements
- Improved Cloning Support
- Continue Simplification
- Cognitive and Autonomic capabilities
- IoT developer enablement
- Additional Oracle compatibility feature requests, as prioritized
- End of Life v11.5 in 2018

- Security and auditing improvements
- Cloud deployment patterns
- More sensors-generated data enablement
- Additional platforms like Android, SBCs
- Operational analytics/BI on sensor data
- Real-Time Analytics and more OLAP
- Enhanced Distributed Processing on Grids
- Platform, OS and integration certifications
- Continuous Product Delivery

★ Features and timeline subject to change. Informix practices continuous delivery.

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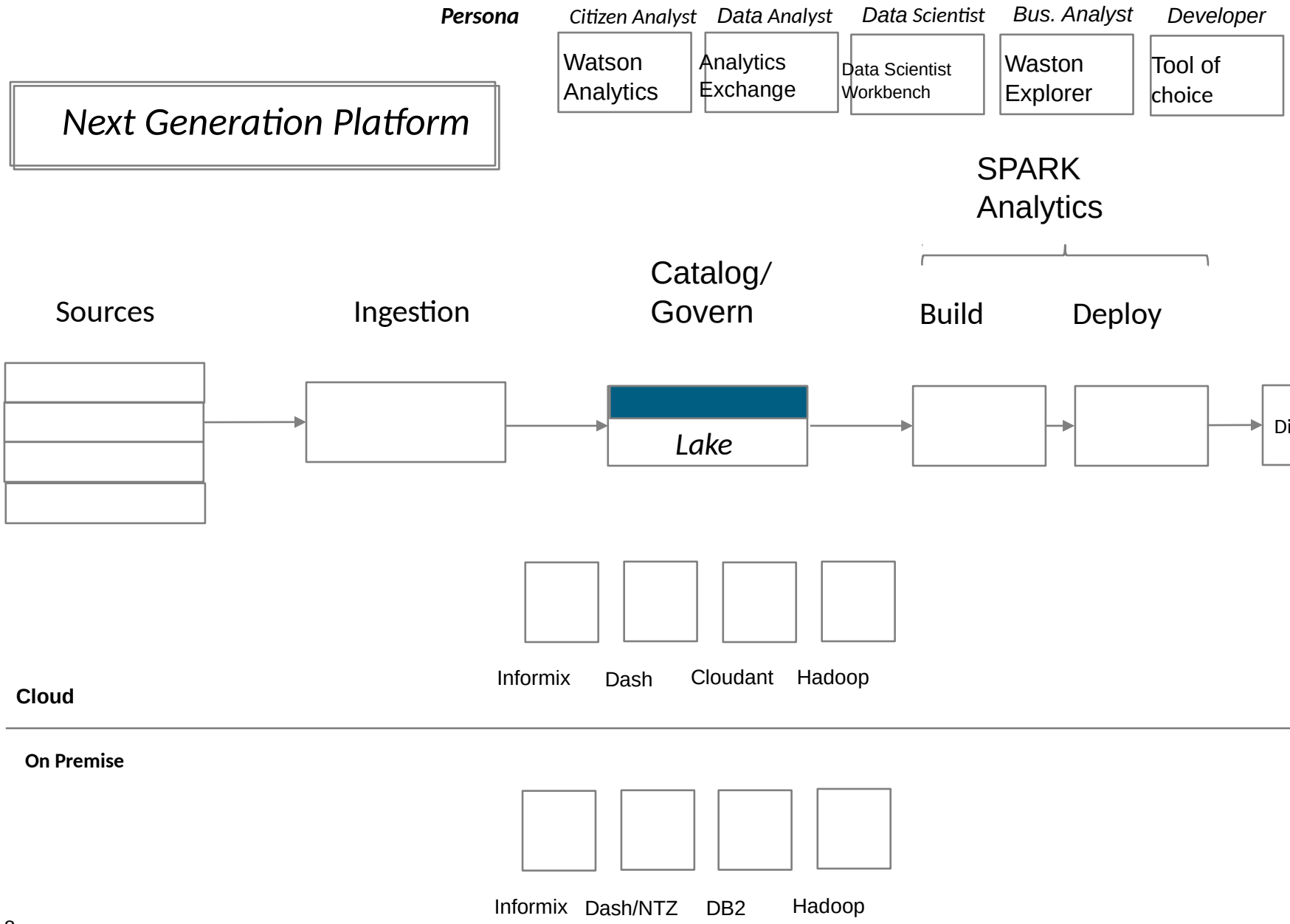

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Analytic Platform Client Success & Smarter Support

- IBM Analytic Platform has **technical support staff** around the globe
- Our unique Hybrid Cloud Support is a **one stop shop**
- IBM support helps you **24 hours/day, 7 days/week, 365 days/year**
- Unlimited amount of designated support contacts. **Unlimited Access**

Thoughts from Support Blog

@IBM_IM_Support
@IBMSmarterSup

IBM Information Management Support

IBM forums

askifmx@us.ibm.com

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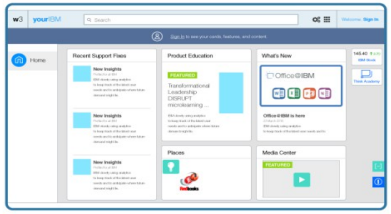
JoeSmith@Acme.com

Log In



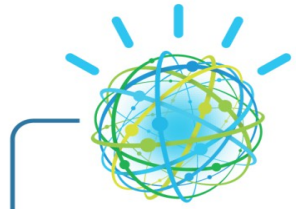
Cognitive Client Dashboard

Access User Profile

2

I need assistance with product usage

Search



- Problem Tickets
- Fixes/Patches
- Whitepapers
- Technotes
- Forums
- Redbooks
- Q&A

PMR Q&A

RESULTS

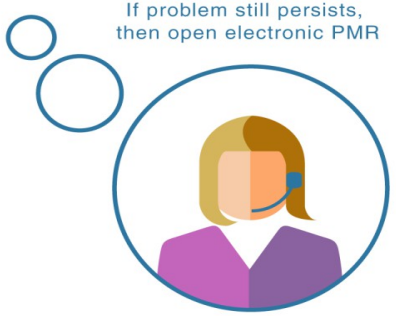
3

98%	Product usage question is answer A
92%	Product usage question is answer Q
84%	Product usage question is answer R
78%	Product usage question is answer C
65%	Product usage question is answer X
63%	Product usage question is answer N
54%	Product usage question is answer Z

4

Engage support via forum or chat

If problem still persists, then open electronic PMR



Engage Support

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Paddy Power Bets on Informix For Gaming Operations

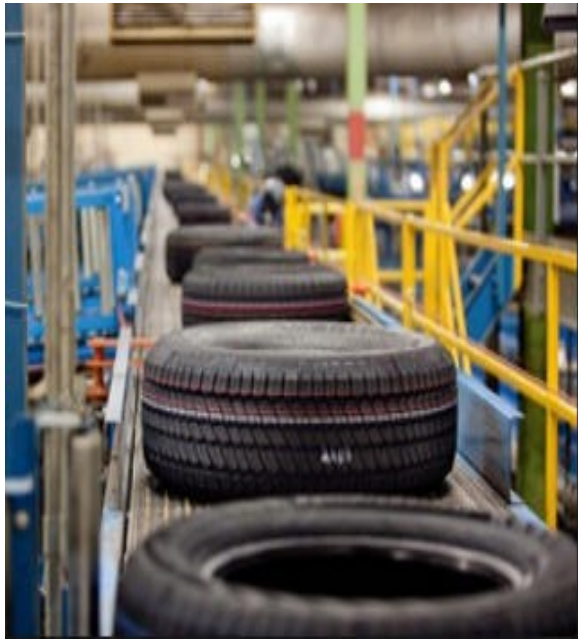
Need:

Paddy Power needed to provide an always-on gaming service that could handle peak loads of millions of transactions per second and the ability to share data across the company

Benefits:

- Services average load of 12260 bets per minute
- Scales up to 2 million transactions per second
- Horizontal scale-out and agility to service concurrent users that grow from **700 to 76K** in 30 seconds
- Supports 20-30% annual growth
- Gains the ability to share information companywide to cross-sell products and make better business decisions

Providing near-continuous availability and competitive advantage for the automotive manufacturing industry



Challenge

An automotive manufacturer in Germany needed to gain competitive edge and prevent customer attrition by providing “always-on” service for new orders. They needed to implement a stable, easy-to-administer database environment that could facilitate near-continuous availability for its wholesale tire solution, especially during the peak tire seasons.

Solution

The solution facilitates near-continuous availability for its mission-critical wholesale tire business. The highly stable solution helps the client avoid costly instances of downtime while streamlining database administration tasks. The superior performance and scalability of Informix Enterprise Edition will help sharpen REIFF’s competitive edge by easily accommodating its peak workloads.

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Encapsulating complexity of IoT/M2M solution, ensuring scalability and high performance for customers globally

EUROTECH

Challenge

Reducing the cost, effort and risk challenges in IoT/M2M projects. Ensuring scalability, performance and efficiency when developing, deploying and running distributed devices, sensors and meters in the field.

Delivering highly integrated solutions combining powerful database technology at the edge / gateway and the center of the network with state of the art M2M/IoT software and hardware building blocks.

Solution

The embedded solution adds to Eurotech`s IoT gateway hardware and Everyware Software Framework (ESF) , Informix TimeSeries technology, to capture data and interact with the devices, sensors and meters in the field. Everyware Cloud, deployed in the Cloud or on premise acts as an M2M/IoT integration platform between the distributed devices and the IT world.

Combined and integrated these elements ensure best TCO and performance in IoT solutions.

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Re-think the world map...

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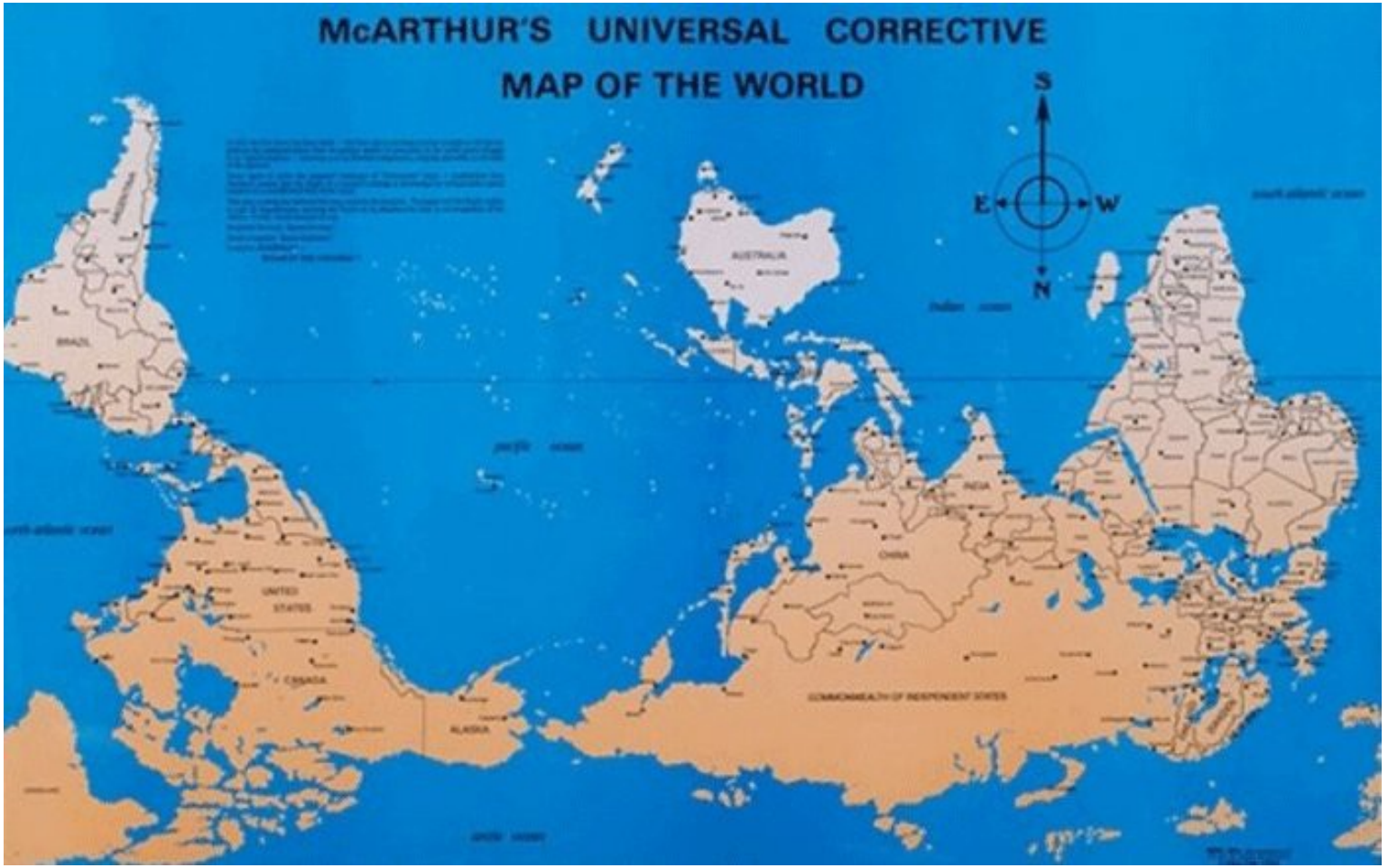

South Orientation…

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Relative Size...

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Thank You

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