

Informa realizes up to seven times faster performance with next release of IBM Informix Dynamic Server.

Overview
Informa Bergen op Zoom, Netherlands www.informa.nl
Industry <ul style="list-style-type: none"> Information management services
Employees <ul style="list-style-type: none"> 18
Products <ul style="list-style-type: none"> IBM Informix® Dynamic Server (IDS) 10 IBM IDS 11 IBM System p™ IBM System x™



“IDS is well known for its high performance and reliability. Now with IDS 11, IBM has enhanced performance and manageability, and lowered total cost of ownership even further to make it the clear winner against Oracle and other database vendors.”

— Rob Prop, Manager Professional Services,
Informa

Supporting more than 700 companies, from small businesses to large enterprises, Informa is a leading provider of custom data management solutions in Belgium, the Netherlands and Luxembourg. Informa helps companies ensure that data is immediately accessible and up to date whenever users need it.

Challenge

Facing rapid data growth, Informa customers need to lower the cost of storing and retrieving data, while still providing users with uninterrupted access. And as companies build even more demanding applications, Informa experts must help them maintain rapid response times.

Solution

For more than 20 years, Informa has helped companies build resilient, high-performance information infrastructures with IBM Informix Dynamic Server (IDS). Now by combining IDS 11 with IBM System p and System x servers, Informa will enable its customers to turbocharge applications, grow capacity and increase workload, while slashing total cost of ownership. Informa estimates that its customers will be able to handle 300 percent more data or 30 percent more database instances without adding DBAs by upgrading to IDS 11 from the previous version.

The new customizable footprint features of IDS 11 will help PVM, an Informa customer, further minimize hardware requirements for its real estate applications. Informa tests also show that the optimistic concurrency feature in IDS 11 will help several customers (among which is a large insurance company) to enable their back-end systems to share information on demand, 24x7, with Web services while still performing batch processing in the background. As a result, Web services that previously couldn't access data due to time-outs are now capable of running with almost no delay. Additionally, IDS 11 is helping improve query response times. In one case, a job that took 36 minutes to run can now be completed in approximately 7 minutes.

Benefits

- 30 percent reduction in administrative costs
- 30 percent reduction in hardware requirements
- 20–40 percent reduction in application development time and cost
- 10–15 percent reduction in total cost of ownership
- Up to seven times faster response times using the optimistic concurrency feature
- Solidified value proposition for increased sales and greater customer retention



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