IBM

Is your business ready for the Internet of Things?

With the emergence of the Internet of Things (IoT) and the proliferation of connected devices, businesses have instant access to information from numerous sources. They are challenged to use that information to deliver new services in record time to outpace the competition. The huge influx of data creates opportunities for growth and new revenue streams for businesses across all industries.

Today's businesses need the performance of an intelligent, enterprise-class database to provide real-time analytics and actionable insights for devices on the edge and in the cloud. Many organizations are already developing plans and experimenting with IoT solutions to hone their competitive edge. Are you ready to do the same?

An intelligent database for IoT

Harnessing data from billions of connected devices depends on the ability to store, access and query all data together, seamlessly, for speed-of-thought insight and local decision making. IBM® Informix® is forging new frontiers with its unique ability to seamlessly integrate SQL data and NoSQL/JavaScript Object Notation (JSON) data. As an embeddable, enterprise-class database, it allows you to combine unstructured and structured data, as well as other data types such as spatial and time series.

Informix bridges the gap between relational data and the

IBM Informix: An intelligent database for IoT

Speed-of-thought analytics enable real-time, actionable insights that help optimize business outcomes

Embedded database for enterprise-class intelligence and local decision making

Rapid application development to respond to changing markets

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new computing technologies designed for big data, cloud and mobile computing. Embedding Informix at the gateway level enables you to perform database operations and analytics close to the data sources. Plus, Informix offers a "hybrid" database system and a rich set of APIs, including REST, that enhance development simplicity, flexibility and time to market. The result: optimized business decisions and rapid development of web and mobile applications.

Reliability, availability and performance you can count on

- Accelerated query boost with no change to business applications
- Fast, always-on transactions
- Horizontal scaling and sharding for cloud environments
- Online transaction processing (OLTP) and analytical workload support for consolidated queries on a single database platform
- Automatically senses and responds to changes without intervention

- Self-maintaining capabilities include automated storage, memory management and an automated task scheduler

Ready your business for IoT. Make Informix your intelligent database of choice.
For more details, visit:
ibm.com/informix

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: **ibm.com**/financing

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Use IoT information resources intelligently

1 trillion
connected objects and devices on the planet generating data by 2015[1]

Manage and monetize the data from your devices:

- Build new services enabled by this data
- Create new bonds with customers
- Get feedback about your products

IBM offers solutions that:

- Are embedded within the device
- Connect to gateway products at the edge and to data center repositories
- Provide a consistent platform for application development

[1]IBM 2013 Annual Report. **ibm.com**/annualreport/2013/strategy-data.html

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