



Volume 18 - February 2010 - resolutions:

Avoid end of service, gain license efficiently, upgrade your OS or server, virtualize -- and more!

Letter From The President: Ron Flannery - Resolve to integrate and stay alive

I hope you are doing well and have had a great 2010 so far. I would also like to welcome our newest team member, Donna Mallonee, who is in the role of COO. She's very excited about our new initiatives and will introduce herself in next month's e-newsletter. For this issue, I want to focus on a few things that can impact your company's licensing costs and allow easier migration and centralization of your data and server infrastructure. Let's look at it as a 2010 "goal" since the word "resolution" doesn't always work!

One Point's focus since I started the company in 1997 has been data -- servicing databases, planning, installation, tuning, and licensing. I think the most challenging part is licensing. IBM is great at adapting to the changing market, providing their customers with options that match -- or beat -- their competitors. For example, there's a common misconception that Microsoft products are "cheaper" but this certainly is NOT the case (good marketing on their part, though). The reality is that IBM's licensing models adapt to your business needs. One of the most recent changes that can impact your bottom line is the socket pricing model, which licenses per "socket" instead of cores. The savings can be significant in quad core systems, for example. Outside of that there are a whole slew of ways to license that we cover below. Because of One Point's intense focus on IBM data, we can help you navigate to the right model for now and the future.

Please attend our webcast on Wednesday, February 17, at 12pm EST/11am CST; details are below.

One of my visions for the last 2-3 years has been to create database and BI "toasters" -- pre-built hardware/software combinations that are ready-to-run. One of the main challenges -- and barriers -- of many projects is the perception that it will take too many different components, too many people, and too much money. This includes server

migrations, hardware purchases, data warehouse projects, and more. One Point's key initiative this year will be to help our customers solve that problem: to be able to order this toaster that's ready to run and guaranteed to work with the software when it hits your shop. I'm very excited about the prospects of blades and how they can help you take this control and build/grow your environment. More details below and on our March 17 Webcast.

Please drop me a line with any suggestions, questions, or ideas! Also, feel free to contact Donna at DonnaM@One-Point.com. Also, don't forget to check out:

[Current Quarter Promotions/Breaking News](#)

Thank you for your business!

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IBM Announcements:

Informix & DB2 End of Life Announcements

In 2009, several versions of DB2 and Informix Dynamic Server (IDS) reached End of Service (EOL), and this will continue throughout 2010. As part of our value to our customers, we'll keep you updated on these ongoing changes. ***It's critical that your company retains supported versions of your products.*** Here is a summary:

<u>Version</u>	<u>End of Service</u>
IDS 7.x	2009
DB2 8.x	2009
IDS 9.x	2009
IDS 10.x	September 2010

Your One Point Solutions representative can provide specific detail for your operating system.

NEW IBM licensing updates: Sub-Capacity, virtualization and socket options for Informix, DB2 and more IBM

Express, Workgroup, Enterprise, sub-capacity, processor value units, and sockets, OH MY! IBM continues to change with the market and constantly adapts its pricing models to the market. Through a combination of the *types of license* (express, workgroup, enterprise) and *licensing metrics* (server-based, sub-capacity, core, user, session), your company can adapt and customize licensing to your company's needs, possibly

Featured IBM Data Solutions

Operating System Upgrades, Blades and Hardware Appliances

We continue to get asked by our customers if we sell hardware (we do!), which operating system they should use, and how to get there. This is a classic challenge in the IT world (see Ron Flannery's article above). We're proud to announce that we now can sell IBM BladeCenter and intel-based System X.

We're particularly interested in the Blades and how they can scale and adapt to our customers' needs. For example, One Point worked with IBM management to build specific blades for Informix products, ranging small, medium, and large. This provides pre-certified configurations to adapt to your needs. We likewise have this for Infosphere data warehouse products, Informix, and DB2. We believe that any type of blade server (be it IBM or otherwise) can take the pain out of migration, virtualization, and centralized server management. Here are some advantages:

- Centralized management of various servers within one cabinet and one console
- Ability to add various blades to one cabinet, which are analogous to mini servers running any operating system you need
- Centralized disk space, redundancy, and power
- Very attractive pricing: you are leveraging one cabinet and resources that can be shared

But how can we use Blades?

Here are some examples of how we envision blades and centralized management can help your company save costs and ease its server management burdens:

- If you're going to be adding new servers, they can probably be put into a BladeCenter as individual blades (each blade can run a different OS)
- Replace existing hardware and OS
- Place replicated servers or disk within the same server and cabinet
- Use separate blades for app server, DB server, print server, etc. -- all within one cabinet
- Put development on a smaller blade

.. and much more! Please ask us about our current pre-configured blade options or for more information.

saving money on your current renewals as well! For example: **The recent socket-based model can be greatly advantageous over the prior processor value unit model.** There are numerous examples that would create a very large e-newsletter, so *please* contact your One Point Solutions representative to see how this could be used to your advantage in your environment. We will walk you through our Professional Software Licensing Process and determine the right licensing for your specific environment. We'll also have a Webcast about this on Wednesday, February 24; see below.

One Point Announcements

Webcasts:

- Wednesday, Feb. 24 - Informix & DB2 license optimization and updates
- Wednesday, March 17 - Informix Warehouse

Please [register at our webcasts page](#).

Informix Warehouse Webcasts and Evals

One Point has had a few Webcasts on Informix Warehouse product that have been well recieved and very successful. In addition **there are current promotions (until March 31)**. If you would be interested in learning more about this product, eval copy, demo, proof of technology engagement, please contact us or attend our Feb. 17 Webcast.

Upcoming Conferences

2010 IIUG Informix Conference

Overland Park, Kansas, USA

April 25-28, 2010

Visit the conference site and register today.

<http://www.iiug.org/conf/2010/iiug/>

One Point Solutions will be proudly discussing IDS 11, Informix Warehouse, and Cognos at the 2010 IIUG Conference. Come and see us at our booth and register to win an e-reader or Apple product.

2010 North America International DB2 User Group (IDUG) Conference

Tampa, Florida, USA

May 10-14, 2010

For complete information please see:

<http://www.idug.org/ocs/index.php/NA10/NA10/index>

Downloads, Evals, PoCs, and More..

One Point can make available most IBM software (particularly data-related) for evaluation. We can also help create proof of concept solutions for management.

Hot off the Presses

Pre-built QuickPoint Reporting Solutions

One Point Solutions has been working dilligently to create turnkey reporting solutions for various industry verticals utilizing DB2 and Informix Warehouse products as well as Cognos BI Reporting and Dashboarding. These include the data software, load tools, and pre-built data models & report templates. Please contact One Point to discuss your specific needs and how One Point Solutions can assist you in a quick start implementation to help you get a leg up on your competition.

January 26, 2010 -- [One Point Solutions achieves certifications for new stringent IBM partner requirements](#)

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