

*JANET
PERNA*

*GENERAL MANAGER
IBM DATA MGMT. SOLUTIONS*

*CAN YOU LEVERAGE
ALL YOUR INFORMATION?*

...EASILY?

information demands...what's changed?

Increasing heterogeneity
structured & unstructured
cross platform

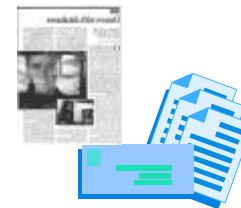
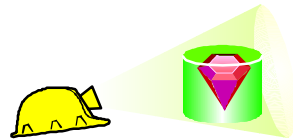
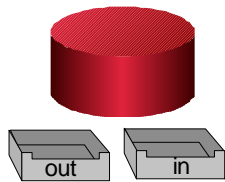
Exploding volumes
yottabytes
10,000,000 users



Rapid improvements
cost
power
storage
bandwidth

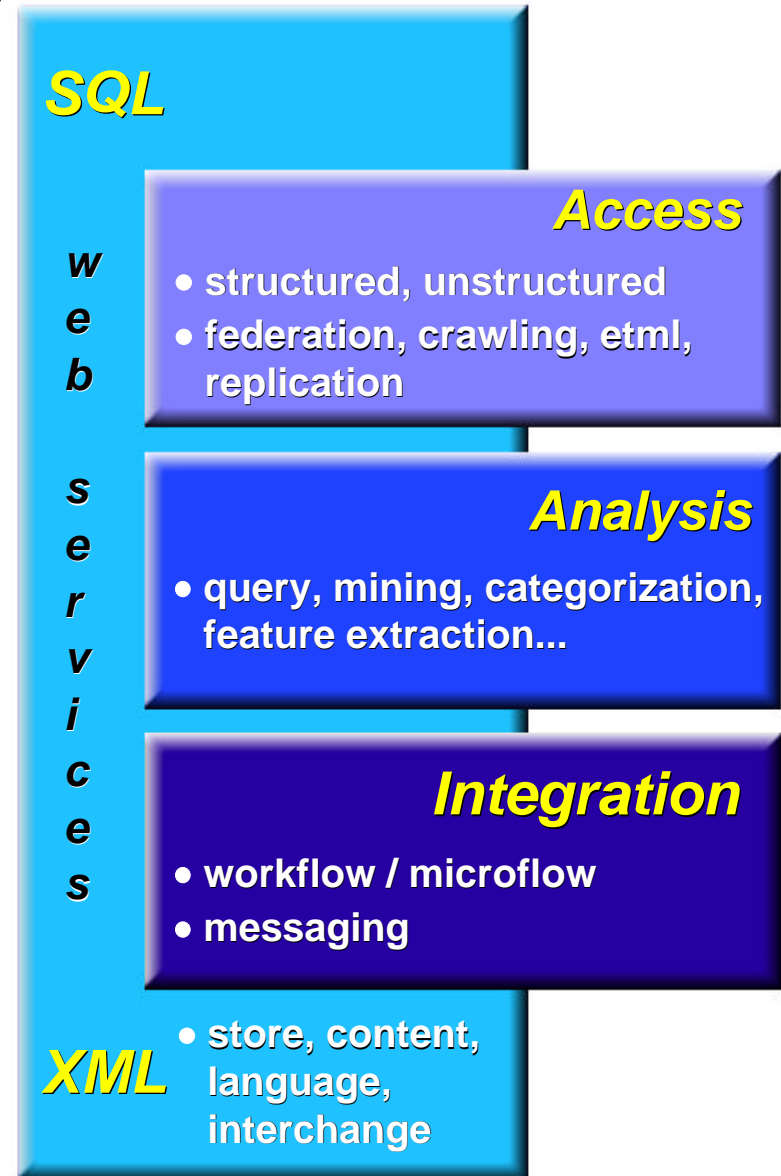
Business survival
operational efficiency
revenue growth
near-zero cycle times

what are users demanding?



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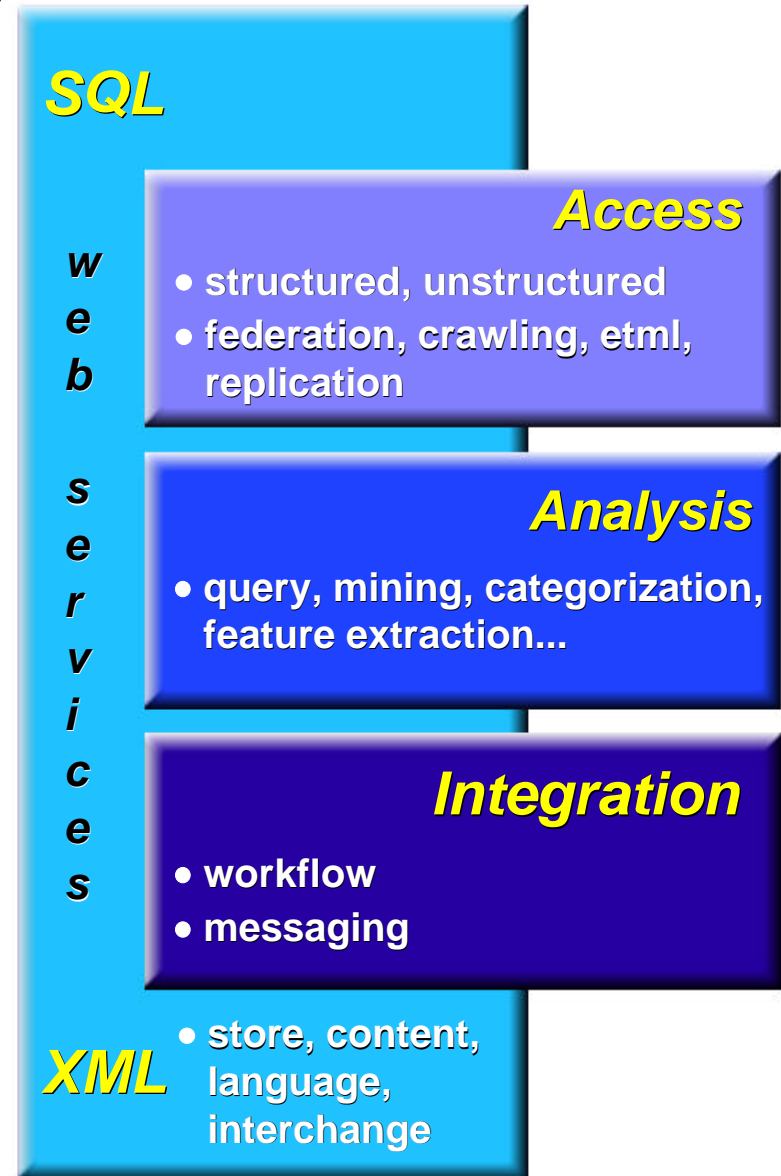
- ✓ **access & analyze**
 - large bank
 - telesales operations
 - integrated audio/text/data analysis
 - effective telesales



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- ✓ **integrate**
 - package delivery service
 - operational system "islands"
 - b2b process infrastructure
 - efficient operations & service

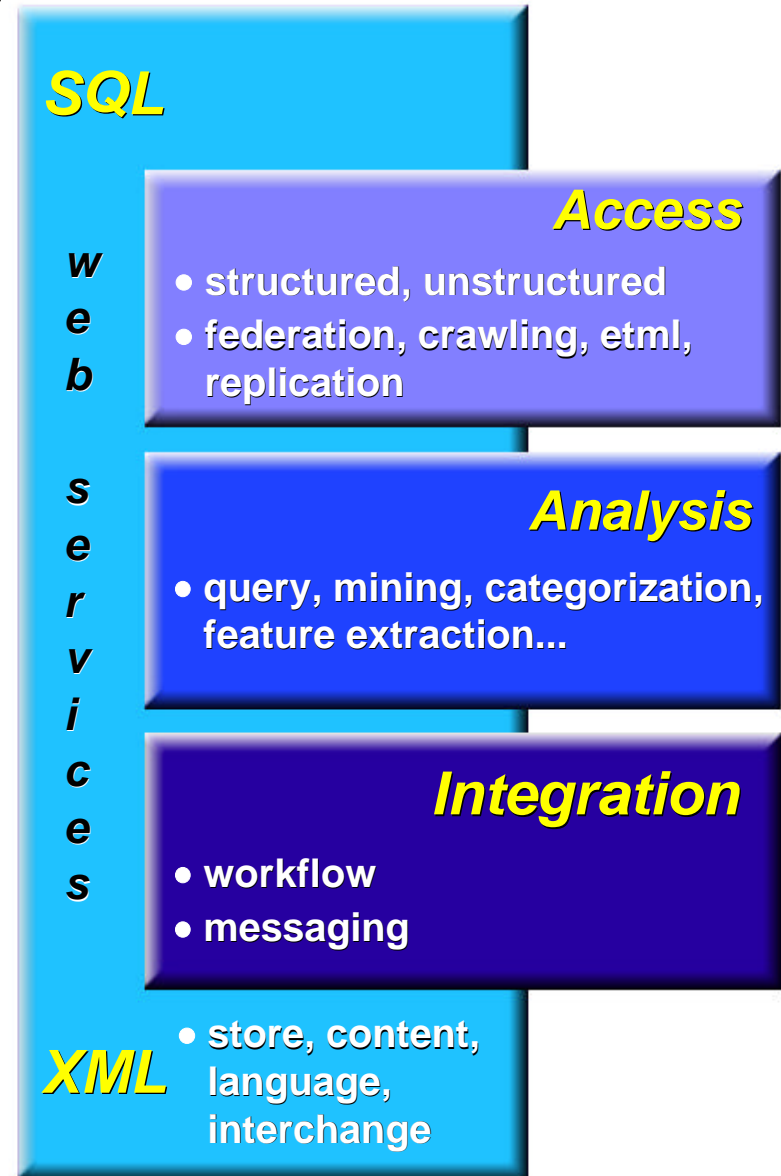


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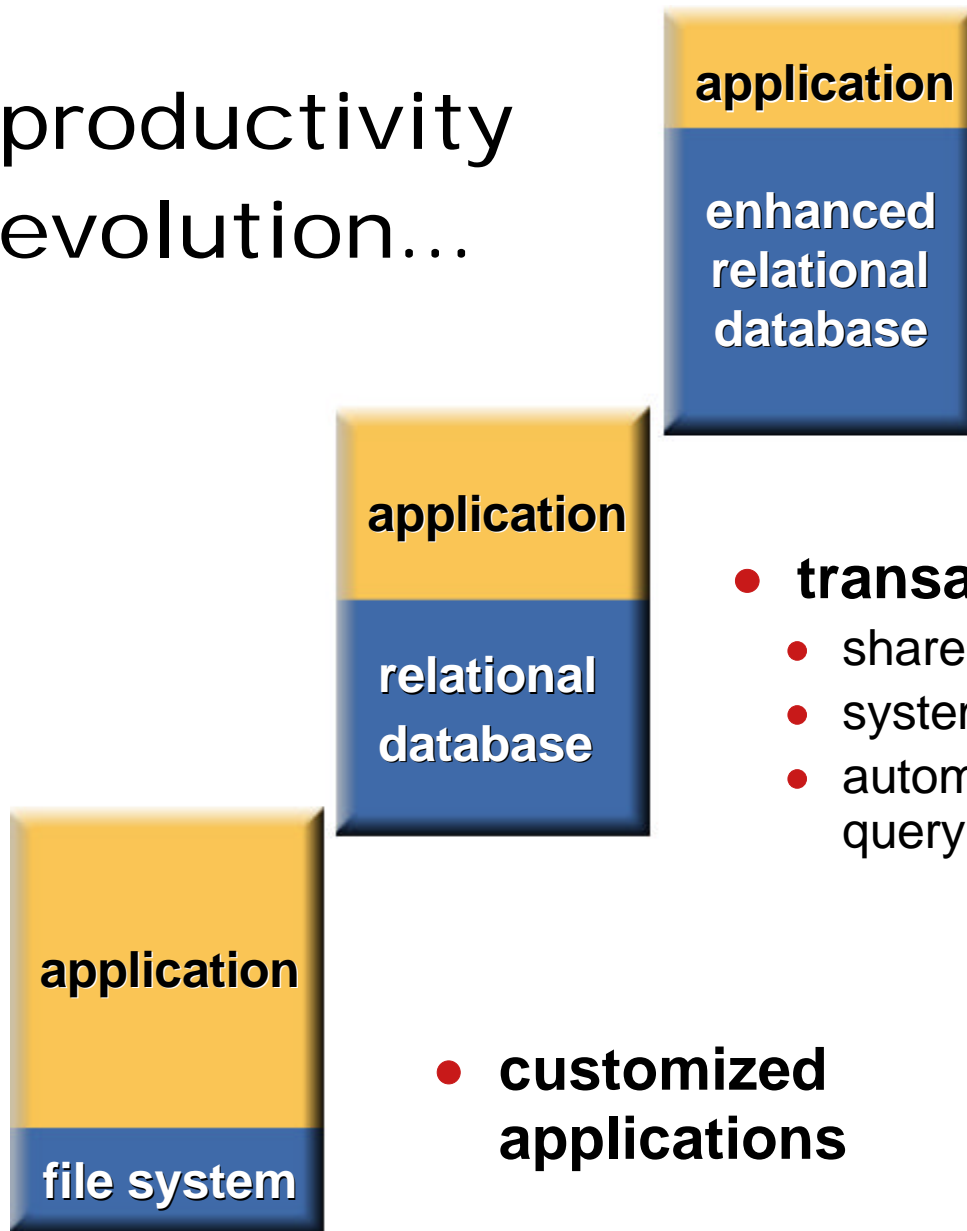
- ✓ **optimize access**
 - on-line broker
 - highly dynamic web content
 - high transaction rates
 - responsive, easily managed site



can you do it?

- *Will you make budget?*
 - *Can you deliver it tomorrow?*
 - *Can you meet their needs?*
 - *Can you extend & maintain it?*
 - *Is it easy for you to do?*
- 

productivity
evolution...



- **e-business transactions**

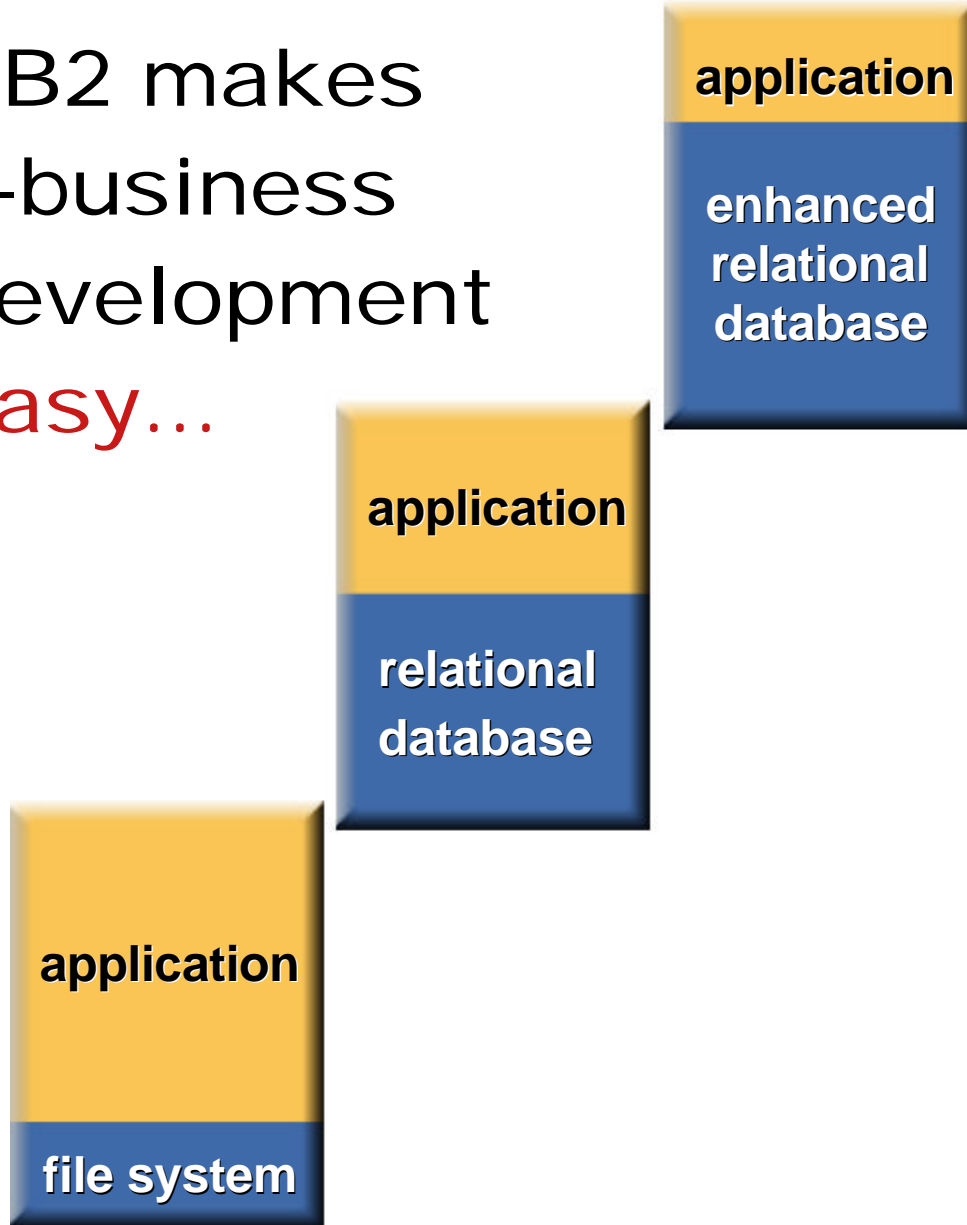
- internet enabled
- object oriented
- embedded analytics
- heterogeneous data

- **transaction productivity**

- shared data
- system enforced integrity
- automated indexing, filtering, querying

- **customized applications**

DB2 makes
e-business
development
easy...



- **embedded function**
 - J2EE, XML, SQL
 - DB2 web services
 - stored procedures
 - data encryption
 - globalization
- **embedded analysis**
 - OLAP, mining, spatial
 - advanced search
- **federated access**
 - transparent, optimized access
 - heterogeneous content
- **productivity tools**
 - visual development
 - migration tools

DB2 makes it
work...

Management

- SMART databases
- DB2 Control Center
- DB2 Warehouse Manager
- Tivoli integration

Availability

- reliable, fast engine
- high performance load & backup/recovery
- clustering

*Performance
& Scale*

- optimization
- parallelism
- large memory exploitation
- highly optimized I/O subsystem
- platform exploitation

Integration

- WebSphere
- MQSeries...

IBM & Informix

What?

- ▶ IBM acquires Informix

"...This will make IBM more competitive in the open systems segment of the relational database business..."

Tom Kraemer, Merrill Lynch

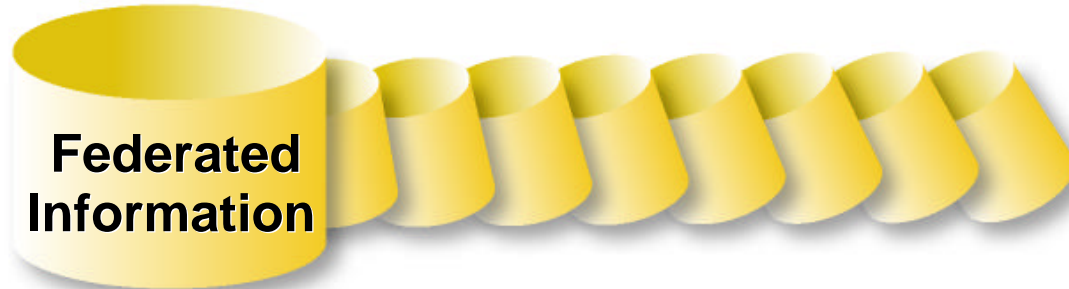
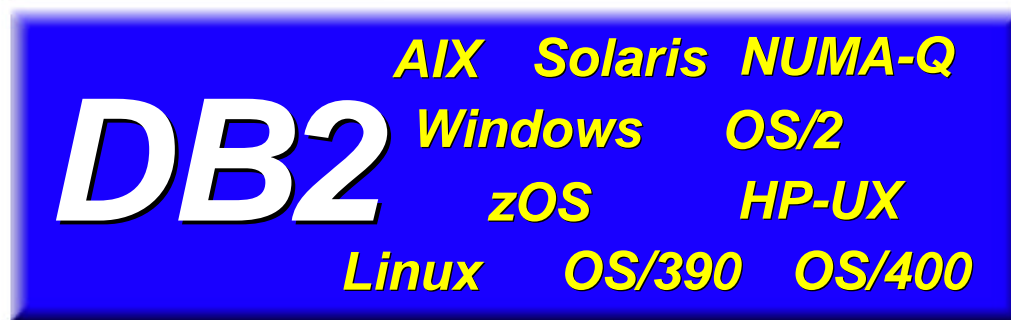
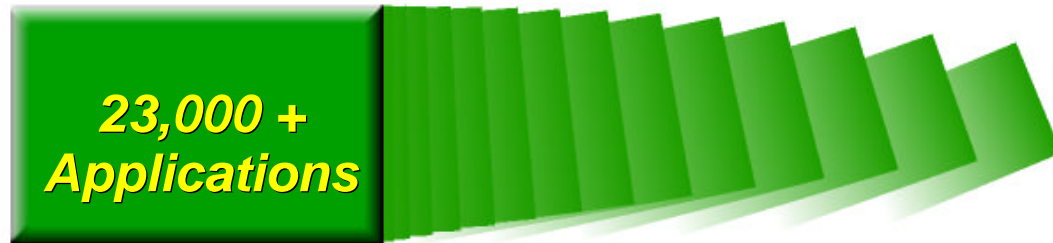
Why?

- ▶ great people
- ▶ strong technology
- ▶ loyal customer base
- ▶ road partner reach

What to expect?

- ▶ investment protection
- ▶ multi-platform support
- ▶ integration of key functions into DB2

Deliver **flexible** solutions...



- **Any application**
 - ▶ 11,000+ partners
- **Any information**
 - ▶ any format
 - ▶ any vendor
 - ▶ any platform
- **Inter & intra enterprise**
 - ▶ information access
 - ▶ process integration

www.ibm.com/software/data/partners