

Fast Forward

Informix

In the mix, news and views on Informix strategy

Informix®

Volume 2, Issue 3 - June 2009

Message from the Director



In the last newsletter, I spoke about our Informix roadmap and the new Informix Warehouse Feature (<http://www.ibm.com/informix/warehouse>). In April, at the 2nd Annual International Informix User Group Conference, we announced the Informix Warehouse bundle and IDS Storage Optimization Feature. With the new Storage Optimization Feature, customers can achieve compression rates up to 80% in some tables. We tell customers that they should normally expect their disk savings to be in the 50% range, factoring in all tables and other storage requirements. However, we have had customers in our Early Validation program who did report disk savings up to 83%! Imagine the potential savings you can achieve with the ability to use your existing storage space more efficiently. Many of our customers also reported performance improvements in their applications as a result of reduced data movement. We

had one customer with a relatively small database. They recently upgraded to IDS 11 and implemented MACH 11 clustering to distribute their workload. They were able to reduce an intensive data load process from 5 days down to 1 day. Adding compression to their solution reduced their load time by another 25%.

I am very excited about our Informix roadmap. With three straight years of double digit growth, our priorities have not changed. Our focus is to bring technology into the market that provides real business value to our customers and partners. Now more than ever, our customers need data available immediately to make real-time decisions for their business. IDS 11 (<http://www.ibm.com/informix/new>) provides the infrastructure needed to ensure that they have access to the right data, right now. Our active-active cluster solution with MACH 11 provides multiple options to guarantee availability, while scaling to meet the needs of the business. Our continued emphasis on autonomic capabilities with ease of use and minimal administration requirements allows customers and partners to focus on their business, not their database. Our goal is to provide you with more information about your business.

If you are interested in hearing more about our Informix Warehouse release you can listen to an interview with B-EYE Network that I did last month during the IIUG Conference. (<http://www.b-eye-network.com/watch/preview.php?cid=10323&key=d016d3eda9>)

Regards,
Jerry



Informix Sales

Informix Sales Update

By Terri Gerber

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

Ola **Informix Fans!!** I had an interesting conversation with a Brazilian Business Partner last month and he had a great message that I want to share with you. Miguel reminded me that we aren't just Informix Customers, Informix Business Partners, Informix sellers, but the thing that draws us all together is that we are **Informix Fans!!** So consider this letter as an **Informix Fan Mail!**

This has been an exciting first half of 2009 for the Informix team. We have never had so many announcements in such a short period of time since I became an Informix FAN! I am sure you have seen all of the news about the Informix Warehouse and Deep Compression, Informix in Cloud Computing, Socket Pricing, and not to mention a very successful IIUG in Kansas City last month.

I wanted to highlight a few important new announcements for all of you **Informix Fans:**

[New!! Compression Estimator Tool for Informix:](#)

I hope you all heard about the availability of our new compression estimator tool -- it is available to you now! This program can be used to estimate the amount of compression that can be achieved in Informix Dynamic Server (IDS) when using the compression feature. Some of our customers have seen upwards of 50% compression using this new feature. Follow the link to this site:

(https://www14.software.ibm.com/webapp/iwm/web/preLogin.do?lang=en_US&source=sw-infomgt&S_PKG=informix_compress_est09)

New!! Ubuntu Linux now available with Informix Developer Edition

Bell Micro have teamed up with Canonical to provide a free of charge IDS Developer Edition on Ubuntu developer kit. Designed for anyone who wants to develop a new database application or simply learn about the latest Informix technology this kit gives you easy access to all the software you need to start developing powerful applications with a preconfigured Informix environment - all in one place. To download this appliance please visit (www.informixcity.com)

What is included in this kit?

- Informix Dynamic Server 11.50 Developer Edition
- Informix Open Admin Tool (OAT)
- Ubuntu v8.10 Linux O/S
- IBM Data Studio Developer
- AGS Server Studio
- PHP
- JDBC
- Apache

Informix Upgrades!!!

Don't forget -- the IDS 7 to IDS 11 promotion ends on July 13th --- upgrade now for the price of renewal. IDS 7.31 will go to end of support on September 2009 -- don't get left behind. Also a reminder IDS 9.40 went end of support in April 2009. For those of you that need help moving your applications please let us know, our Business Partners and Service Team have the tools to assist you.

And fans...stay tuned for some more exciting announcements in second half... have a great Q3!!

All the best -Terri



IDS Pricing Options

By Cindy Fung

IDS Product Manager

On May 19, Informix Dynamic Server (IDS) announced additional pricing options to help customers meet their business needs and reduce their costs. Two new charge metrics are now available.

- The Limited Use Socket (LU Socket) charge metric is available to the Workgroup Edition of Informix Dynamic Server (IDS) V11.50xC4, Informix Warehouse V11.50xC4, and Informix Warehouse Feature V11.50xC4. If you intend to utilize many cores in a multicore socket, the

LU Socket charge metric could help to significantly reduce the cost of running your solutions on the Workgroup Edition of these offerings.

- The Limited Use Virtual Server (LUV Server) charge metric is available to the Express Edition of IDS V11.50xC4. This new charge metric can help reduce the complexity of acquiring an entry level data server and offers integrated solutions to small size businesses. You may deploy the IDS Express Edition under this LUV Server charge metric on a Limited Use Virtual Server, which is a physical server or a virtual server created by partitioning the resources available to a physical server.

In addition, memory configuration limit for the IDS Workgroup Edition has been raised from 8GB to 16GB of allocated shared memory (SHMTOTAL). Customers who wish to take advantage of this higher memory limit must obtain a refresh copy of the IDS V11.50xC4 release from Fix Central at:

(<http://www-933.ibm.com/support/fixcentral/>)

A summary of the new price options available to IDS could be found at:

(<http://www.ibm.com/software/data/informix/ids/ids-ed-choice/>)

For details on the new pricing options, please see this IBM Software Announcement letter:

(http://www-01.ibm.com/common/ssi/rep_ca/7/897/ENUS209-167/ENUS209-167.PDF)

Informix News

Cloud Computing and Performance

By Guy Bowerman

Informix Architect for Windows, Installation and Embedability.

Some application designs are well suited to take advantage of the flexible deployment options available with cloud computing services. Applications that fit a Software as a Service model are a commonly touted example of software that works particularly well with the rapid scalability, web-scale abstracted infrastructure, and pay-per-use pricing models offered by cloud service providers. Software development projects, and the application development life cycle as a whole, benefit from the reduced start-up costs and rapid configuration and provisioning options. With a good understanding of expected resource usage and project duration the costs of developing and deploying in a cloud are easy to calculate, and scale well as demand rises or falls.

Security, reliability, and I/O performance are some of the important concerns faced by companies looking at cloud computing. In some cases, application data must remain on site; for example when conformance to security standards demand it. IBM's cloud strategy involves a mixed approach to data storage, providing support for both public clouds such as Amazon's Elastic Compute cloud, and for private clouds, where the flexibility and simplified deployment advantages of cloud computing are available with hardware maintained on site.

Because cloud computing provides abstraction from the hardware (providing additional flexibility), the overhead caused by I/O throughput rates can be a concern. Concrete data on performance in cloud environments can be difficult to obtain. For example, Amazon Web Services does not provide precise I/O performance data, but instead breaks down expected performance by "instance" type, where an instance type represents a predictable amount of compute capacity and comes with its own hourly fee. The 32-bit Amazon instances classified as Small offer "Moderate" I/O performance, and the 64-bit

Large and Extra Large instances offer "High" I/O performance. Independent measurements by the likes of Rightscale indicate the "High" rates approach -- but do not reach -- those found in standard on-site hardware. Amazon's persistent Elastic Block Storage (EBS), an available option when an IDS Amazon Machine Image is launched, offers higher reported performance at rates benchmarked as high as 70 MB/Sec (with higher peak performance values).

A new feature introduced in Informix Dynamic Server (IDS) V11.50xC4 can significantly offset concerns around I/O throughput. The data compression technology in the **IDS Storage Optimization** feature can, depending on data characteristics, improve performance by up to 20% as a result of reduced I/O rates. This data compression technology can be more than enough to compensate for the "virtualization overhead" of cloud-based I/O. Compression can also reduce storage requirements by up to 80%. Since persistent storage in the cloud has an associated monthly rate per gigabyte, any reduction in storage requirements translates into direct monthly savings. The smaller database size will also increase the speed and reduce the cost of backing up data from cloud-based databases to Amazon's Simple Storage Service (S3), which in turn can help to allay availability concerns.

A clear understanding of IDS features that can improve performance in virtualized environments can often shift the balance in favor of deploying applications to the cloud where the determining factor is I/O throughput.

Resources

Amazon's Elastic Block Store Explained - (<http://blog.rightscale.com/2008/08/20/amazon-ebs-explained/>)

IDS Storage Optimization White Paper - (<http://download.boulder.ibm.com/ibmdl/pub/software/data/sw-library/informix/whitepapers/compression.pdf>)

Public Clouds, private clouds and your security -

(<http://www-304.ibm.com/businesscenter/cpe/html0/173215.html?subkey=subscribe&ca=fv0904&me=feature2&re=ushometxt>)



Recent Articles

- Configure WebSphere Application Server Community Edition and Informix Dynamic Server (<http://tinyurl.com/mwk3pe>)
- New Informix white paper: Administering Informix Dynamic Server on Microsoft Windows: (<http://tinyurl.com/osng4>)
- Informix capabilities enable British Columbia redistricting and elections: (<http://bit.ly/19jSYi>)
- B-Eye Network: Informix spotlight with Jerry Keese; Nice interview about Informix Warehouse: (<http://tinyurl.com/rakma7>)
- Amazon Web Services blog: IBM Informix Database in the Cloud: (<http://tinyurl.com/d28st7>)
- Get Started with Informix Warehouse: Model your data using Design Studio: (<http://tinyurl.com/djcr3h>)
- Geo mashups - nobody does it better than Informix. Nice blog on this topic:

(<http://carboncloud.blogspot.com/2009/04/gaia-featured-in-ibms-wfs-dashup.html>)

- Integrate Informix ODBC applications on Mac OS X

(http://www.ibm.com/developerworks/data/library/techarticle/dm-0904odbcmac1driver/?S_TACT=105AGX11&S_CMP=LP)

- Expand transaction capabilities with savepoints in Informix Dynamic Server

(http://www.ibm.com/developerworks/data/library/techarticle/dm-0903idssavepoints/?S_TACT=105AGX11&S_CMP=LP)

- Configure Linux shared disks for Informix Dynamic Server MACH 11

(http://www.ibm.com/developerworks/data/library/techarticle/dm-0903breitfeld/?S_TACT=105AGX11&S_CMP=L)

- developerWorks On Demand webcasts

(http://www.ibm.com/developerworks/data/library/techarticle/dm-0904odbcmac1driver/?S_TACT=105AGX11&S_CMP=LP)

includes: Developing Web-based open source applications with Informix (with Jacques Roy) and Accelerating software delivery with Rational Test Lab Manager

Customer Quote of the Month

"With millions of financial transactions each day, we rely on IBM Informix Dynamic Server to deliver high speed and reliability. With the new compression capabilities in IDS, we can gain even greater value by reducing our storage requirements by 50%." IT Manager, Large Financial Services Company

Upcoming Informix Events

Take advantage of these Informix events coming to cities near you!

Informix Roadshow:

The Informix Dynamic Server Roadshow is traveling around the world, providing a 2-day deep-dive, hands-on opportunity to try out the latest Informix technology. Gain fresh, innovative ideas to optimize your business performance and create competitive advantage.

2009 Informix Roadshow Highlights:

- What's new in IDS 11.5?
- IDS Warehouse
- IDS Storage Compression
- Migration

Sign up to attend an upcoming Roadshow below. Don't see your city?

Worldwide locations are being planned, including Taipei, Tokyo, Seoul, Bangalore, Hong Kong, Singapore, Kuala Lumpur, Bangkok, Vietnam, Dubai, Cairo, Stockholm, Milan, Paris, Hursley, Copenhagen, Frankfurt, Munich, Hamburg, Lisbon, Cape Town, Johannesburg, Auckland, Christchurch, Sydney, Melbourne, Buenos Aires, Caracas, Quito, Santiago.

North America locations under consideration are Toronto, Canada; Bentonville, AK; Boston, MA; New York City, NY; Orlando, FL; San Francisco, CA; Seattle, WA.

Contact Scott Pickett at (spickett@us.ibm.com) to find out more information, or to ask for a roadshow to be scheduled in your city (outside of North America).

Contact Carlton Doe at (cdoe@us.ibm.com) to find out more information, or to ask for a roadshow to be scheduled in your city (North America only).

Local User Group meetings:

The latest list of local user group meetings can be found on the IIUG website at (<http://iiug.org/events/events.php#May2009>).

Does your local user group need new ideas for your meetings? IBM and the IIUG have teamed up to create Tech Day content that includes a suggested agenda, presentation materials, demos and speakers who can be available for your user group meeting. Topics include the Informix Roadmap, Continuous Availability (MACH 11), Informix Warehouse, Compression, and other topics that can be customized for your group. This can also be used as an opportunity to reach out to universities in your area by adding an Academic Initiative Information Session.

Contact Cindy Lichtenauer (cindy@iiug.org) or Pradeep Kutty (pkutty@us.ibm.com) to get a Tech Day organized for your local user group.

Summary of Upcoming Informix Events

Date	Events	Location
June 1-2	Informix Roadshow	Zagreb, Croatia
June 8-9	Informix Roadshow	Madrid, Spain
June 10 – 11	Informix Roadshow https://www.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwomboe7rsqkn&lang=en	Washington, DC
June 11	Chat with the Labs: "Virtualization and Cloud Computing with IDS" with Guy Bowerman http://www-01.ibm.com/software/data/informix/labchats/	-
June 16	Informix Infobahn	Prague
June 16 – 17	Informix Roadshow https://www.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwomboe7rsrqf&lang=en	Atlanta, GA
June 16 - 17	Informix Roadshow https://www.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwomboe7rsr3n&lang=en	Raleigh, NC
June 16 - 18	Business Partner Bootcamp https://www-304.ibm.com/jct01005c/isy/spc/events/enroll.jsp?eventloc=KO1905094	Seoul Korea
June 18-19	Informix Roadshow	Brussels
June 19	Informix Tech Day http://smcgroup.pjooon.com/informixtechday	Italy
June	Informix Roadshow	Dallas, TX

23 – 24	https://www.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwomboe7s7sh8&lang=en	
June 23 – 24	Informix Roadshow	Paris
June 23 - 25	Business Partner Bootcamp https://www-926.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwohlam7qmacl&lang=en	Beijing, China
July 7	Informix event	Porto Alegre, Brazil
July 9	Informix event	São Paulo, Brazil
July 16	Informix event	Recife, Brazil
July 14 – 15	Informix Roadshow https://www.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwomboe7ryt4j&lang=en	Chicago, IL
July 20 - 21	Informix Roadshow https://www.ibm.com/events/swgeer/swgeer06.nsf/signin?openform&seminar=kwomboe7rssaq&lang=en	Costa Mesa, CA
Sept 7 - 8	Informix Roadshow	Beijing, China
Sept 10 - 11	Informix Roadshow	Shanghai, China
Sept 14 - 15	Informix Roadshow	Chengdu, China
Sept 22 - 23	Informix Roadshow	Warsaw, Poland

[Want to participate in shaping Informix product to meet your business needs ?](#)

To continue our tradition of delivering quality products, we greatly appreciate early and frequent customer feedback. Even if you have just 1 hour to view a demo or join a discussion, we would like your involvement. You will have the opportunity to provide feedback in the **Early Validation Programs** and various other ways!

Please take a moment and sign-up by visiting the Informix Technology Sandbox -
(<http://www-01.ibm.com/software/data/informix/sandbox/>)

[What's your version?](#)

IBM has announced End of Support (EOS) dates* for the following [IBM® Informix® Dynamic Server \(IDS\)](#) and [Informix® 4GL/SQL](#) products:

April 30, 2009 IDS Version 9.40
September 30, 2009 IDS Version 7.31
September 30, 2010 IDS Version 10.00; Informix 4GL/SQL 7.31

Take a look at the resources that can help you plan to move to a new version. You can get to the following resources and more from: (<http://www.ibm.com/software/data/informix/upgrade/>)

Overview of upgrading or migrating IDS:

(<http://www.ibm.com/support/docview.wss?uid=swg27012095>)

Read this short overview to learn what is involved in upgrading or migrating to the latest version of IDS.

Trial: Informix Dynamic Server Enterprise and Developer Edition:

(<http://www.ibm.com/developerworks/downloads/im/ids/learn.html>)

Download a free trial version of IBM Informix Dynamic Server Enterprise Edition or a no-charge version of IDS Developer Edition:

Or, develop your applications on [Amazon EC2](#), an Amazon Web service, using a public version of Informix Dynamic Server 11.50: [Developer Edition](#), [Express Edition](#) and [Workgroup Edition](#).

Informix Upgrade Portal:

(<http://www.ibm.com/support/docview.wss?uid=swg21259394>)

Get tips, tricks, planning information and everything you need to get started planning your move to a newer version of IDS.

Premium Upgrade Plan:

(<http://www.ibm.com/software/data/support/change-mgmt.html>)

Explore the added level of expert, personalized assistance that is offered by IBM Premium Support.

IDS Information Center:

(<http://publib.boulder.ibm.com/infocenter/idshelp/v115/index.jsp>)

View the most up-to-date technical information from the Web-based IDS Information Center by click **Migrating and Upgrading**. That section contains the same topics as the PDF version of the [Informix Migration Guide](#). With the information center, you can also:

- Find links on the home page to other useful sources of information, such as product lifecycle news.
- Search the topics from your browser search menu with a search plugin.
- Subscribe to updates in the information center with RSS feeds.

If you can't find the information that you're looking for, contact (getIDS11@us.ibm.com) or use the feedback links provided on [ibm.com](#).

*To check if extensions of support services are available, contact your IBM representative.

Resources

[IBM Training](#)

New !!! Informix Training availability:

There have been some exciting updates to Informix training offerings in recent months. IBM continues to make it easier to get the Informix training with several new web-based training courses, as well as updated courses in the exciting new Instructor Led On-line (ILO) format. This flexible virtual course format allows students to learn from a live instructor, using the same Informix course content and labs as traditional classroom offerings. In this format, learn from your desk, or even the comfort of your home office while accessing course labs 24x7. A full selection of updated Informix classroom, web-based and ILO courses covering IDS Administration, Informix Warehouse, IDS v11 New Features and more, can be found on the IBM Training web-site at (www.ibm.com/training).

Business Partner Training

The Informix Bootcamps are 3-day in-depth technical workshops for IBM Business Partners that focus on IDS 11.5. Detailed presentations and hands-on labs are included where attendees will gain in-depth knowledge of exciting new features and areas including:

- Continuous Availability
- Informix Warehouse
- Security features including label-based access control (LBAC)
- OpenAdmin Tool
- Administration and performance tuning
- ... and more!

Business Partners with applications that currently run on IDS or who are new to IDS can benefit from this workshop by learning how IDS can add value to your solutions and extend your market opportunities. Business consultants who are currently working with or planning to work with IDS for their customers are also welcome to attend.

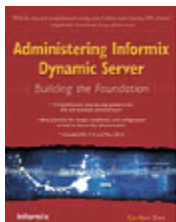
The latest schedule of bootcamps can be found at

(<http://www.ibm.com/developerworks/wikis/display/im/Informix+Dynamic+Server+11.5+Bootcamp>)

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, 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 (cathyll@us.ibm.com) or Tricia Stewart (tricias@us.ibm.com) to have them shipped to you.

Informix book from Carlton Doe - Now Available!



Discount available from MC Press on Administering Informix Dynamic Server: Building the Foundation by Carlton Doe. (<http://www.mc-store.com/5074.html>). This comprehensive 400 page book focuses on basic skills required to administer IDS, and covers major functional areas in depth.

Informix Related blogs

[IBM Database Magazine blog](#)

(<http://www.ibmdatabasemag.com/blog/main/archives/informix/index.html>)

[IDS Experts blog](#)

(http://www-128.ibm.com/developerworks/blogs/page/idsteam?S_TACT=105AGX11&S_CMP=LP)

[Informix Voices blog](#)

(<https://www.ibm.com/developerworks/mydeveloperworks/blogs/InformixVoices/>)

Guy Bowerman: Informix Application Development

(http://www.ibm.com/developerworks/blogs/page/gbowerman?S_TACT=105AGX11&S_CMP=LP)

Eric Herber: The Informix Zone

(<http://www.informix-zone.com/blog/1>)

Rajesh Nair: Virtual Worlds, MMOGs, Serious data - Informix Technology for Persistent Worlds

(<http://informix4virtual.wordpress.com/>)

Fernando Nunes: Informix Technology

(<http://informix-technology.blogspot.com/>)

Madison Pruet: Replication Roundtable

(<http://www.ibm.com/developerworks/blogs/page/roundrep>)

Jacques Roy: Informix and Computing

(<http://www.ibm.com/developerworks/blogs/page/jacquesroy>)

Spokey Wheeler: Random Informix Ramblings

(<http://www.ibm.com/developerworks/blogs/page/informix>)

Informix@Facebook



Visit [Facebook](#) and become a member of the Informix Group and IDS Fanpage, and look for some of your friends in the Informix community.

[Facebook - Informix Group](#)

(<http://www.facebook.com/group.php?gid=2249729222>)

[Facebook - IDS Server Fanpage](#)

(<http://www.facebook.com/pages/IBM-Informix-Dynamic-Server-IDS/23461144288>)

Informix@Twitter



Follow us now on [Twitter](#): 'ibm_informix' and 'cathyll'

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