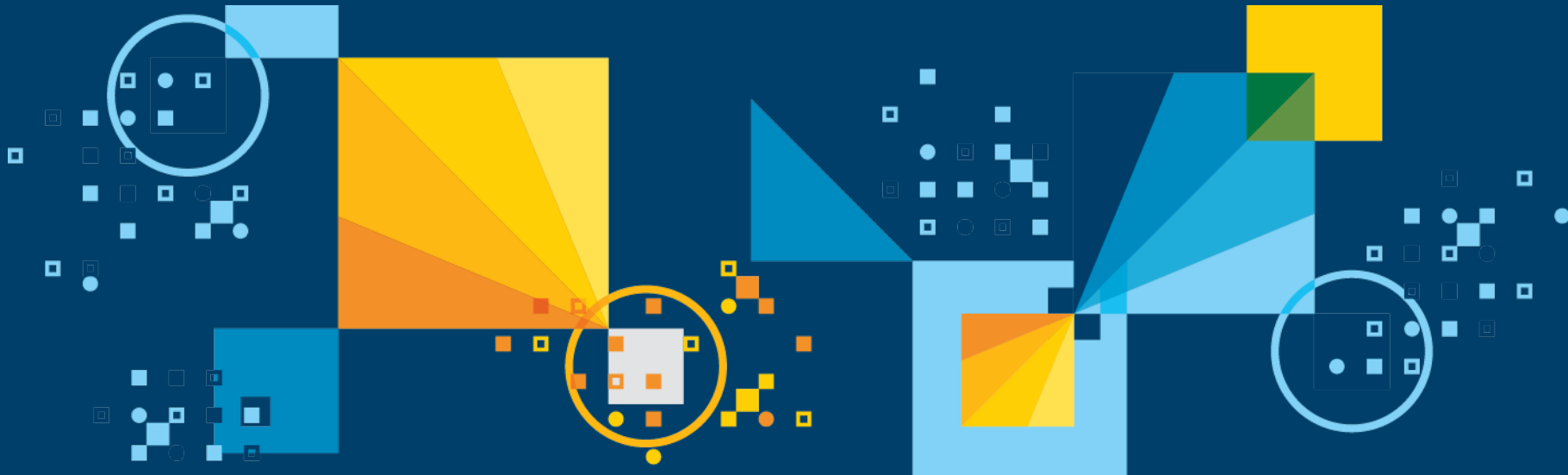


Business Intelligence in IBM Softlayer Cloud mit Informix In- Memory Technologie



IBM is making a new future for our clients, our industry, and our company

Data



Data is the new basis of competitive advantage

Cloud



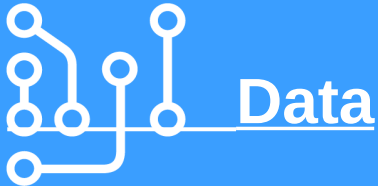
Cloud demands – and enables – new business models

Engagement



A systematic approach to engagement is now required

Informix Aligns to IBM's Strategy



Proven enterprise class database provides competitive advantage



Fast to deploy, scale on demand, pay as you go – also via BlueMix



Delivers insight on devices and the cloud

This is The Internet of Things

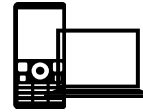
How will you tap into cloud?

Data Center Ops



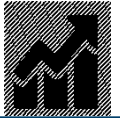
- Spend less resource maintaining, more investing in future
- Fight flat budgets with across-the-board savings
- On-demand scalability
- Take advantage of data, analytics, and mobile

App Development



- Experiment more
- Get to market faster
- Eliminate unnecessary development problems
- Work in depth across multiple domains
- Get access to a robust platform to deploy internet-scale applications – securely and with built-in control

Line of Business



- Beat competitors to market with innovative new services
- Delight customers
- Accelerate business process innovation
- Deliver business analytics at the point of impact
- Connect people with collaborative business networks

Informix is Cloud Ready Today

- On-demand horizontal scalability
- Automated storage and memory management
- Always-on service even for upgrades and maintenance
- Meets SLAs for OLTP and OLAP workloads simultaneously
- Deploy and provision on heterogeneous H/W and O/S environments
- Sharding simplifies data distribution & transactions
- Allows combination of data types: SQL, JSON,





Germany-based meter company uses cloud-based analytics to give utilities insight and improve services

Benefits

- Cloud-based platform to analyze near-real-time smart-grid data
- Identify trends in usage and take preventative action
- 60% decrease in time to market
- Monitors energy usage to reduce CO2 emissions

“We have the tools to make more comprehensive use of the technical possibilities that smart metering opens up.” —

Managing Director

Technology Focus Areas for 2014 and beyond (Roadmap)

Informix vNext++*

- 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

Informix vNext+*

- Mobile Application Development
- More and powerful Genero enhancements
- Hadoop Enhancements
- Improved Cloning Support
- Continue Simplification
- Automatic Setup

2013 - 2014

Informix 12.10

2019

2021

2017

2015

- ### Informix vNext*
- New platforms: like Android, Intel Galileo/Quark
 - Enhanced API support for Application Development
 - Operational Analytics/BI on Sensor data
 - Real-Time Analytics and more OLAP capabilities
 - Informix TimeSeries + Spatial Integration
 - JSON/BSON & NoSQL (Multi-structure DB) support
 - Informix Genero enhancements
 - Multi-Tenancy and Enhanced Security in Cloud

* Features and timeline subject to change

Softlayer, Global Cloud Leader





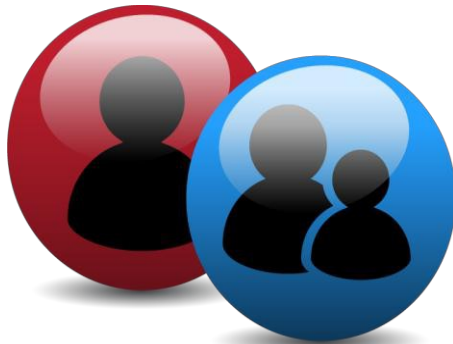
SoftLayer advantages



Complete control,
access, and transparency



Seamless fault-tolerant,
multi-site topography



Single-tenant and
multi-tenant environments



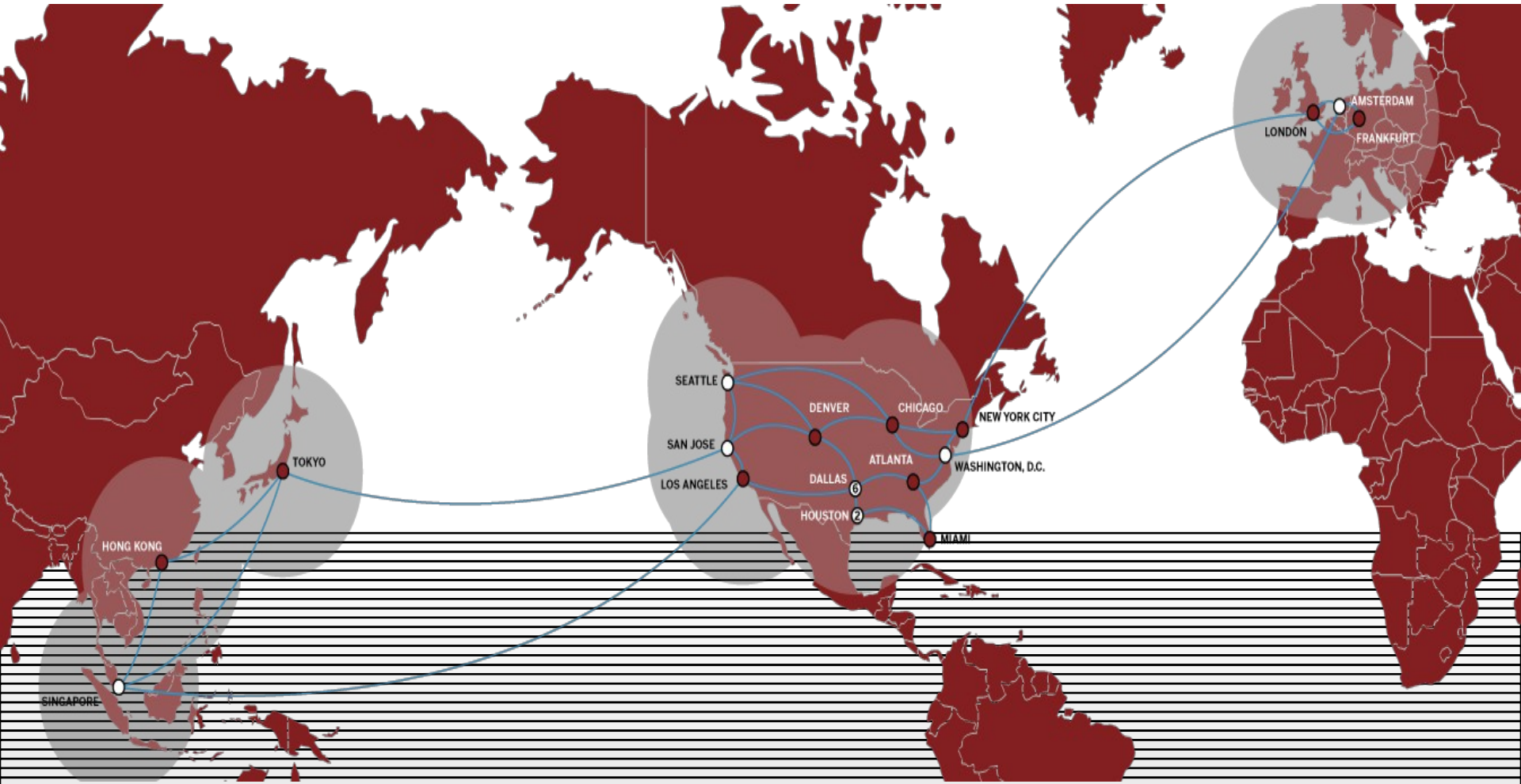
Complete portfolio available
on-demand in all data centers

Cloud matches real needs with ideal resources





Global footprint



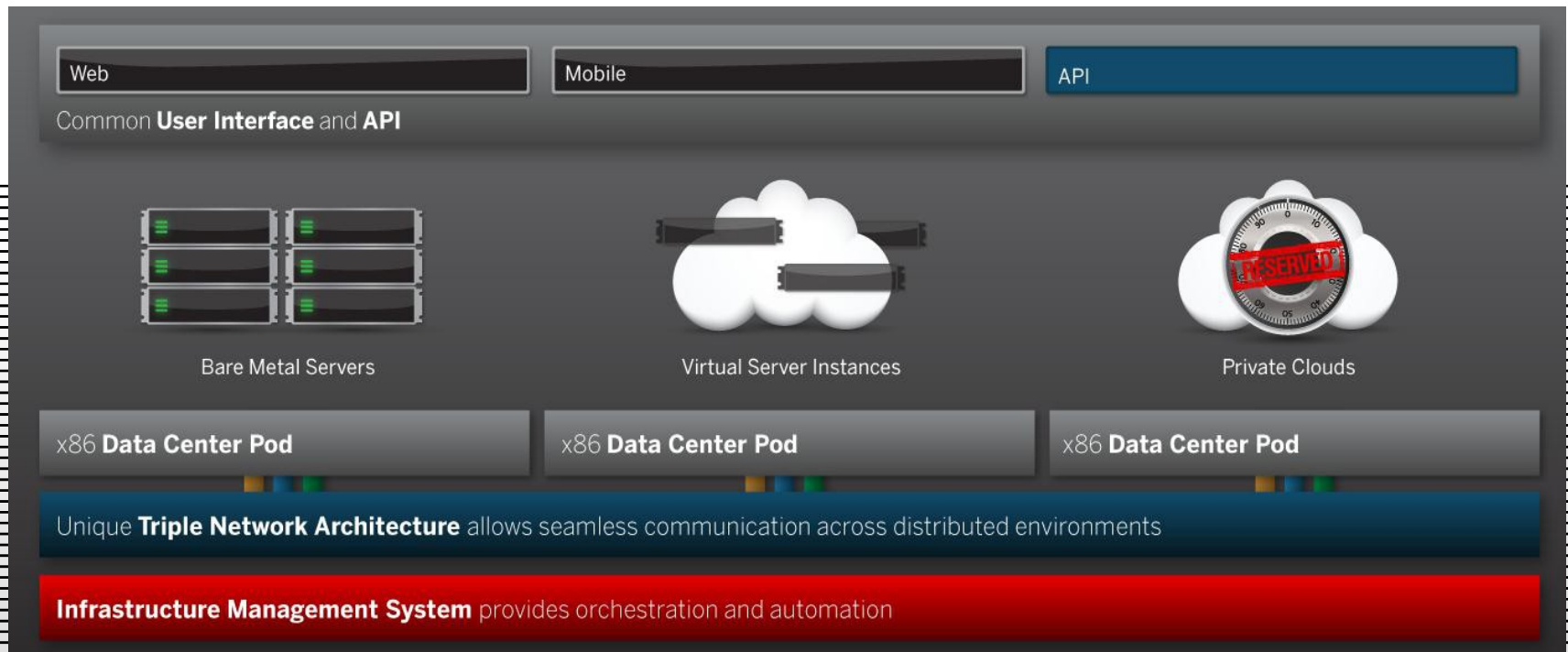
13 Data centers

17 Network Points of presence

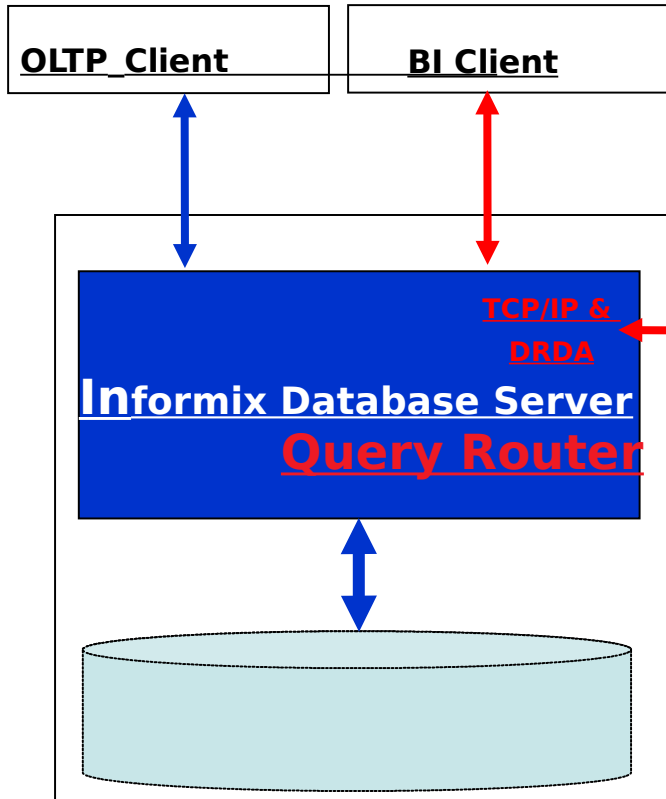
Global cloud platform

Unified architecture enabled by powerful software

- Only infrastructure solution with a common management interface and API across a unified architecture
- Mix and match bare metal servers, virtual server instances and turnkey private clouds, and manage them from a single control pane or API
- All deployed on-demand and provisioned automatically in real-time

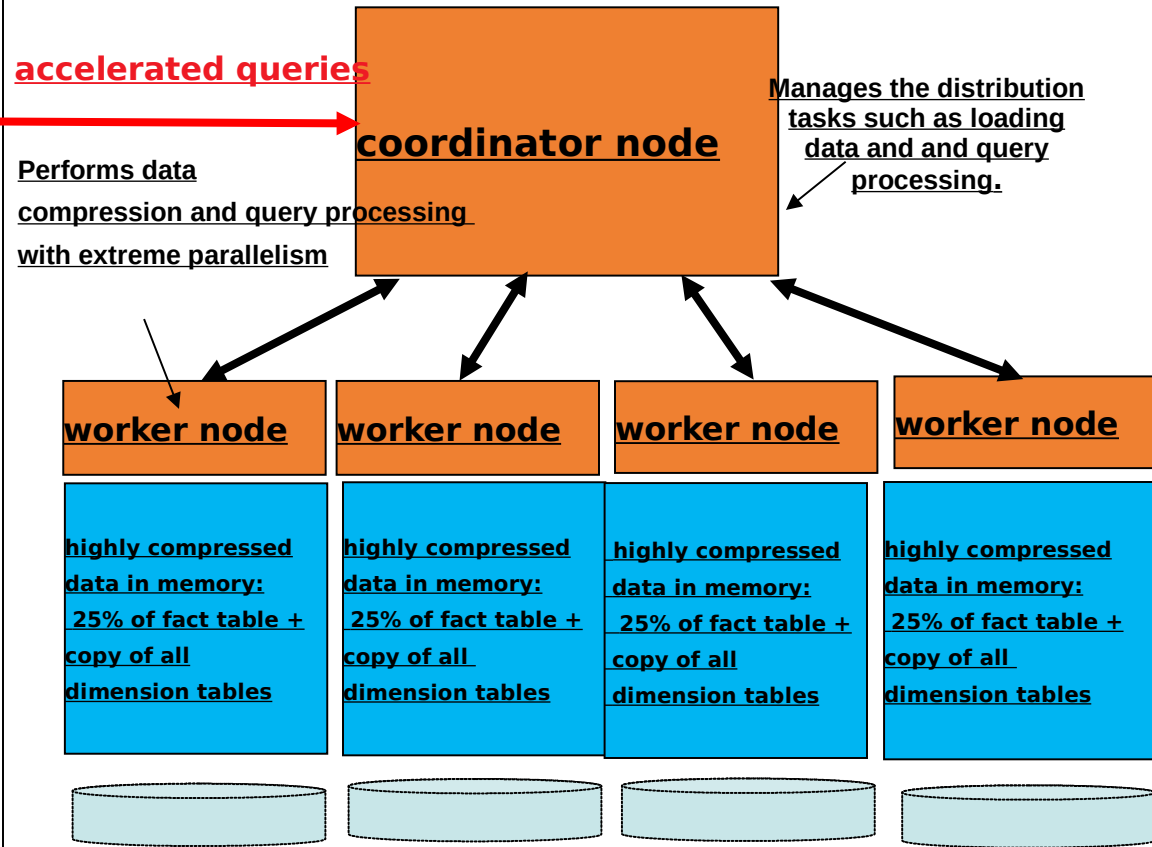


IWA Software Processes



1 coordinator node per 4 worker nodes in a cluster

Informix Warehouse Accelerator



accelerator storage directory (cluster): compressed data on disk

General overview of IWA in a cluster

