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Technology Alliances and Partner Programs

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Hfreeman Project Summary: Informix

Client Type	One of the first relational database management software vendors.
Assignment	Integrate an acquired company's partner program, OEM partnerships and product positioning into the acquiring company. Provide interim field-marketing support for the acquired product. Advise client on Java-market requirements.
Situation	About a year prior to its purchase by IBM, Informix saw a need to be more Web- and Java- oriented. In pursuit of this goal the company purchased Cloudscape, a Java-based database startup. Informix's field team – and much of its management was not Java-savvy at the time of the purchase. We were asked to provide field-marketing support for the Cloudscape product.
Java One	Following the acquisition Informix wanted to make a major splash at that years Java One conference. Our role was to provide coaching and informal leadership to the cross-functional team and aid them in developing appropriate messaging and product-direction information for the Java market.
Results	The acquired product was successfully mainstreamed in to Informix's product marketing, engineering and field organizations. The Java One show was perceived by executive management as a great success.