



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

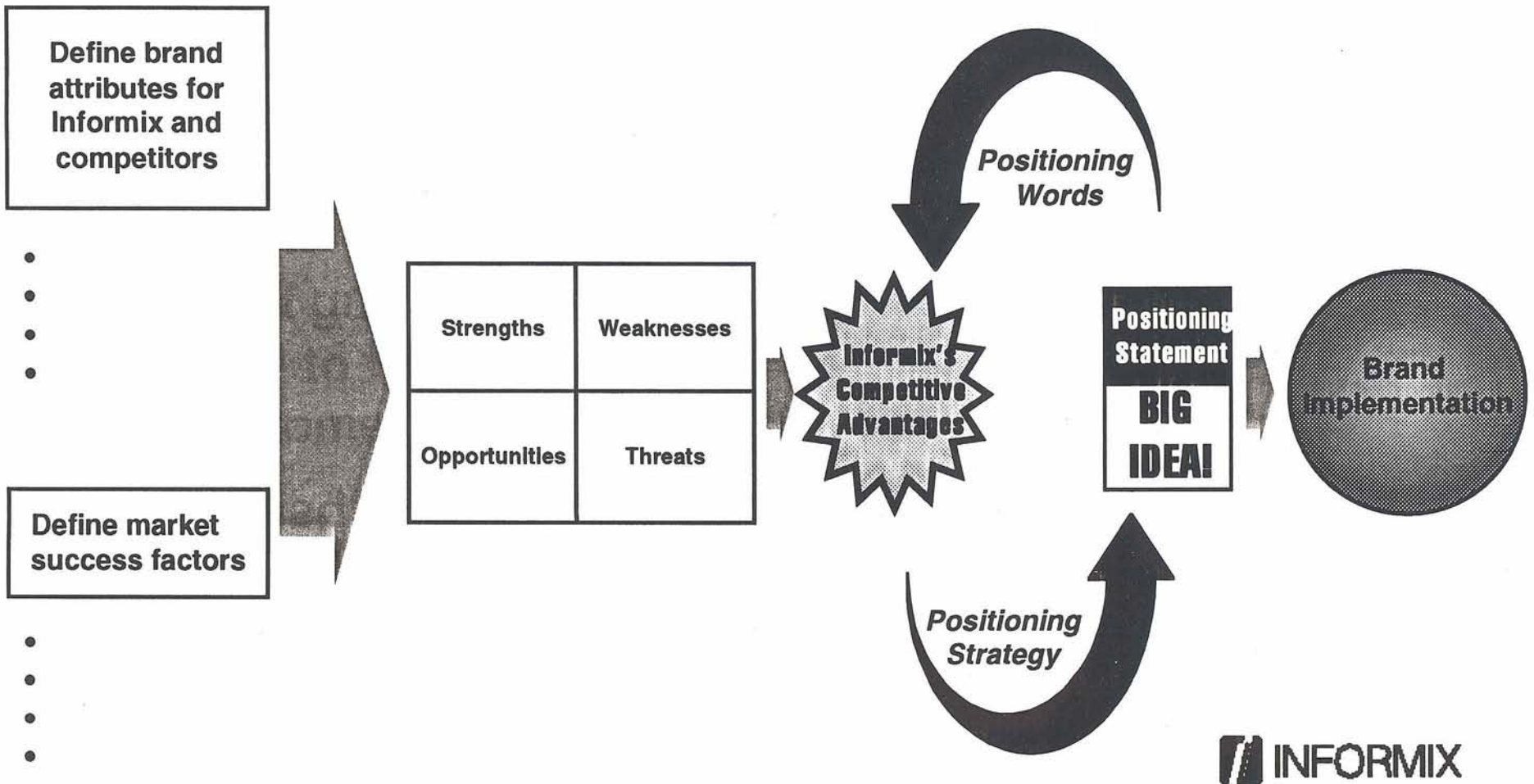


Focus Group Findings

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.



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)

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- Customer endorsements



