

# Presentation Kit



## Informix Corporate Overview

*Database Technology for Dynamic Organizations*

*Confidential: For Informix internal and partner use only*

# Informix Corporate Overview

## *Presentation Materials*

This booklet contains suggested scripts for giving an Informix corporate overview presentation. Never attempt to use all of these slides in one presentation. We have purposefully included more than twice the number of slides you'll use so you can pick and choose the most appropriate slides for your specific needs. A good rule of thumb is never to show more than 40 slides at one 45 minute presentation.

### **Related Marketing Materials**

The following pieces are associated with this kit and can be ordered through sales administration:

- this presentation kit, containing one PC formatted disk (to open on a Mac see next page) with two PowerPoint 4.0 files (# 000-20741-96)
- 35mm slides (# 000-20747-91)

### **Using Electronic Presentation Files**

Each disk contains two files:

- 35mmCO is for outputting to film to create 35mm slides, or for displaying on your computer.
- ovrhdCO is for printing to a color or black-and-white printer—overheads or handouts.

The electronic files may also be accessed via the fox server. They are stored under fox/marcom/presmat/*part number* (fox also has an index).

## **Macintosh Users**

This same file works on a Mac or a PC with PowerPoint version 4.0. To open a PC disk on a Macintosh, follow these steps:

1. Before you insert this PC disk, find the utility that came with your Macintosh System Software called Apple File Exchange and launch it.
2. Once Exchange is running, insert the PC disk and the Mac will accept it without the "...format?" message. The PC PowerPoint files will appear.
3. Copy the files to your Mac's hard drive and quit Apple File Exchange.
4. Launch Mac PowerPoint.
5. Once you are in PowerPoint, choose open and find the PC file. It will open in PowerPoint.

Another way to get this file onto your Mac is by dragging it off of the fox server.



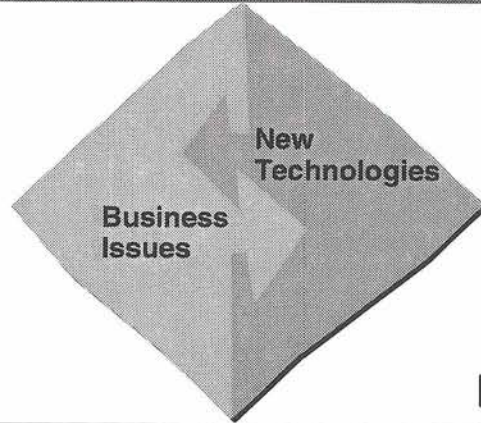
# ***Database Technology for Dynamic Organizations***

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In a swiftly evolving business environment, organizations must be able to monitor the marketplace in order to keep pace with change. Organizations are under greater pressure than ever before to be competitive, and they need technology that increases their competitiveness and responsiveness.

New Technologies Solving Business Issues

## Informix Focus

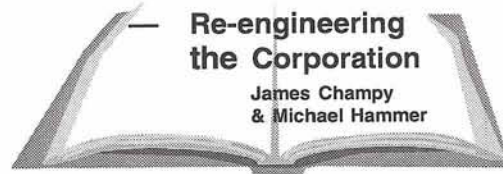


 INFORMIX

Thanks to the rapid evolution of powerful new technologies, Informix has developed some new technology to help you resolve your business issues.

## Businesses Re-engineering

**“Re-engineering is the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance, such as cost, quality, service, and speed.”**



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Re-engineering to take advantage of these new technologies is probably the top issue for organizations today.

This quote from James Champy's (who spoke at our user conference July 1994) *Re-engineering the Corporation* says it best: "Re-engineering is the fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in critical, contemporary measures of performance such as cost, quality, service, and speed."

Re-engineering starts with an organization asking, "How are we going to redesign our business processes to make them more efficient?" And that naturally leads to, "What kind of information systems do we need to put in place so that we can effectively implement these new processes?"

























































































































































































































