



# **Informix Corporate Image and “Brand”**

# Why Is Brand Important?

**Companies make products.**

**Customers buy brands.**

# Taking a Look at The Customer

- **Six focus groups in three cities (NY, SF, Chicago)**
- **Target group: F500 Approvers (CIOs, IT directors)**
- **Target group: F500 Ratifiers (CFOs)**
- **Objectives:**
  - **Determine hierarchy of values**
  - **Investigate market perceptions**
  - **Investigate purchase factors**

## Focus Group Findings

# Company vs. Technical Attributes

- **Company-related attributes are top of mind for database vendor selection**
- **Technical attributes become important only if the vendor is perceived as a player**
- **Important vendor attributes include:**
  - **good service and support**
  - **very responsive company**
  - **a vendor you can trust**
  - **vendor stability and reputation**

## Focus Group Findings

# Top of Mind Awareness of Vendors

Oracle  
Sybase



IBM



Informix



Ingres

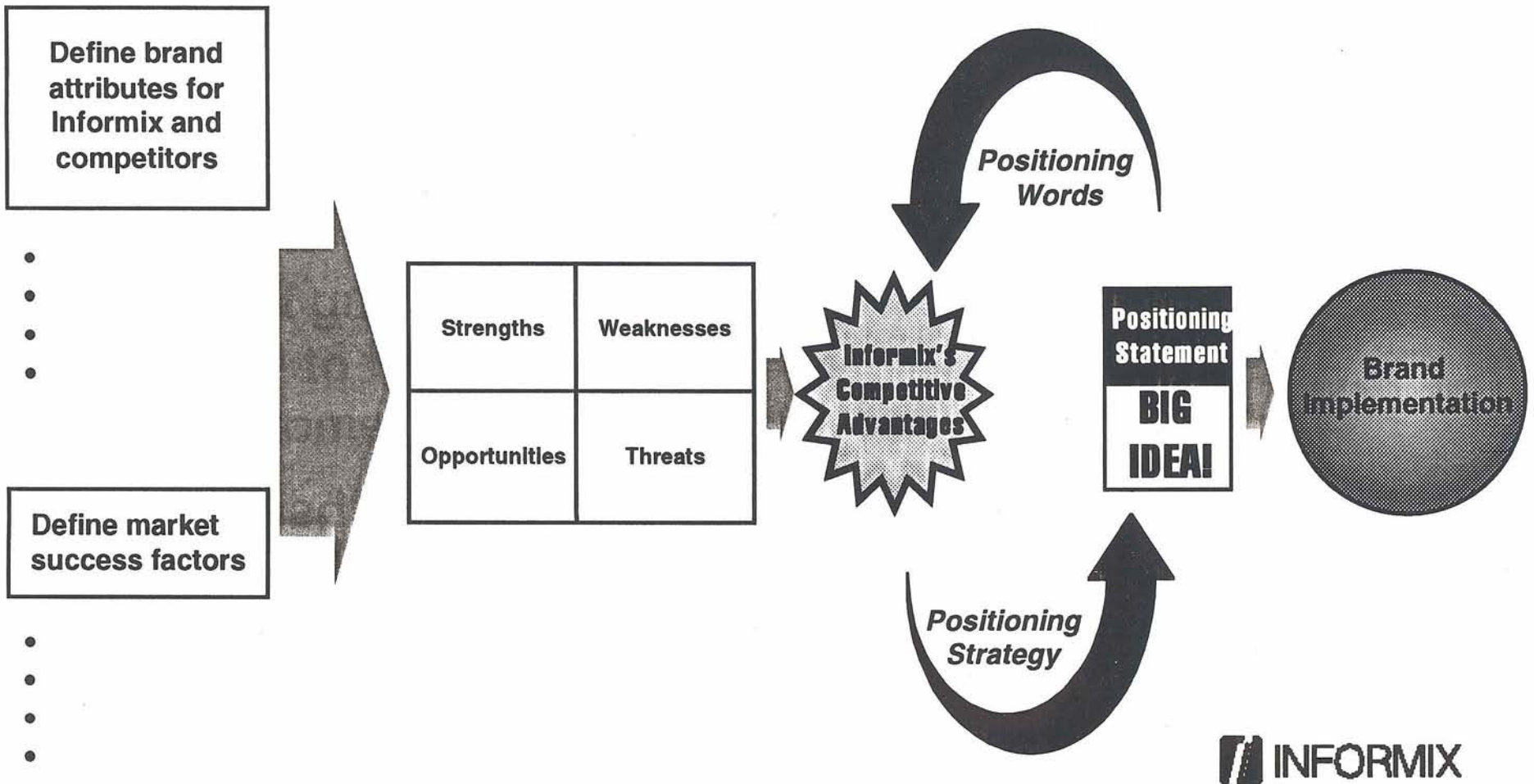


**Focus Group Findings**

**Brand Imagery**

**Photo Sort Exercise**

# Process for Brand Definition



# Brand Personality Attributes

## Oracle

- Personality
  - ~ Aggressive
  - ~ Arrogant
  - ~ Non-responsive
  - ~ Professional
  - ~ Stylish

- Market Position
  - ~ Leader
  - ~ Stable
  - ~ Successful
  - ~ Well-known

## Sybase

- Personality
  - ~ Clean-cut
  - ~ Dynamic
  - ~ Intelligent
  - ~ Technically oriented

- Market Position
  - ~ Innovative
  - ~ Leader
  - ~ Up-and-coming

## Informix

- Personality
  - ~ Casual
  - ~ Don't know
  - ~ Flexible
  - ~ Not professional
  - ~ Rebellious
  - ~ Techie
  - ~ Younger

- Market Position
  - ~ Open systems
  - ~ Small market
  - ~ UNIX

## IBM

- Personality
  - ~ Conservative
  - ~ Crotchety
  - ~ Old
  - ~ Stodgy

- Market Position
  - ~ Expensive
  - ~ Mainframes

The farther perceptions move away from Oracle, the more product or technology-oriented they become.

 **INFORMIX**



# Market Success Factors

## Customers

- Stable
- Reputation



### Safety

- Safe buy
- No fear
- Long-term strategy
- Trust

- Corporate vision
- Technology strategy
- Commitment to product category



### Strategy

- A game plan
- Understands the future of customers' business
- Ability to grow/scale

- Availability of software and tools
- Availability of applications
- Market resource



### Solution

- Most appropriate solution

- Service and support



### Service

- Responsiveness

## Influencers

- Market share
- Leadership/CEO
- Revenues
- Stock price
- Partnerships
- Acquisitions



- Technology vision



- Adopted technology (not advanced technology)

< #

- Customer endorsements



# SWOT

## Strengths

- Strong RDBMS product/technology
- Teams with leading applications to provide “best-in-class” solutions
- Has reputation for being easy to work with
- Leads in service responsiveness

## Weaknesses

- Considered #3
- Lacks corporate/market vision
- Perceived as low-end/UNIX solution
- Not well-known with approver/ executive audiences

## Opportunities

- Leverage UNIX RDBMS growth (20%+)
- Own customer satisfaction position
- Be the DB associated with the best applications and tools
- Own emerging DB categories (e.g., DW, MM, VOD, WG)

## Threats

- Microsoft drives price agenda down
- “Total” Oracle solution becomes the standard industry approach
- Applications drive sales; DB just engine
- Microsoft captures DB workgroup
- Competitors sales forces
- IBM gets serious

# Informix Competitive Differentiators

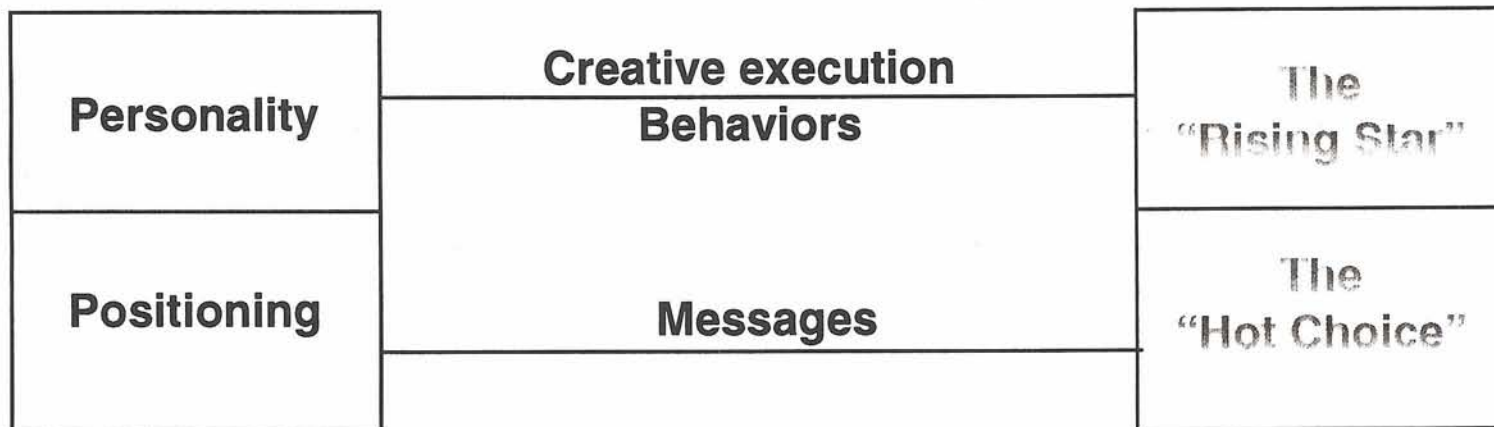
- **Innovative technology**
  - **Single, advanced architectures for RDBMS and tools**
  - **“Informix delivers the goods”**
- **“Good guy” reputation**
  - **Easy to work with**
  - **Customer responsiveness**
- **Focused business and product strategy**
  - **Provide “best-of-breed” solutions through partnerships with application, hardware, and SI vendors**

# Informix's Challenge

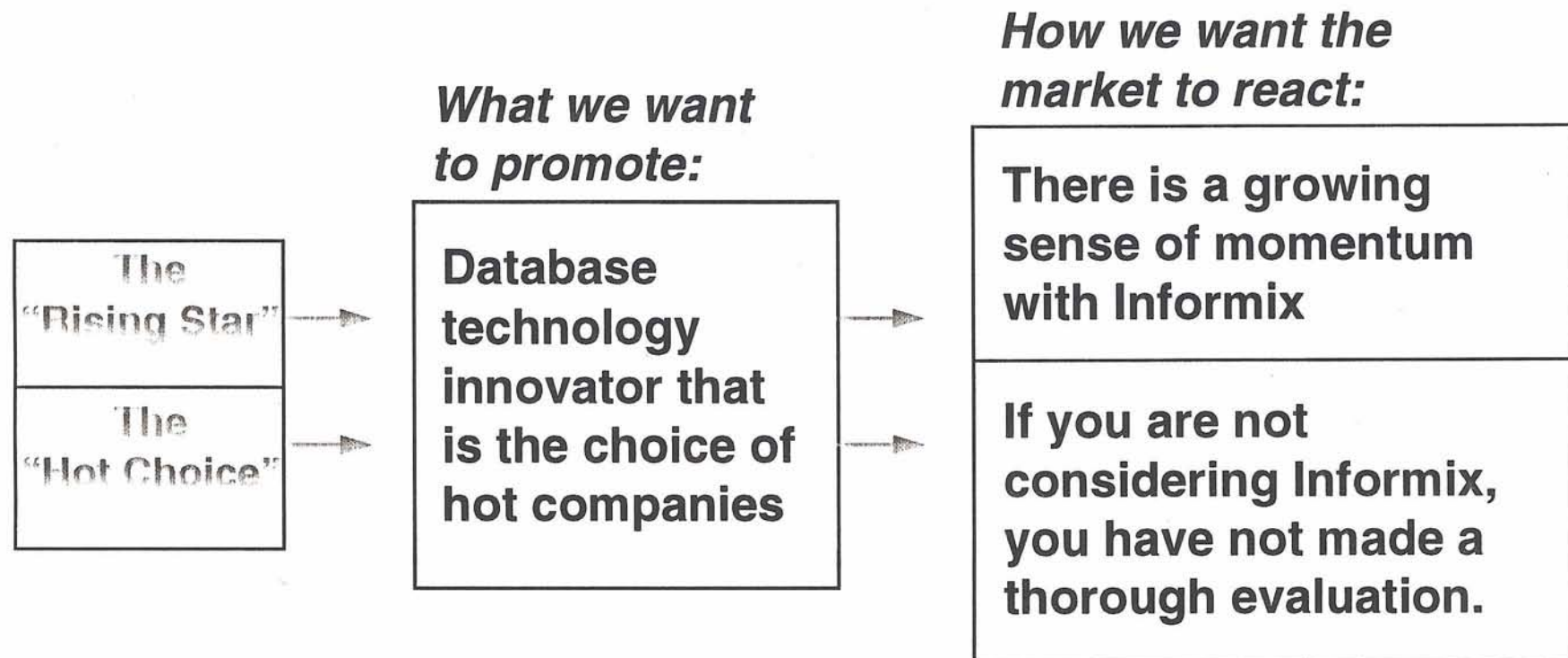
- **Translate competitive differentiators into a corporate personality and a positioning strategy**
- **Create a larger-than-life image**
  - **Close the perception gap faster than reality**
- **Maintain relevance to customer needs and market success factors**

# Personality/Positioning Track

## Implications



# Personality/Positioning Track



## Attributes We Want to Convey

# Personality: “The Rising Star”

- ✓ **Brilliant**      Intelligent, skilled, smart, talented
- ✓ **Innovative**      Creative, inventive, talented
- ✓ **Expert**      Competent, experienced, knowledgeable, skilled
- ✓ **Magnetic**      Attractive, irresistible
- ✓ **Confident**      Assured, believable, bold, certain
- ✓ **Dynamic**      Tending toward change or productivity, vigorous
- ✓ **Visionary**      Able to read the future

## Implications

# Personality: “The Rising Star”

- **Exude confidence**
  - **Talk about Informix first, competition second or not at all**
  - **Have a thicker skin when things don't go our way; keep driving our agenda, stay the course**
- **Lead more; force others to follow us**
  - **Deliver more pronouncements on business and technology directions; set the criteria; pontificate, make more claims**



## Messages We Want to Convey

# Positioning: “The Hot Choice”

- ✓ **The database technology innovator**
- ✓ **The choice of hot companies (customers, SSGs, ISVs, SIs, VARs) who exhibit the same attributes as Informix**
- ✓ **The catalyst in hot data processing trends (DW, EDI, I/WF, MM, MPP, SMP)**
- ✓ **A track record of execution — “Informix delivers the goods”**
- ✓ **Informix is acknowledged by the industry vanguard as the database vanguard**

## Implications

# Positioning: “The Hot Choice”

- **Promote end-user customer confirmation and other acknowledgments of our innovation (big deals)**
- **Partner market with the right partners**
  - **Seek out opportunities to make more joint pronouncements**
- ***Create* more opportunities to communicate our vision and market agenda for hot trends**

**So What's Next?**

**Brand  
Implementation**

## Brand Implementation

# What's in a Brand?

- **A brand is the core product *plus* all the expectations that come along with it**
- **These expectations are shaped by:**
  - **Experiences, pre and post purchase**
  - **Messages, controlled and uncontrolled**
  - **Perceptions and associations (image)**
  - **Features and attributes**
  - **Basic technology**
  - **Price/value relationships**

# Brand Implementation

## Integrated Marketing

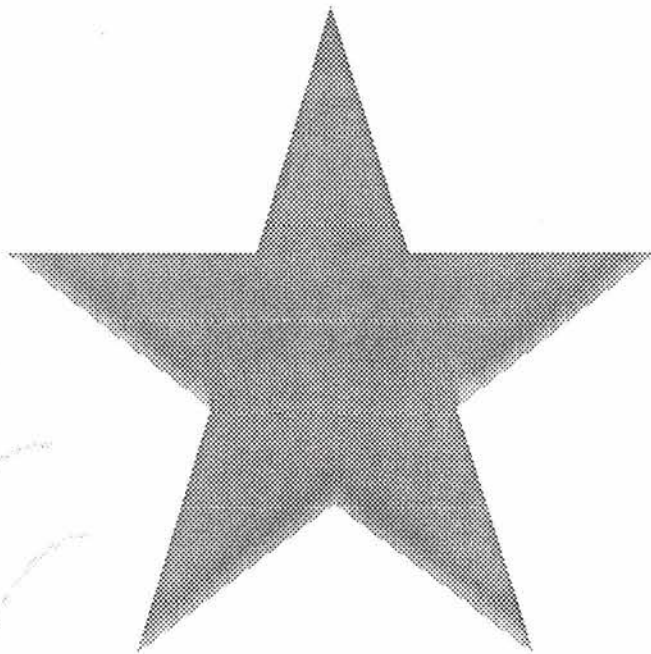


Image advertising

Messages

Corporate PR

Encounters

Sales activities

Relationships

Joint marketing programs

Attitudes

Trade shows

Strategies

Seminars

Plans

Product ads

Culture

Direct mail

Style

Every time you touch your target, you need to contribute to your brand image and voice.  
Brand management is everyone's responsibility (mailroom to boardroom).



## Brand Implementation

# Behavior Assessment: The Brand Filter

- Do the attitudes, strategies/plans, activities, and behaviors in my area of responsibility reinforce the current image of Informix or contribute to
  - the image of Informix as a rising star?
  - the position of Informix as a hot choice?
- What does the [customer] see?
- What does the [customer] hear?
- What does the [customer] feel?