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Letter From The President: Ron Flannery

It's all about data. That has been One Point's philosophy since day one in 1997 -- and my philosophy since I first started working on large databases systems at General Motors about 25 years ago.

A company's data is its lifeblood: it can show you the why-how-who-what-where of your company's key sales and financial data; it can tell you which products sell well with others -- and in which geographic regions; and it can provide you with an edge over your competitors (who MAY indeed be USING their data, maybe even YOUR data). But many companies ranging from 100-person shops to the largest corporations don't seem to get it. I have banged my head against the wall for many years wondering why. There are, of course, many reasons for this lack of data wealth and proper business intelligence, including budgetary reasons (very valid at the moment), perception of large and excessively costly projects, and a fear that too many software and services vendors need to be involved. While these concerns are often very valid and unavoidable, using the proper methodology and tools can greatly reduce the time and costs to create a BI infrastructure that will begin your providing your company the insights it needs to improve profitability and compete better in these difficult times.

In this issue, I invited our long-time One Point data specialist Roger Thomas to expound on the BI design and training methodology he has used to teach numerous classes and provide great ROI for companies over the last 25+ years.

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 President, One Point Solutions
http://www.one-point.com/pages/contact_us/

Informix in the News:

End of Life Announcements:

In 2009 several versions of IDS will reach End of Life (EOL). EOL Date for IDS Version 9.40 is April 30th, 2009, IDS Version 7.31 and IDS Gold Bundle have an EOL Date of September 30th, 2009.

Informix Upgrade & Migration Options:

Is your infrastructure dated? Have you put off upgrading your hardware or Informix Version level. Is it time to upgrade? One Point Solutions offers to assist in selecting the right hardware, the right Informix offering for your business and professional services to implement. [Click here](#) for more details.

Upcoming Conferences

2009 IIUG Informix Conference

Overland Park, Kansas, USA
 April 26-29, 2009
 Visit www.iiug.org and register today.
<http://www.iiug.org/conf/2009/iiug/>

2009 Cognos Forum

Rosen Shingle Creek Resort, Orlando, FL, USA
 May 12-15th, 2009
<http://www.cognos.com/cognosforum/>

2009 North America IDUG Conference

Denver, Colorado, USA
 May 11-15th, 2009
 For this and other IDUG events worldwide:
<http://www.idug.org/events.html>

Data that pays for itself - a White Paper by Roger Thomas:

Using the information you already store to help you through difficult economic times

So the economy is slowing down. For those of you in information systems, that usually means the training budget has been frozen, projects have been put on hold, equipment and software acquisitions have been put off, and some could be facing layoffs. During these difficult economic times, IT and executive management often adapt a "batten down and hold on" approach, waiting until their customers' budgets loosen up. In this article I will share with you how One Point Solutions and I will use established processes to make data profitable with minimal IT and corporate investment.

[Click here](#) to read Roger's article in it's entirety.

How can OPS help your firm reduce TCO?

Both IBM Informix IDS and DB2 UDB offer competitive licensing options with updates to the workgroup editions expected to be announced in early 2009. Additionally OPS offers several service options from our QuickPoint Healthcheck of your database engine to make certain it is operating at peak performance to Gold and SilverPoint Virtual DBA services offering to monitor your databases, perform project work, etc. as needed by your firm. [Click here](#) for more details.

Finally when your licensing comes up for Renewal talk to your OPS representative about our Renewal Plus program - Let us include a QuickPoint Express Healthcheck and improve your database's performance. [Click here](#) for more details on Renewal Plus.

