

## **I'm afraid of 2009! (That, and a dose of some necessary optimism.)**

### **Letter from the President OPS Newsletter, November 2008**

Okay, actually I'm not afraid but I figured that would get your attention. These are intense and uncertain times for everyone in just about every industry and every profession. (Since I live near Detroit, I am even more in the middle of this pool of worry.) However, I want to try to express a little optimism and try to counter the mass panic that seems to be gripping too many of us.

As president of One Point, I am accountable for the company's future. On top of that, I am responsible mostly for customers in Michigan, Ohio, and Pennsylvania, all of which are going through intense economic downturns. So I should be worried, right? I am not. Perhaps it is the steel and necessary sense of optimism a company president needs to have. Or perhaps it is just a way to think positively and drive towards realistic goals. One Point has been profitable for 11 years through many downturns in the economy and I have maintained this same attitude through good times and bad: I believe one should not get frightened or panic every time something goes wrong but should instead maintain an eye on the future and drive towards what you believe in. Many say that if you think negatively you will drive yourself in that direction. The opposite can be true if you think positively and keep your eye on the goals: your psyche will often find ways to make it real. I'm in the latter camp. (This obviously doesn't work every time but certainly helps.)

One great example of how this continued optimism works has been One Point's commitment to the Informix product lines. For the first several years of One Point's history (1997-2001) the Informix Corporation went through a wild roller coaster ride, profitability-wise and stock-wise. You wouldn't believe how many people told me just to give up on it and diversify to Oracle or Microsoft. But I believed in the quality of the product and the intense commitment of its users; I knew it would make a huge comeback some day. And this attitude paid off: In 2001, IBM purchased the Informix Corporation and since then it has been a hugely successful product for IBM and is now one of IBM's best-selling and consistently profitable products with a great long-term roadmap. It has also been great for One Point: we are recognized as one of a handful of leaders worldwide in the Informix space.

I am definitely not trying to make light of the current situation in any way: it has affected millions of people directly or indirectly – and will likely impact many more before things turn around. Nor am I suggesting that you become unrealistically optimistic or cling to some goal or direction that may no longer be viable. What I am saying is this: do not give up, take realistic stock of you and your company's current goals and situation, realizing that the market and economy go through cycles, and then take the appropriate actions. Remember.. the world will always need data and our data needs continue to grow exponentially every day! Find a way to make it grow for you.

Here are some upcoming articles:

- The dilemma of BI, your company's budget, and the economy.
- Make your data pay for itself. (Guest columnist)
- Find out how IBM database and BI products are less expensive than the competition

Ideas? Suggestions? Please send them to our PR department at: [PR@One-Point.com](mailto:PR@One-Point.com).