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**STRATEGY 7**  
President

**"We are committed to IBM Data Management Products.  
They're reliable and consistent--readily supporting Web 2.0."**

# Why Upgrade to IDS 11.10?

**Transform Your Data Assets into Competitive Advantage.**

## **IBM Informix Dynamic Server 11**

IBM Informix® Dynamic Server (IDS) 11 is designed to help you better leverage your existing information assets to thrive in today's on demand business environment. IDS 11 extends the reliability and high-speed online transaction processing (OLTP) capabilities IDS customers rely on, and reduces total cost of ownership (TCO).

IDS 11 contains many significant enhancements that demonstrate IBM investment and commitment to this data-server technology.

- ♣ Delivers new enhancements to further increase OLTP performance**
- ♣ Provides more business continuity for customized high availability**
- ♣ Reduces deployment and management costs**
- ♣ Enhances security for compliance with government regulations**
- ♣ Offers many choices for application development and new extended language support for PHP, Ruby and Microsoft .NET**

## **Respond to Opportunity in an On-Demand World**

The right IT systems can make the difference in your responsiveness to new marketplace opportunities, even as external events occur.

The reliability, flexibility and ease of maintenance offered by IDS 11 give you the freedom to adapt to changes and customer needs while providing the uninterrupted service that keeps your existing customers loyal.

New features address the needs of your mission-critical business operations that require global availability and scalability, delivering continuous business information across your enterprise. At the same time,

IDS 11 helps you meet the challenges of optimizing IT investment and lowering the cost of maintaining databases with nearly zero day-to-day administration. IDS provides a secure, resilient and agile information management system for your valuable