

### Sybase Goes More Mobile with XcelleNet buy

By Matt Hines  
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*Sybase announced on Friday a \$95 million buyout of data management applications maker XcelleNet, furthering its thrust into the market for software tools used in mobile devices.*

Through the deal, privately held XcelleNet will become part of Sybase's iAnywhere Solutions subsidiary, which builds software that companies use to let employees wirelessly access corporate networks. The buyout adds remote device management expertise and highly prized technology for mobile data security to Sybase's existing database and middleware products, the company said.

The acquisition marks the latest move by Dublin, Calif.-based Sybase to expand its presence in the so-called mobile middleware sector, where the iAnywhere unit has unseated rival Research In Motion as the top vendor of wireless access tools. Sybase also has released a package of Web development and database software that's intended to ease the creation of mobile business applications. The mobile middleware segment is expected to grow to \$1.6 billion by 2007, according to market researcher IDC.

Sybase said it expects to gain 2,200 customers through the acquisition of Atlanta-based XcelleNet, which it is buying from Francisco Partners, a Menlo Park, Calif.-based holding company. The company expects to close the deal during the second quarter and said it will also try to expand relationships with partners and independent software vendors already working with XcelleNet, including Hewlett-Packard and Microsoft.

Sybase executives labeled the deal as the next step in the company's Unwired Enterprise initiative, which focuses on creating applications that help businesses account for the growing number of data transactions processed via mobile devices. Terry Stepien, president of the iAnywhere subsidiary, said the XcelleNet buyout will greatly improve his company's ability to help companies manage back-end operations related to mobile applications.

"Our role is in enabling these devices at the edge of corporate networks to collect and distribute information," Stepien said. "We think mobile device management will converge with security over time, and we believe the addition of the XcelleNet products will help us move in that direction."

Joan Herbig, chief executive of XcelleNet, said the deal makes sense for her company, because it provides new resources and broader market reach. The executives said they expect to hold on to a majority of XcelleNet's current employees under Sybase, with the company existing as an individual group operating under iAnywhere.

At least one industry watcher praised the deal for both companies. Stephen Drake, an analyst at Framingham, Mass.-based research firm IDC, said the acquisition indicates Sybase's intention to move increasingly into mobile data management. Drake said the addition of XcelleNet should help Sybase establish its ability to compete more closely with larger database software makers, including IBM, Oracle and Sun.

"We're seeing within (end-user) companies that mobile deployments continue to get much larger, with far more people using mobile devices to access corporate networks and data," Drake said. "This deal gives us a broader view of where Sybase is hoping to go in tying mobility to its database and integration tools."

While Drake does not see any major holes in Sybase's current array of products, based on the XcelleNet acquisition, he said the company could improve its appeal to IT buyers by offering mobile data applications for specific vertical markets. The analyst believes that the buyout gives Sybase a great deal of expertise in security software and said the company would likely turn to partnerships, rather than to additional acquisitions, to increase security capabilities in the future.

To learn more about XcelleNet and the solutions Sybase will provide as a result of this acquisition, please go to: <http://www.xcellenet.com/>. Contact your Sybase Representative to learn more about this acquisition.

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## iAnywhere Prescribes Mobile Technology To Eli Lilly's Italian Sales Team

**Eli Lilly leverages Mobile Pharma from iAnywhere to provide a PDA-based sales force automation solution to its cancer specialist sales team.**

iAnywhere Solutions, Inc., a subsidiary of Sybase, Inc., and Eli Lilly, a top ten global pharmaceutical company, today announced the completion of a pilot project in Italy to provide a PDA-based sales force automation solution to Eli Lilly's cancer specialist sales team. The solution leverages Mobile Pharma from iAnywhere to improve the quality and quantity of sales data, while eliminating time spent on paper administration. The iAnywhere® technology provided Eli Lilly with flexibility in the choice of mobile device while enabling it to mobilize its Siebel ePharma (6.x) system, business pages from the company intranet and information from other applications.

iAnywhere configured its Mobile Pharma solution specifically for Eli Lilly, allowing the sales team to capture call report information immediately following meetings with physicians, thereby enabling Lilly sales executives to build stronger relationships with physicians more quickly. The solution will also enable Eli Lilly to get more accurate, timely and pertinent drug information out to its sales force in order to boost productivity.

"Previously, our pharmaceutical sales executives spent a significant amount of time filling out data on paper, which then needed to be transferred to laptops. Eli Lilly realized that this system was not only time consuming, but also affected the quantity and quality of information from remote staff," said Geoff Kretzschmar, European CRM implementation manager for Eli Lilly. "We looked at various mobile options when considering the pilot trial in Italy and iAnywhere's Mobile Pharma was chosen as it offered the most flexible solution. The iAnywhere Professional Services team not only adapted Mobile Pharma to suit Eli Lilly's requirements, it also provided training to the IT administrators."

"Pharmaceutical companies operate in one of the most fiercely competitive industries, and it is becoming increasingly difficult to build strong relationships with physicians in order to enhance sales. Mobile applications offer a means to significantly improve the effectiveness of the sales executive, while increasing productivity and lowering costs throughout the sales process," said Alan Mair, new business development manager at iAnywhere. "The Mobile Pharma trial has given the Italian team of sales executives a more strategic view of the company/physician relationship, as well as easier access to the information they need to be more knowledgeable for the sales calls, such as key product messaging and data vital to the physician. In the future, Eli Lilly can also extend the mobile application to encompass more enterprise information so that sales executives can get all of the information they need anytime, anywhere."

Eli Lilly conducted a user survey with the participating sales executives three months into project. The feedback revealed that there has been excellent adoption among users with a marked increase in the number of updates made to its Siebel system, coinciding with an improvement in quantity and quality of data. Based on the increase in the motivation and effectiveness of the Italian sales force following the pilot project, Eli Lilly is now looking at other implementations of the Mobile Pharma solution across its European businesses.

### About iAnywhere

iAnywhere is the worldwide market leader in mobile databases and mobile middleware. More than 12,000 customers and 1,000 embedded database partners rely on its SQL Anywhere® technology and mobile enterprise solutions. In addition, its AvantGo® mobile Internet service has more than ten million registered subscribers. iAnywhere is a subsidiary of Sybase, Inc. (NYSE: SY), and its mobile technology plays an important role in the Sybase® Unwired Enterprise initiative to unlock and deliver enterprise information anytime, anywhere. Visit [www.iAnywhere.com](http://www.iAnywhere.com) for more information.

## Sybase Pocket PowerBuilder Wins Prestigious Software Development Magazine Productivity Award

Recognizing the emergence of Mobile Development Tools in today's wireless business environment, CMP Media's Software Development magazine has awarded a 14th Annual Productivity Award to Sybase Pocket PowerBuilder software. Sybase Pocket PowerBuilder was recognized as one of the best products or technologies in the award's Mobile Development Tools.

"We were delighted that Software Development Magazine nominated Sybase Pocket PowerBuilder as a finalist from a field of over 300 nominations," said Karen Frederiksen, Director of Application Development for Sybase, Inc. "That recognition affirmed to us the importance of quality mobile development tools as a critical component of a company's wireless application development strategy, and the judge's selection of Sybase as a Productivity Award winner from a crowded field of important software products made our recognition even more gratifying."

Sybase Pocket PowerBuilder is a new rapid application development tool that speeds the creation of mobile and wireless enterprise Pocket PC applications. It's truly RAD and easy-to-use IDE means developers are able to build new mobile applications in only hours. And, for e Existing PowerBuilder customers, developers can easily leverage their expertise and existing code to create new or extend existing applications using the Pocket PowerBuilder IDE. For more information about Pocket PowerBuilder, visit <http://www.sybase.com/pocketpb>

**Special Note: Statements concerning Sybase's new product releases are by nature forward-looking statements that involve a number of uncertainties and risks and cannot be guaranteed. Factors that could cause actual events or results to differ materially include shifts in customer demand, rapid technological changes, availability of third party content, competitive factors and unanticipated delays in scheduled product availability. Some of the risks are detailed from time to time in Sybase's SEC filings, including its annual and quarterly reports, which can be viewed at [www.sybase.com](http://www.sybase.com).**

# V-SPAN Opens the Door to Expansion with Integration, Scalability and High Availability from an Enterprise-wide Sybase Solution

*The largest independent video collaboration and conferencing services provider, V-SPAN Corporation combines top-notch customer service with videoconferencing, audio conferencing, web conferencing and streaming for enterprise and channel markets. Recently V-SPAN chose to migrate to a Sybase solution for system integration, scalability and high availability.*

*“Conference scheduling and production form the backbone of this company, and it’s all done with Sybase. After only six months of use, the Sybase system paid for itself.”*

—Ed Wirpsza, Senior Vice President of Software Development, V-SPAN

## V-SPAN Acquisition Includes a Made-to-Order Technology Infrastructure

V-SPAN acquired Peer Digital, an international telecommunications conferencing firm. This mutual acquisition consolidated two privately held companies to create the largest independent video collaboration and conferencing services provider world wide.

Weeks prior to the acquisition, Peer Digital had deployed a new conference-scheduling infrastructure due to the need for scalability and effective backup. The company had used a PC-server running on a Windows NT platform that could not accommodate increased international business. Sybase Adaptive Server Enterprise (ASE), Sybase Enterprise Application Server (EAServer) and Sybase Replication Server were key solution components.

“A strong growth curve requires a system that can scale—we needed a system that could handle more customers and Sybase provided us with a solution that met our needs,” said Joe Buhl, database administrator for V-SPAN. “

Prior to selecting Sybase, Buhl’s team did its due diligence. “We reviewed Oracle, Sybase and Informix. We ruled out Oracle because of cost and lack of distributed capabilities. Conversion was the deciding factor between Sybase and Informix—converting our NT SQL Server code to Informix SQL would be too rigorous. For backup, Sybase’s warm standby was more flexible than Informix’s,” noted Buhl. A surprisingly small amount of data preparation was required for the smooth conversion to ASE.

Sybase helped establish a Unix platform for Web interface construction. The conversion to Unix was expedited by Sybase EnterpriseConnect Data Access server, which provides access to heterogeneous databases and facilitates data movement.

The infrastructure was made to order for V-SPAN, which needed an integrated, efficient system to replace the collection of applications it had pulled together over time. According to John D. Field, president and COO of V-SPAN, “A major benefit is a powerful suite of back-office applications that provide conferencing management, customized billing and maintenance management.”

## V-SPAN Migrates to the New Infrastructure— in 87 Days

V-SPAN gained ground technically by incorporating the new Sybase infrastructure throughout the company. Sybase technical support assisted with the process. “When you pick a vendor, you establish a partnership that’s the basis of your IT infrastructure. Our close association with Sybase professionals has been extremely valuable,” Buhl stated.

“Sybase offers some very robust systems. Compared side by side with V-SPAN’s original infrastructure,” the Sybase system was clearly more scalable, better designed and more integrated with other “applications,” said Ed Wirpsza, senior vice president of Software Development, V-SPAN. “Sybase was the dominant platform going forward—we found that systems built on Sybase were much more flexible and scalable than systems built on Oracle.”

Wirpsza continued, “Because of the flexibility and ease of expansion of the Sybase system—including PowerBuilder and ASE—we were able to integrate the two organizations onto a single platform in 87 days.”

V-SPAN’s first step was moving its Oracle primary operational database to Sybase ASE. “Sybase EnterpriseConnect saved time and money on the migration from Oracle to Sybase,” Buhl stated. “EnterpriseConnect displayed Oracle data in proxy tables that looked like Sybase database tables. Sybase eliminated training costs by shielding us from learning Oracle—EnterpriseConnect managed data type conversions and it went very smoothly. We doubled our concurrent users without any outages or performance degradation.”

“The Sybase Workgroup license was far less expensive than Oracle’s Enterprise Server license,” said Wirpsza. “V-SPAN had never used Sybase products before, but in light of its reputation and successes, it was a wise choice.”

## High Availability is Achieved Through Warm Standby

High-availability solutions maintain ongoing backups that help restore a failed system to operation as quickly as possible. These solutions sharply reduce downtime and the possibility of data loss. Continuous availability means ensuring the continuity or uninterrupted provision of operations and services. Business continuity management is a relatively new term that is often thought of as “disaster recovery,” but it means much more. Business continuity management includes disaster recovery, business recovery, business resumption, contingency planning, and crisis management.

Being in the videoconferencing/audioconferencing business means V-SPAN must restrict downtime. Sybase High Availability Solutions have helped to minimize V-SPAN customer defection. Instead of succumbing to a server failure (due to an outage or planned maintenance), conferencing can be completed on the Web with just a very minor delay as the failover to the back-up server occurs.

V-SPAN's offices in Philadelphia, Denver, Toronto and London cover three different time zones. Since V-SPAN's Web site is available 24 x 7, time differences narrow the window for downtime. The database processes Web-based customer interactions and supplies current data for the site.

"High availability is very important—our customers are distributed globally and conference on their own time. Our self-service conference production products are Web-based, so it is even more critical that these are available 24 hours a day," said Wirpsza. "We rely on Replication Server's warm standby for high availability. Warm standby executes transaction-by-transaction backup and circumvents performance drop from a full system backup."

V-SPAN preferred warm standby to a distributed architecture or cluster server. Distributed architecture was too complex an option, and cluster servers share data so if either suffers database corruption, data is irretrievably lost. Each machine running warm standby maintains a separate data store, so the system avoids losses due to corruption.

Warm standby not only lowers risk of corruption, it is competitively priced. Buhl stated, "Replication Server's warm standby was very cost-effective compared to Veritas cluster server or a similar fail-over product. Sybase made it easier to manage a primary and a secondary database with a lower total cost of ownership. We feel warm standby is also more flexible than cluster environments."

### **Data Security and Disaster Recovery Across Multiple Locations**

Currently the V-SPAN warm standby system is in Philadelphia. This protects against hardware failure and data corruption. There is a nightly backup of the Philadelphia database to a system in Denver. If a site disaster occurred in Philadelphia today, V-SPAN must fall back to the previous day's backup.

"The next step is up-to-the-minute backup with geographic separation to protect us from data loss if there is a catastrophe at the Philadelphia site," said Buhl. "Starting in the first quarter of 2002, we plan to incorporate Denver into the replication environment to create a second warm standby at this remote location."

"The system is rarely down, and the server has never gone down for an internal problem," stated Buhl. However, if there is a catastrophic loss, whether flood, fire or malfunction at the site, V-SPAN operations would continue because data is still current on a remote machine.

### **Conclusion**

Sybase enabled V-SPAN to establish an industry leading server solution in only 87 days. This enterprise-wide solution gave V-SPAN the integration, scalability and high availability it sought. The system is cost-effective and provides an effective framework for future developments.

**See how V-SPAN, one of the world's premiere teleconferencing organizations, solved this dilemma by joining us for a video Webcast:**

### **How V-SPAN Avoided an E-Nightmare**

Thursday, April 22nd

1-2 pm EST

10-11 am PST

Just for joining us, we'll send you a copy of our **Checklist for Disaster Recovery**

If you haven't yet registered for this special event, co-sponsored by Sybase and V-SPAN, go to:

<http://crm.sybase.com/sybase/www/IPG/DisasterRecovery0404Regdr.jsp>

## **DataWindow.NET Now Available For Beta Testing**

### ***New Product Brings Patented And Powerful Technology Of The DataWindow To .NET Developers***

This is a new product that brings the patented and powerful technology of the DataWindow to .NET developers as a stand alone product to be used in a .NET development environment. We have several hundred new .NET developers testing this product and would like more. Many customers who are doing .NET development are aware of the power of the DataWindow - many used PowerBuilder in the past. Now they can bring this unsurpassed RAD data access, manipulation, and presentation tool to their development projects with DataWindow .NET!

If you'd like to participate in the Beta evaluation of the new DataWindow.NET solution, please contact your Sybase account representative or call Sybase Customer Service at 1-800-8SYBASE.

*“The Unwired Enterprise focuses on the point of action; it dramatically advances a business’s approach to decision making and customer relations, and avoids the trap of doing the same old thing without wires.”*

—Marty J. Beard, Senior Vice President, Corporate Development and Marketing, Sybase, Inc.

## **SYBASE AND INTEL: THE UNWIRED ENTERPRISE**

Sybase and Intel are leading the industry into the Unwired Decade. Together we’re re-envisioning the enterprise for mobility. During the last few years, fundamental changes have been taking place in the communications and technology industry—changes that are enabling new opportunities for the unwired enterprise. The business advantages made possible by the technology and prospects implicit in wireless will impact all business sectors through the end of the decade.

Just as the debut of the “wired” Internet required companies to rethink essential business models, the new mobility of people and information enabled by the “unwired” enterprise creates a mandate for rethinking enterprise information technology solutions. By leading the industry in developing technologies for mobilizing the enterprise and by working with leading companies who implement them, Sybase and Intel have discovered core insights that go well beyond taking a company wireless, revealing new business fundamentals for the unwired enterprise.

*“Enterprise architecture impacts the health of your business. The right environment can help reduce costs, increase efficiency, and extend the reach of your solution and your business. The wrong architecture can be enormously expensive, costing hundreds of thousands of dollars each year in outmoded processes, labor overhead, and missed opportunities.”* —Chris S. Thomas, Chief Strategist, Intel Inc.

### **THE NEW BUSINESS FUNDAMENTALS FOR THE UNWIRED ENTERPRISE**

Sybase and Intel have led the industry by helping thousands of organizations better understand how their business processes can be improved by adopting mobilized solutions. From these experiences, three insights stand out, which every business can and should take advantage of.

Individually these gains are significant. Together, they can upgrade a company from a market player to a market leader.

#### **THREE FUNDAMENTAL INSIGHTS WHICH EVERY BUSINESS CAN AND SHOULD TAKE ADVANTAGE OF:**

- Moving information to the point of action increases the efficacy of the decisions and transactions that your staff and your partners make.
- “Solutions-induced labor costs” inherent in wired solutions can be reduced with mobilization.
- Enabling unwired solutions can increase the resilience of the organization.

### **THE CONTEXT FOR THE UNWIRED FUTURE: KEY DRIVERS**

The world of people, devices, and data is going through a phase transition from a static, fixed, “solid” state to a dynamic, mobile, “liquid” state. Businesses must adapt to this transition if they are to survive and grow in the next decade.

It is important to explore how and why companies are becoming unwired, and the trends that are driving this change. By the end of this decade, every business will be unwired. The convergence of computing, communications, and mobile technologies coupled with requirements for “liquid” data, is driving demand for more, and better, unwired productivity.

These key drivers form the foundation of the emerging unwired enterprise—and are the capabilities that businesses can, and should, take advantage of in the coming decade.

#### **KEY DRIVERS IMPACTING THE UNWIRED ENTERPRISE TODAY AND IN THE COMING DECADE:**

- Comprehensive wireless capability
- Connectivity options that allow for productivity in both a connected and asynchronous mode
- Real time analytics and data management solutions to deal with data explosion
- Expanded use of distributed and peer-based computing
- Productivity benefits promised by Web services
- Impact of public policy on data in the Unwired Enterprise
- Changing population structures present new challenges and opportunities for some industry sectors

*“We are thrilled with our decision to use Sybase iAnywhere mobile and wireless technology. Our previous systems could not support as many connections as the Sybase iAnywhere technology. With Sybase iAnywhere, We now have a two-pronged benefit: it has opened up a whole new market with large medical clinics and hospitals, and increased the stability of our small clients’ data.”* —Scott Riedel, National Marketing Manager, MediNotes Corporation

This whitepaper from Sybase and Intel explains the requirements and capabilities of an Unwired Enterprise. This paper contains information regarding how businesses and organizations have successfully implemented Sybase and Intel technologies to meet their unwired business needs, in industries like: Healthcare; Transportation; Financial Services; Energy; Government.

To get your copy of “THE UNWIRED ENTERPRISE” whitepaper from Sybase and Intel please go to:

[http://crm.sybase.com/sybase/www/Corporate/SybaseIntelWPBannerReg.jsp?Adtitle=Whitepaper\\_image\\_ad&content\\_id\\_disp=lay=1029001&nav\\_id=32381&click=Image\\_home\\_ad](http://crm.sybase.com/sybase/www/Corporate/SybaseIntelWPBannerReg.jsp?Adtitle=Whitepaper_image_ad&content_id_disp=lay=1029001&nav_id=32381&click=Image_home_ad)

# Sybase Advances Solution for Healthcare Industry HIPAA Compliance Challenge

## Sybase HIPAA Transaction Manager Helps Neighborhood Health Plan Achieve Administrative Simplification

Sybase, Inc. announces HIPAA Transaction Manager to address the significant data management and reporting challenges the healthcare industry faces in complying with the Centers for Medicare and Medicaid Services (CMS) Intermediaries Requirements April 2004 deadline.

- Sybase(R) HIPAA Transaction Manager enables customers to improve provider cash flow, reduce provider submission errors, increase adjudication system throughput and reduce operating costs.
- Customers, including Neighborhood Health Plan, are rapidly and affordably meeting their obligations in advance of the April 5 CMS Intermediaries Requirements deadline.
- Sybase is a leader in supplying HIPAA compliance solutions and is committed to providing its healthcare customers with open-based technology that improves their business processes to meet the ever-increasing needs of the industry.

Sybase announces a healthcare solution to address the significant data management and reporting challenges the healthcare industry faces in complying with the Centers for Medicare and Medicaid Services (CMS) Intermediaries Requirements April 5 deadline. Sybase HIPAA Transaction Manager simplifies the way all claims transactions are handled, dramatically increasing a payer organization's ability to impact member and provider satisfaction by eliminating normal delays associated with claims processing.

HIPAA Transaction Manager accepts multiple claims transactions in a single batch, and then enables each claim to be handled on an individual basis. It allows payers to extract the noncompliant claims from the batch while re-bundling the compliant claims for processing. Additionally, payers are able to report to their providers on which claims were noncompliant and the cause of each noncompliance. This new process speeds the flow of claims through the payer's adjudication process and allows the provider the opportunity to understand and correct compliance issues, which in turn positively influences provider relations.

By utilizing Sybase technology, Neighborhood Health Plan (NHP), a non-profit health maintenance organization, was able to increase its HIPAA claims auto-adjudication rate from 70 to 90 percent, reduce HIPAA claims turnaround time by 45 percent, and reduce EDI operational costs by 40 percent.

"With Sybase's products and services, and our business rules, we have achieved true HIPAA administrative simplification," said Marilyn Daly, registered nurse and director of applications and eBusiness at Neighborhood Health Plan. "This is an exciting time for NHP because we have reduced our internal operating expenses, streamlined business processes while simultaneously improving service levels to our providers -- everybody is happy."

Sybase® HIPAA Transaction Manager can also be bundled as an end-to-end solution that includes auditing, reporting and claims reconciliation by combining it with Sybase HIPAA Data Repository, Sybase Rep Connector and Sybase Professional Services -- together known as Sybase HIPAA Audit Solution. Payers can monitor what causes slowdowns in the system and share that information with providers immediately, thus rectifying the backlog. Sybase HIPAA Audit Solution allows payers to drive down operating costs, reduce exposure to regulatory mandates and increase partner satisfaction.

"With over 18 years of experience, Sybase healthcare technologies are based on proven, market-leading HIPAA technology," said David Lavanty, vice president and general manager for Healthcare and Public Sector at Sybase. "Sybase HIPAA Transaction Manager and HIPAA Audit Solution allow the healthcare industry to finally realize the cost-saving benefits that drove the enactment of the HIPAA transaction rules."

## iAnywhere Extends Sync and Go Web Application Support to Tablet PCs

**New version of M-Business Anywhere adds tablet support to industry's leading solution for delivering mobile web content and applications. New features also include monitoring and reporting capabilities as well as internationalized support for global deployments.**

Sybase's iAnywhere Solutions, Inc., announces a new version of the M-Business Anywhere(TM) mobile application platform, featuring the industry's broadest device support, new usage tracking capabilities and support for global deployments. The next generation of M-Business Anywhere adds tablet, laptop and PC support to the industry's leading solution for delivering on- and offline web content and applications to PDAs. In addition, new usage tracking capabilities enable IT organizations to better monitor user adoption while support for global deployments enhances the international user experience.

"M-Business Anywhere is the only solution in the industry that enables developers to create mobile web applications for deployment on such a wide range of devices. For example, existing web applications designed for delivery to PDAs can now be seamlessly deployed to tablets," said Diana Ungersma, product manager at iAnywhere. "This upgrade provides companies with unprecedented device flexibility while keeping development costs very low since they can leverage their existing web development expertise."

"M-Business Anywhere combines iAnywhere's powerful database, synchronization and Web application capabilities to simplify deployment to multiple form factors. By supporting tablets, laptops and PCs in addition to PDAs, iAnywhere has made M-Business Anywhere an even stronger enterprise platform and extended its leadership in enabling anytime/anywhere access to crucial business resources," said Warren Wilson, practice director, Mobile and Wireless Business Solutions at Summit Strategies.

M-Business Anywhere is the core technology of the popular AvantGo® mobile Internet service, which has more than 10 million registered users worldwide. The platform enables companies to extend web content and applications, including CRM, ERP, and other enterprise solutions, to mobile devices rapidly and with low total cost of ownership. M-Business Anywhere supports both wireless and offline "sync and go" connectivity, ensuring always available access to web-based information from any location. New enhancements include:

**The industry's broadest device support** -- new support for tablets, laptops and PCs enhances existing support for PDAs to provide companies with the most flexible solution available. Applications can be written once and deployed to multiple computing devices, providing seamless access to web-based corporate data, content and applications with only minimal user interface customization.

**New usage tracking capabilities** -- the addition of reporting and tracking capabilities provides companies with essential information for optimizing application performance and adoption, including:

- reports built directly into the application user interface provide IT with information such as synchronization times and frequency.
- detailed tracking data notes whether synchronizations are conducted via wireless network or PC cradle, enabling companies to optimize the amount and type of information delivered.
- user identification such as device manufacturer, model and serial number helps companies with accurate asset management.

**Support for global deployments** -- client device user interfaces now support multiple languages, enhancing the international user experience. As a result, not only can a company use a single server to deliver accurate localized content, but each user can also access a client user interface in the correct language.

### Pricing and Availability

The next generation of M-Business Anywhere is available immediately. A free Developer Edition and archived product webcasts are available online at [www.ianywhere.com/mbusiness\\_upgrade](http://www.ianywhere.com/mbusiness_upgrade). Per user deployment licenses are priced from \$69 to \$299 depending on the required capabilities.

### About iAnywhere

iAnywhere is the worldwide market leader in mobile databases and mobile middleware. More than 12,000 customers and 1,000 embedded database partners rely on its SQL Anywhere® technology and mobile enterprise solutions. In addition, its AvantGo® mobile Internet service has more than ten million registered subscribers. iAnywhere is a subsidiary of Sybase, Inc., and its mobile technology plays an important role in the Sybase® Unwired Enterprise initiative to unlock and deliver enterprise information anytime, anywhere. Visit [www.ianywhere.com](http://www.ianywhere.com) for more information.

# ASE Wins the TCO Battle among Databases

"Database Wars: Sybase vs. DB2" was the headline of a recent news story comparing Sybase's enterprise database Adaptive Server Enterprise (ASE) 12.5.1 with IBM's DB2.

The spin was, in effect, that the two databases aim at different markets, which negates the headline. The article, on NewsFactor Network, quoted a Yankee Group analyst as saying that IBM's DB2 is a "strategic database platform" and Sybase's is "more of a foundation for application developers."

Sybase's primary selling point for ASE 12.5.1 is lower total cost of ownership (TCO), achieved by tuning for better performance. In TCO terms, Sybase handily beats its major competitors—IBM and Oracle—according to a recent report by the Standish Group, of West Yarmouth, Massachusetts ([www.standishgroup.com](http://www.standishgroup.com)).

Comparing the cost of running an application for a peak 3,000 hours per year at 10 transactions a second with an off-peak 1 transaction per second, Standish found that using an Oracle database is the most expensive choice, at \$4,074,000 a year. Sybase is the least expensive, at \$3,493,000—a difference of \$581,000. In between are IBM's DB2, at \$3,860,000, and IBM's Informix, at \$3,698,000.

"Third-party studies as well as some internal studies that our customers have done and shared with us clearly show that our TCO is the lowest in the UNIX world," says Dr. Raj Nathan, senior vice president and general manager, Sybase Infrastructure Platform Group. "We are not satisfied. We will keep lowering the bar in each release," he adds.

Sybase engineers understand that software that makes the system easier to manage reduces TCO and increases reliability. Self-management features in ASE 12.5.1 allow the database to do more with less. These days, as highly skilled database administrators become scarce, self-management features in databases help organizations meet business demands.

Tom Traubitz, a senior marketing manager at Sybase, says that ASE 12.5.1 continues a 16-year tradition of high-performance data management products (the first, SQL Server, was released in 1988).

"It provides the necessary features that allow businesses to manage their costs while leveraging innovative hardware and software technologies," says Traubitz. "ASE 12.5.1 enhances system performance, eases administrator burdens, and provides key application development technologies such as Web services to support the most-demanding application environments."

Noel Yuhanna, a senior industry analyst at Forrester Research, told NewsFactor recently that the one advantage Sybase has in the traditional database market is that it is inexpensive, whereas Oracle has one of the most expensive databases. "The number 1 issue for Oracle customers is pricing," said Yuhanna. The analyst noted also that the strong play for Sybase is mobility.

Sybase subsidiary iAnywhere Solutions' SQL

Anywhere Studio is an enterprise data management and synchronization product that the Gartner research firm says helps give Sybase a 73 percent market share in mobile databases.

Sybase will release a "real-time" database this year that will move the database beyond the traditional query mode. It will support message bus technologies, such as JMS and MQSeries. The database watches to see what changes are made to its data set and alerts the user on a "push" basis.

For example, in a fraud-detection application, the database could alert a manager if an employee's cell phone usage increased tenfold in a given month. Or, the U.S. Department of Homeland Security could track bar codes on indigestion medication to watch for sales spikes, possibly indicating a biological attack.—CF

**"ASE 12.5.1 enhances system performance, eases administrator burdens, and provides key application development technologies such as Web services to support the most-demanding application environments."**

—Tom Traubitz, Sybase senior marketing manager

## The Soon to Be Released ASE 12.5.2 – Real Time Services Option

**Adaptive Server® Real Time Services** enables you to capture transactions (data changes) in an Adaptive Server Enterprise database and deliver them as events to external applications in real time. The data changes are captured using replication (provided by Sybase Replication Server® and RepConnector™) and the events are delivered to applications through a JMS or MQSeries message bus. Sybase Replication Server and RepConnector can be used in a mixed database platform (heterogeneous) environment as well.

Real time means that the database can make decisions regarding events as the events occur, rather than simply queuing events. An event, such as a change in a record, must be evaluated in conjunction with other changes, to choose the most efficient response. This means that decision support systems, to be effective, need:

- Low latency, enabling real time enterprise
- An automated system that describes events and the data relating to them
- A technology that reduces the cost of applications that deliver low latency

These business needs are addressed by Sybase Real Time Messaging Services.