



## Message from the Director

This year is off to an exciting start. It's only February and there are already some special events planned that may be of interest to the Informix Community. I hope you can join us next week for a virtual conference where the keynote will address how innovations in data management help make the planet smarter. I will also have the opportunity to talk about Informix in a later session, where I'll get to show how Informix is "hassle free" – one of the reasons we have such loyal clients. This virtual event offers much more, so please take a moment to review the complete agenda and details that follow.

I'm also excited about an event we have planned in New York City later in March. This is the year where we want people to discover Informix, or re-discover Informix! As most of our loyal clients know, Informix offers world-class functionality at a great value, and we continue to invest. We plan to spread the word, and hope you can join us if you're anywhere near New York on March 16. I'll be there, together with Arvind Krishna, General Manager of IBM Information Management, and Rob Thomas, Vice President, Worldwide Business Development, IBM Information Management. Please see all the details attached.

We're also planning our first quarter Informix newsletter, so look out for it soon. In the meantime, I wanted to spread the word about these upcoming events. I hope you can join us!

Regards,  
Jerry

## Upcoming Informix Events

Data in Action: Making the Planet Smarter



*This is a virtual event!*

**Wednesday, March 3, 2010**

8:00 a.m - 12:00 noon Pacific

11:00 a.m. - 3:00 p.m. Eastern

As our world becomes increasingly instrumented, interconnected and intelligent, we find ourselves presented with an explosion of information. While this presents challenges, it also opens up new possibilities for progress on a smarter planet. Companies that use their information to drive business optimization are creating a sustainable competitive advantage. They're seeing the benefits of an information-led transformation, creating a flexible information infrastructure that supports the needs of the business while reducing costs and ensuring that information can serve as a strategic asset. They respond faster, more accurately, and more effectively than their competitors. At the Data in Action Virtual Conference, you will hear from technology leaders, clients and business partners on today's enterprise data management challenges and how leveraging IBM's data management portfolio can deliver better business outcomes, at lower cost, while providing capabilities that scale across enterprise applications, databases and platforms.

[Click here to register today!](#)

## Discover the New Face of Informix in NYC on March 16, 2010

New York, United States

**Tuesday, March 16,**

3:00 p.m. - 6:30 p.m.

IBM

590 Madison Ave - Rm 1219

New York, New York

United States

[Map to this location](#)

### **Looking for a way out of the data management jungle?**

IT managers have more worries today than ever: energy use, social network access, server consolidation, virtualization, unified communications, portals, mashups, resource tracking. The issues — and the need for continued cost containment — might make you feel like you'll never have time to focus on the strategic IT issues that really matter. But there is a way to make managing your data hassle free! To learn more, attend a special invitation-only event and discover the new face of IBM Informix on March 16th in New York City, led by Arvind Krishna, IBM Information Management General Manager, IBM Software Group along with other IBM executives.

[Click here to register today!](#)

This is a special newsletter to present invitations of upcoming events to the Informix community. It does not replace the quarterly newsletter.

You can contact [Samantha Tran](mailto:samtran@us.ibm.com) (samtran@us.ibm.com) if you have any questions or feedback.