

## Message from the Director



I received an email the other day from a salesperson asking if there was a good gimmick for selling Informix that he could use to push the product harder to customers in his geography. Fortunately, there is such a gimmick! I think the best way to answer this question is to provide a few examples.

**Little or no DBA requirements** - One of the presenters at the IBM Information On Demand (IOD) Conference described their installation, which supports the third largest dairy operation in the world, at 18 TB of data replicated across 40 Servers - and **zero DBAs!** Minimal administration requirements are a critical consideration for our partners and clients who are looking for opportunities to optimize cost. We are continually focused on simplifying or eliminating administration requirements with each product release. The new OpenAdmin API and OpenAdmin Tool (OAT) provide powerful administrative options that help to emphasize the clear cost advantage that Informix has over all the competitors.

**Reliability** - I had a senior sales leader in Asia tell me that he loves to sell Informix because after the sale the only time he hears from the customer is when they want more Informix! In other words, our relentless focus on quality ensures that our clients can deploy their solution with confidence.

**Customer Satisfaction** - Informix was rated #1 in customer satisfaction in the VendorRate Report for Q3. The VendorRate Report summarizes customer satisfaction ratings entered by technology professionals at our website, trade shows, professional conferences and virtual events. VendorRate also collects rating information in cooperation with user groups, trade associations, event management, and IT and telecom departments from organizations of all sizes.


For the **VendorRate Q3 Report** please visit:

[http://www.vendorrate.com/vendorinfo.aspx?TARGET=~/?reportlanding.aspx&utm\\_source=IIUG\\_2008Q3REPORT\\_EMAIL&utm\\_medium=EMAIL&utm\\_content=2008Q3REPORT&utm\\_campaign=2008Q3REPORT](http://www.vendorrate.com/vendorinfo.aspx?TARGET=~/?reportlanding.aspx&utm_source=IIUG_2008Q3REPORT_EMAIL&utm_medium=EMAIL&utm_content=2008Q3REPORT&utm_campaign=2008Q3REPORT)

I could also go into deep detail about our high volume, high speed on-line transaction processing (OLTP) technology, our amazing scalability and performance, as well as our unmatched continuous availability with MACH 11 (shared disk and updateable multiple HDR secondaries). However, it is important to know how the salespeople, who are successfully fueling our 12 straight quarters of double-digit growth, feel about selling Informix. The ultimate compliment, of course, comes from our business partners and customers. These endorsements speak louder than any words I could type.

In the previous issue, I mentioned the Inaugural Chinese User Group meeting in ShenZen, China and the IBM Information On Demand (IOD) Conference in Las Vegas. Both events were amazingly successful. I would like to thank our business partner, CobraSonic, for their efforts to help launch the Informix User Group in China. It was a very exciting two-day event with over one hundred attendees. I appreciated the opportunity to visit with many of the attendees and learn about their business challenges. I took a lot of notes and will be providing feedback to the engineering team for consideration in future releases.

The IBM IOD Conference occurred during the last week of October. It was a great conference and I was really pleased with all of the technical tracks and session content. We also had some great presentations from our business partners and customers in the Business Leadership track. I would also like to recognize several individuals who received awards at the conference:

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 The new IBM Data Champion, (<http://www-01.ibm.com/software/data/champion/nomination.html>) program recognizes individuals who have distinguished themselves in areas such as leading product user groups, moderating and/or contributing to forums and blogs, authoring articles and books, and speaking at events. The first group of Informix Data Champions includes: Eric Herber, Kim Non Liew, Stuart Litel, Walt Hultgren, Cindy Lichtenauer, and Lester Knutsen. Visit the "Meet the Data Champions" web page, (<http://www.ibm.com/developerworks/wikis/display/champion/IBM+Data+Champions>), where you can read more about each of these outstanding contributors to the Informix community.
- Stuart Litel, IIUG President and CTO of Kazer Inc., (<http://www.kazer.com>), was also recognized as the Data Management Professional of the Year. Stuart has been the most passionate advocate for the Informix community for as long as I can

remember. Arvind Krishna, IBM VP of Data Management and Worldwide Information Development, cited his impressive IIUG work (doubling the user group membership and starting an Informix-only conference that sold out in 2008).

All of the efforts from our Informix User Groups, business partners and customers, and the IBM team has definitely strengthened our Informix community and brand. We continue to expand our business globally and invest in emerging markets such as India, China, Brazil, and Russia. You will hear more news from the Informix team about how we're making an impact in these key areas of growth.

I would like to wish you all great success as we all work together to close out a very successful 2008.

- Jerry

## Informix Around the Globe



### Expanding IDS Lab to Russia and Brasil: The Moscow and Latin America Support Hubs

By Michael Hiskey

IDS Support Teams are growing around the world. Today we are training new support engineers in Brasil and Russia to support growth in these areas. With IT spending from these countries growing by double digits (12.5% in Brazil; 18.7% in Russia), IBM is leading the charge by putting support engineers out in front of these markets.

To some of us who have been at IBM for awhile, the thought of "new hire training for Informix" sounds a bit unusual. But today this is happening around the world in our growth markets. Our IDS support engineers from the Russian EMEA Hub Extension in Moscow, Russia and the Latin America Advanced Support Hub in São Paulo, Brasil recently spent time in Lenexa, Kansas attending Informix Training University with other IDS experienced engineers from the Support and Development organizations.

### Informix Technical University

Informix Technical Support just concluded their month long Informix Technical University (ITU) training held in Lenexa, KS. The ITU consisted of 22 unique courses designed to equip our support engineers to deliver superior service and exceed our customer's expectations. A total of 53 people attended with 23 individuals representing the majority of the worldwide support hubs. The ITU provided an excellent environment to establish worldwide unity for Informix support delivery and facilitated a sense of community among the participants. The ITU is yet another example of how IBM makes the world smaller and more relevant to each of us.

These world-wide Support Hubs represent an extension of the Development organization, and a mechanism for staying tightly connected with the Informix development organization. Many of these engineers have worked extensively with Informix technology for many years, either with customers and/or business partners. They are excited to be part of the growing team!

The new plan for growth is part of a strategy started by Les King, Director for Data Management Global Technical Support, to put people in the places where business is booming. In these emerging markets, the fast OLTP capabilities of IDS combined with its embed-ability for use in ISV and Business Partner applications make it the database of choice for many applications.

The response from local customers and business partners has been overwhelmingly positive. The activity has put new fuel into the IDS 'ecosystem' there, where the names and faces have remained remarkably stable over the years since IBM's acquisition of the Informix Database business in 2001.

These moves have helped those who have held on to IDS 7 for its legendary stability and understand the dynamic feature set and benefits of IDS 11. For many, having local engineers who speak their native tongue gives them calm assurance that IBM can support the upgrade as smoothly as possible. For this reason, some estimates show that new support requests (PMRs) are up as much as 100% year-over-year, with users calling in for answers to technical questions and fixes for special situations in their environments.

So, if you should call the support organization, don't be surprised if you hear a new accent to their English... But extend them an "oi, tudo bom?" or a "privet, kak delah?" (both mean "hi, how are you?" in Portuguese and Russian, respectively).



### The South American Informix Users Group (SAIUG) in São Paulo

By Michael Hiskey

Local Users Groups counterparts of the International Informix Users Group (IIUG) [www.iiug.org](http://www.iiug.org) are key to keeping users informed

about the Informix product roadmap and the continued development enhancements in IDS. IBM Brasil headquarters recently hosted a session on Tuesday, October 21st with over 50 attendees participating. The broad functionality of IDS v11.5 provided an excellent cornerstone to this day-long educational agenda for users and developers.

The morning session was intended for both IT management and technical audiences, with presentations about the changes to the local support organization, participating in the IIUG, and building a Local Users Group. Informix legend and noted author Carlton Doe, highlighted the agenda with a detailed presentation with real hands-on examples of the rich feature enhancements in IDS 11.

In the afternoon, the meeting focused on deep technical issues around developing and improving applications, led by long-time Informix Engineer Vlainir da Silva. A native Brazilian and now resident of Miami, he was able to take his expertise and guide the audience through details about client connectivity, performance tuning, and query modifications in Portuguese, for the mostly Brazilian audience.

The audience remained actively engaged throughout the session, and asked many questions of the presenters. While some of them had seen Carlton's "IDS boot camp" presentation, they were still inspired by his animated demonstration of the new features of their favorite data server.

With such a strong start, we are sure to hear good things from this group. They have already talked about plans for a follow-up meeting in March of 2009, and are nominating people to assume leadership roles within the local user group, to help define the direction of this group as they move from a start-up to a fully functional operational.

For more information, go to <http://www.iiug.org/news/announcements/saiug.php> or contact Vagner Pontes (vpontes@br.ibm.com), IBM Support Engineering Leader for Latin America.



## Reinvigorating the Informix Community in the UK

By Spokey Wheeler  
Consulting IT Specialist, Channel Technical Sales

This year we've been working with Bell Micro to reinvigorate the UK Informix partner community, with an emphasis on Independent Software Vendors (ISVs). Together, we have been onsite with dozens of existing Informix developers to demonstrate what's new in IDS 11 and what's planned for the future. One of the key messages conveyed in these sessions was about the various facilities and resources available to IBM partners, such as the Channel Technical Sales team, the advanced technology team, the Virtual Innovation Centre, the IBM Innovation Centre, and hardware resources in Hursley, etc.

These presentations have been very well received and partners and end-users have all been very enthusiastic about the new features in IDS 11 and IBM's continuing commitment to the products.

### ISV recruitment

Another activity was engaging with Oracle ISVs who wanted to port their applications to another database. We worked on two projects in this area, one which was so successful that our new partner was able to present it at the last IOD. We are still actively engaging with new Oracle ISVs, but because the process of porting and especially, testing, is a very long one, it can take time for these to come onboard fully. If there is a compelling reason to act for the ISV, it could be done in as little as six months, though. Because Pregem had a very compelling reason to act and an architecture that was very simple to migrate, they achieved the port in less than two months!

The process is well-defined and enjoys significant support in the form of a world-wide team of skilled resources who have porting experience. There is also enablement for the ISV, best practice advice and hand-holding as needed. We have also had some positive discussions with ISVs who want to "move up" from simple PC-based databases as well as ISVs who are using other enterprise database platforms.

### Proofs of Technology

John Pickford, IBM IT Consultant Specialist, delivered the first iteration of Carlton Doe's IDS 11 Proofs of Technology in the UK. These classes were very well attended and with a dozen people on each of the three days. After going through the training, attendees commented on how simple it was and how well-organized the course was.

The concept is straightforward; there is a set of manuals for each course, one for instruction and one for labs; and a VMware image with Informix pre-loaded and, for various exercises, pre-configured. The instructor discusses the technology, much like a conventional training course, and the attendees then do the exercises. The exercises include installing Informix and replaying the installation, building a MACH11 "continuous availability fabric", various performance tuning exercises and many more. Attendees had a hands-on feel for just how easy it is to use all the impressive new features in IDS. Since the exercises are done on VMware instances, if something goes wrong, it's very easy to roll back to a "known good" position!

In addition, I was able to run these PoT's for the outsourced IT wing of the Maltese government and the local Informix partners.

### Informix enablement plans for Q4 2008 and beyond

There are a series of IDS Proofs of Technology penciled in for early December:

- IDS 11.1 New Features
- IDS 11.1 Performance Tuning
- IDS 11.5 New Features

If you have attended the previous iteration of the 11.1 enablement courses, then you will only need to attend the last of these. The first two courses shown here are for people who could not attend the previous enablement courses.

We are also planning a three-day IDS 11 "Boot Camp" in late January or early February 2009.

Please contact Spokey Wheeler (spokey.wheeler@uk.ibm.com) for more details.

## Sales

### Sales Spot Light on IBM Information On Demand (IOD)

By Terri Gerber

Business Unit Executive - World Wide Informix Sales Manager, Information Management

The last week of October the Informix sales team spent an exciting 7 days in Las Vegas at the IBM Information On Demand (IOD) Conference. There was a great buzz in the air, not just because it was Vegas and not just because there is so much excitement around the IOD product set, but for Informix specifically! As Jerry mentioned, Stuart Litel, the International Informix User Group (IIUG) president, was awarded the Data Management Professional of the Year Award. In addition, six Informix professionals were honored in the first "Data Champion Awards" including Eric Herber, Kim Non Liew, Cindy Lichtenaur, Lester Knutsen, Walt Hultgren and Stuart Litel. A well deserved recognition for our Informix Data Champions for their "above and beyond" contribution to the overall community.

We topped Informix attendance numbers for this IOD over the previous two years. I heard great feedback from those who attended regarding the ability to network outside of their community, the ability to attract new customers, make new contacts, and get a better understanding of the overall IBM value to their companies.

What I enjoyed most at IOD was hearing from our customers and our partners about how they use Informix in their day-to-day operations, and how it makes them successful. I'd like to share some highlights from the presentations that I had attended.

#### Retail Customer and Partner

Leading European Fashion Retailer, Hiltl uses IDS and AVM Software to drive operational efficiency.

Nadine Brehm, AVM GmbH & Co Software KG

Jeffrey Roberts, Hiltl

The key to this session was Hiltl speaking about the efficiency of their operation due to the AVM software. Their customers are able to custom order men's slacks from Germany and have them delivered to the US men's store in 4 working days. The Enterprise Resource planning software covers the entire operation, from ordering raw materials, manufacture and planning, to delivery at the retail outlet. Informix is invisible to the customer.

"...the product is flexible, provides just in time inventory and allows Hiltl to save money, as no warehouse for inventory is required." - Jeffrey Roberts, Hiltl

IDS is deeply embedded into the ISV solution and they tell us that "Informix is the perfect fit for retail and manufacturing focused industry." Very little maintenance is required and the solution allows the operation to grow without requiring additional resources. As a result of this presentation, several large American clothing retailers are now interested in this solution.

#### Winning the Race at Finish Line

Scott Reasinger, Finish Line

Scott had a fascinating presentation on how Finish Line uses IDS in its day-to-day operations to control inventories and share information across their stores in the 50 states. Using Informix allows them to maximize sales, maximize gross margins, and minimize markdowns and returns. Key to their operation is having instantaneous updates on the location of inventory, and allowing sales clerks to be able to reliably and quickly check inventory for waiting customers. A one-minute delay can cause long lines and customer dissatisfaction. It is particularly important during the holiday season to have a system that is always available -- a hiccup in their inventory system in November or December could be disastrous.

#### Banking Customer and Partner Session: Banking on Technology - the "Loan Factory"

Marco Brueders, G&H Bankensoftware AG

Hemant Bhatia, Barclay Card, Barclay Bank

Hemant Bhatia, the solutions architect from Barclays Bank, described a need for a solution that is *"best in class, agile for quick changes, and is market proven"* that he can rely on and trust. He also had a requirement for completion and installation in less than 12 months. For this he chose G&H Banken Software and Informix.

"My Silent Hero working behind the scenes for us." - Hemant Bhatia, Barclay Bank, describes Informix

Using Informix and G&H Software he found that the solution could handle high volumes of data, was reliable, had speed and excellent performance, and required low administration. He noted the **strong** commitment IBM has to Informix that gave him confidence to move forward with this solution. Marcos Brueders, the executive from G&H, quoted from Ambuj Goyal's opening remarks: *"These applications allow you to 'Unlock your information from your Data Base,'* referring to his application's ability to allow the bank to understand the information they have. The banks using his solution can now properly service and market to their customers in an efficient manner - giving the customer better service, enhancing the bank's offerings and driving more revenue from operations.

#### Dairy Solution from New Zealand

Taking Replication to the Terabyte level at Fonterra

Jarrod Teale, Fonterra

Paul Watson, Oninit

As you can see Informix is everywhere. The Fonterra solution was not only interesting for its implementation of Informix but in the industry it serves. Fonterra is a global supplier of dairy ingredients co-operatively owned by more than eleven thousand New

Zealand dairy farmers. The byline from their website declares "The only thing that excites more than what we do today is what we can do tomorrow....Being a world leader is about winning tomorrow with new and exciting ideas." Fonterra depends on Informix for their manufacturing execution systems, and IBM Business Partner Oninit has brought the Fonterra solution to the future with IDS 11. Fonterra has a staff of ten that operate 40 server instances for a 24 by 7 operation. The key is the team spends about 1 day a month on Data Base Administration and data management. Fonterra, with the help of their business partner, recently upgraded to IDS 11 - new server, 4 core, 16 GB memory and 22 Terabytes of Storage in Raid 10. IDS 11 gave Fonterra improved performance, efficiencies in Enterprise Replication, and no restarts required to renegotiate. They found that Informix meets the need of an expanding business while maintaining a low TCO in a Global Operation that cannot afford downtime. (We also learned that a healthy cow gives about 200,000 glasses of milk in her lifetime and many other fun cow facts!)


"40 Servers, 18TB of Data, No DBA - must be Informix" - Paul Watson, CEO of Oninit

And thanks to our **friends** at **Intel** and **HP** for sponsoring the Informix reception at "The Beach Casino" on Monday night - it was well attended and a great place to make connections with future, new and existing members of the Informix Community.

This was such a great event I hope we will see you all at the **IOD for EMEA** in **Berlin** on **June 2-5, 2009!**



#### A summary of top informix news and links:

- **Informix Earns Top Customer Satisfaction Score on VendorRate in Q3**  
(<http://www.marketwatch.com/news/story/hilton-hotels-corporation-places-2/story.aspx?guid={1137A630-77C7-44FD-92C3-1FCD369616A9}&dist=hppr>)  
Informix outscored all other vendors during the quarter with a cumulative performance score of 91 based on ratings from more than 120 organizations.
- **Hilton Hotels Corporation places #2 in Information Week 500**  
(<http://www.marketwatch.com/news/story/hilton-hotels-corporation-places-2/story.aspx?guid={1137A630-77C7-44FD-92C3-1FCD369616A9}&dist=hppr>)  
Hilton was able to deliver a ground-breaking online tool which allows guests to book rooms and events, view floor plans, photographs, room descriptions and more. With the use of IDS Replication technology, Hilton is able to manage their data with ease and position their hotels and services ahead of the competition.
- **Professional Surveyor Magazine Highlights How Informix Technology Saves Paper**  
(<http://www.profsurv.com/archive.php?issue=144&article=2225>)  
Land Information New Zealand (LINZ) saves paper with the use of Informix technology.  
  
[Land Information of New Zealand article.pdf](#)
- New **Rev-Up** tool highlights the value of upgrading to IDS 11.5:  
([https://www14.software.ibm.com/webapp/iwm/web/signup.do?lang=en\\_US&source=idnt](https://www14.software.ibm.com/webapp/iwm/web/signup.do?lang=en_US&source=idnt))
- New Smart Administration e-kit is now available on IBM developerWorks:  
[http://www.ibm.com/developerworks/db2/kits/dbakit/index.html?S\\_TACT=105AGX11&S\\_CMP=LP](http://www.ibm.com/developerworks/db2/kits/dbakit/index.html?S_TACT=105AGX11&S_CMP=LP)
- Check out the new IDS-related website: <http://www.planetids.com/>
- Nominate your favorite champion via the IBM Data Champion program: <http://www-01.ibm.com/software/data/champion/>
- Interested in learning more about IDS 11.5? Talk to your IBM Sales representative to sign up for a technical overview:  
<https://steamboat.boulder.ibm.com/webapp/iwm/int/reg/signup.do?source=ILPswg-noms>
- IBM chairman Sam Palmisano recently outlined the possibilities of a **smarter planet** and a **technology-fueled economic recovery plan**:  
[http://www.ibm.com/ibm/ideasfromibm/us/smartplanet/20081106/index.shtml?sa\\_campaign=message/ideas/leadspace/all/planetflash](http://www.ibm.com/ibm/ideasfromibm/us/smartplanet/20081106/index.shtml?sa_campaign=message/ideas/leadspace/all/planetflash)  
<http://www.nytimes.com/2008/11/06/technology/business-computing/06blue.html?ref=technology>

#### Customer Quote of the Month:

Intrado, who provides the core of the U.S. 911 systems, is using IDS to save lives.

"We needed a fast database; one that would respond immediately, every time..." - Intrado

#### IDS books, DVDs, and other collateral available

Meeting with customers, partners or university contacts? Plan ahead and take along collateral and other giveaways for your visit. Get IDS in their hands with the latest IDS 11.5 Discovery DVD (now available), and IDS 11 and IDS 11.5 books by Carlton Doe. Some IBM Database magazines feature Informix, and a few posters and other items are also available while they last. Contact Cathy Elliott ([cathyell@us.ibm.com](mailto:cathyell@us.ibm.com)) or Tricia Stewart ([tricias@us.ibm.com](mailto:tricias@us.ibm.com)) to have them shipped to you.

#### New Informix book from Carlton Doe - Now Available!



Visit amazon.com to order the latest book from Carlton Doe, **Administering Informix Dynamic Server : Building the Foundation**. This comprehensive 400 page book focuses on basic skills required to administer IDS, and covers major functional areas in depth.

## Informix Related blogs

[IDS Experts blog](#)

Guy Bowerman: [Informix Application Development](#)

Eric Herber: [The Informix Zone](#)

Rajesh Nair: [Virtual Worlds, MMOGs, Serious data - Informix Technology for Persistent Worlds](#)

Fernando Nunes: [Informix Technology](#)

Madison Pruet: [Replication Roundtable](#)

Jacques Roy: [Informix and Computing](#)

Spokey Wheeler: [Random Informix Ramblings](#)

[IBM Database Magazine blog](#)

Send your sparklers to Cathy Elliott ([cathye@us.ibm.com](mailto:cathye@us.ibm.com))

## Resources

### Informix Resources

By Jacques Roy

In the last newsletter I talked about the great information we can get out of the latest redbooks. This time, I look at other possibilities. An excellent resource is DeveloperWorks that contains technical articles on using different areas of Informix. The URL for The Informix zone of developerWorks is:

<http://www.ibm.com/developerworks/db2/zones/informix/>

Listing all the available articles would be too long but here is a sample of the latest ones:

- Work with Informix Dynamic Server V11.10 and IBM Database Add-ins for Visual Studio 2005 V9.5
- Configure WebSphere Application Server Community Edition with IDS
- Use the Informix Dynamic Server scheduler and SQL API
- Increase productivity in Java database development with new IBM pureQuery tools, Part 2
- Understand the basics of LBAC in IDS

Don't have enough yet? We'll talk about more resources next time.

### Informix Training and Certification Update

By Michael Agostino

IBM Data Management Education & Certification

There have been some exciting updates to Informix's training and certification programs in the past 12 months.

First, all core courses have been updated to IDS 11. This means you can be sure any Informix training you attend from IBM will be built on the latest IDS versions.

Meanwhile, IBM continues to make it easier to get the Informix training clients and partners need. There are 6 new Informix v11 courses now available in the exciting new Instructor Led On-line format (ILO). This flexible virtual course format allows students to learn from a live instructor, using the same Informix course content and labs as traditional classroom settings. In this format, learn from your desk, or even the comfort of your home office while accessing course labs 24/7. A full selection of ILO Informix courses are offered in the US, with more and more ILO titles being offered in Europe and Asia Pacific regions. Informix ILO courses include: v11 transition, system administration, managing and optimizing, performance tuning, internal architecture and more. Visit <http://www.ibm.com/software/data/education/ilo.html>, to search for available ILO courses. Also, be sure to take the 5 minute 'ILO Tour' to learn more about ILO course delivery.

There is also news for the Informix certification program. Exam 918 **System Administration Certification for IBM Informix Dynamic Server** has been updated to version 11.5, and was available as of IBM's Information on Demand conference in October. To help prepare for the exam, take advantage of the popular developerWorks Informix certification preparation tutorials series. Over 1,400 IDS professionals have used these valuable Exam 918 preparation materials in the past 18 months. As well, more and more technical professionals are now realizing the value of IBM Informix certification as the total number of exams is up 10% from 2007. Don't get left behind, visit <http://www.ibm.com/software/data/education/certification.html> for access to Informix certification exams, assessment exams and study materials.

There are also several new Informix technical books to choose from:

Newly released Informix retail books:

- **Administering Informix Dynamic Server, Building the Foundation**, MC Press
- **IBM Informix Dynamic Server 11.5: The Next Generation in OLTP Data Server Technology**, MC Press



Coming soon, look for more course updates, including a new 'Special IDS Topics' series to be provided via ILO delivery. Also, a new ITSO Redbook: [Embedded Informix Dynamic Server Handbook](#) (SG24-7666-00) is due this winter, as is the new version of the IDS Certification Guide for Exam 918, updated to version 11.5.

For the latest information and promotions regarding all Informix training, certification and technical books, please visit <http://www.ibm.com/software/data/education>.

## IBM Mashup Center and IDS: Call to Action!

By Judy Burkhart

IBM Information Development Manager, Informix and MashupHub



IBM has posted the [IBM Mashup Center](#) on [Lotus Greenhouse](#). The [greenhouse version of Mashup Center](#) includes a public feed library, to which anyone can add a feed or feed mashup. The Greenhouse catalog gets tens to hundreds of hits from potential IBM customers daily. This is a great opportunity to get some visibility for IDS by building IDS-related feeds or feed mashups with IDS and posting them in this public catalog.

To play with IBM Mashup Center on Lotus Greenhouse, [get a Greenhouse account](#) and try it out. Create feeds in the public catalog and be sure to **tag** them as Informix or IDS as accordingly. Use the search field to find existing feeds and feed mashups by tag.

### About IBM Mashup Center

IBM Mashup Center combines two offerings:

1. InfoSphere MashupHub: lets you catalog information and also mix and match feeds (departmental, enterprise or external). Drag and drop feeds and wire them together for "data operations" (select, joins, merge, transform etc.).
2. Lotus Mashups: lets you create pages (interactive views) by dragging and dropping widgets onto a palette and wiring them together. The widgets display information (typically from InfoSphere MashupHub) and/or perform different behaviors based on actions in another widget. Pages or widgets created for or in Lotus Mashups get cataloged back in InfoSphere MashupHub.

### Additional references:

A quick IBM Mashup Center overview video <http://www.youtube.com/watch?v=3kDnbhKb2ow>

### About IBM Mashup Center

<http://www.ibm.com/software/info/mashup-center/>

### IBM Mashup Center wiki

<http://www-10.lotus.com/ldd/mashupswiki.nsf>

### IBM MashupHub tutorial

<https://greenhouse.lotus.com/mashuphub/client/doc/userhelp/tutorials/mashuphub/OverallIntro.html>

Mashup Hub example using Derby and DB2 (any volunteers to update for IDS and Stores DB? Contact [burkharj@us.ibm.com](mailto:burkharj@us.ibm.com) if so.) [https://greenhouse.lotus.com/mashuphub/client/doc/userhelp/editorhelp/editorexamples/database\\_feed.html](https://greenhouse.lotus.com/mashuphub/client/doc/userhelp/editorhelp/editorexamples/database_feed.html)

This newsletter is published quarterly by the Informix team for the Informix community. The Informix Newsletter is used to raise awareness about the Informix product to a community of users, developers, customers, and business partners.

You can contact [Samantha Tran](mailto:samtran@us.ibm.com) ([samtran@us.ibm.com](mailto:samtran@us.ibm.com)) if you have any questions or feedback. If you would like to subscribe or unsubscribe to the newsletter, please send an email to [ids@us.ibm.com](mailto:ids@us.ibm.com).

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