

IIUG 2009 Success

Introducing IBM Smart Business

This is an innovative way to allow Mid-market ISV's to sell applications on an Information Management Platform. It offers small and medium-sized businesses the hardware, software, and IT services they need to run and grow their business—all integrated into a single solution. It offers a much simpler approach for businesses that would rather focus on growing their company than spend the time and resources to deploy and manage their IT systems.

IBM Smart Business is about the ease of acquiring and managing business solutions developed by IBM and Business Partners such as ERP, CRM, finance and accounting, mobility, security, e-commerce, and telephony—rather than acquiring IT fixes. So with as little as a few clicks, customers can have access to capabilities such as e-mail, as well as many other applications. Solutions are built on a set of open standard interfaces called IBM Smart Business Application **Integrator**, which makes the installation of new applications, systems management and online services easy to use, consistent, and compatible for businesses. No matter which software applications or services you choose, you can be assured that they've been tested and integrated so that everything works together right out of the box.

Learn more: [click here](#)

Informix Compression

New Opportunity to Grow
Your Revenue in 2009
with the release of
Informix Compression!

Sell into your Existing Customer
Base or reach new Customers
with this Powerful New Feature!

Informix Compression = Deep Savings!

The new data compression technology in IDS 11 can produce up to **80%** savings on disk space and I/O improvements of up to **20%**. With less volume to move around, achieve faster search times, more efficient use of memory, and reduced backup and recovery time.

How much could you save with Informix compression?

If the volume of data you need to manage is exploding, and you need to reduce storage costs, try the ROI tool to see how much compression with the IBM Informix Storage Optimization Feature can save you.

[Try our FREE online ROI Tool](#)

Learn about Informix compression technology in this white paper.

[Informix compression technology](#)

IIUG Top 5 Items You Missed

- 1) IDS 7.3 – 9.4 End of Service, April 30th 2009!**
- 2) Compression Announcement!**
- 3) Growth Through Skills Education!**
- 4) IDS in the ‘Clouds’!**
- 5) New Sales Tools – 11.5 VLP (Virtual Loaner Program)!**

Growth Through Skills

Customers want to work with experts who understand their business and can help them achieve their objectives. IBM Business

Partners who have expertise across the IBM software portfolio are well positioned to deliver high client value.

IBM Software is announcing the next step in our Business Partner channel strategy focused on Growth Through Skills. In October 2009, IBM will rollout a new controlled distribution model to maximize value to our Business Partners and customers.

To learn more about Growth Through Skills today:

[Click Here](#) to visit the Growth Through Skills website. All the details including an overview, criteria, 'how to apply', and testimonials.

Useful links for Informix educational offers, certifications and marketing materials:

Informix Dynamic Server (IDS) Business Partner News: [click here](#)

[Click Here](#) to visit the **Informix Knowledge Center**, affording simplified access to tools and resources designed to help business partners market WebSphere solutions effectively.

[Click Here](#) to access **Informix Certification Process** information and available resources.

[Click Here](#) to visit the **Informix Boot Camp** schedule and register.

[Click Here](#) to visit the resource website to access Informix Playbooks and much more! Members Only.

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web: <http://www.ibm.com/informix>

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