

October 2004
Volume 8, Issue 10

Sybase and Sun Create World's Largest Data Warehouse, Breaking Through One Trillion Row Threshold

Sybase IQ and Sun's iForce Enterprise Data Warehouse Reference Architecture Compresses 155 Terabytes of Input Data into Less than 55 Terabytes of Storage

Sybase and Sun Microsystems today announced that they have created the largest, verified data warehouse in the world, according to an independent audit conducted by InfoSizing, Inc. Larger data warehouses are becoming critical to enterprises that must store, track, and manage a growing volume of data to meet government compliance regulations. The Sun and Sybase iForce(TM) Enterprise Data Warehouse (EDW) Reference Architecture -- consisting of Sun Fire(TM) servers, Sun StorEdge(TM) storage sub-systems and Sybase IQ, a highly scalable analytical engine -- enables customers to set up such highly scalable data warehouses in days instead of months, while also minimizing storage costs.

In addition, the companies are announcing joint customers that include Nielsen Media Research, American Airlines, Bank of Montreal, BizRate.com, Allianz Insurance, U.S. Department of Transportation, Telefonica, Samsung Card, Chohung Bank and LG Card.

Using its patented data compression, Sybase IQ needed less than 55 terabytes on the Sun StorEdge storage sub-systems to store the 155 terabytes of input data, providing proof that Sybase IQ can dramatically reduce storage costs by up to 90 percent over competitors. Additionally, support costs and data center footprint were lower when compared to conventional databases, which would require up to one petabyte (1,000 terabytes) of storage for this example. Sun's Chip Multi-threading (CMT) technology and Sybase IQ showed no slowing in query or data loading speed as query submission rates increased five fold, allowing companies to make split-second decisions as required by financial transactions.

With one trillion rows of data, the Sun and Sybase data warehouse can hold enough data to track the history of all world financial trades on all stock exchanges or hold enough data to track all credit (and debit) card transactions in the entire world over the last seven years.

To reduce the risk and associated costs with implementation and availability of the EDW Reference Architecture, customers can select from several Sun services offerings, such as Sun Preventive Services, Managed Services, and Highly Available service packs. Reference Architectures offer a tested way for customers to build important network computing infrastructures based on best practices.

According to Francois Raab, president, InfoSizing, Inc., "The size of the iForce Enterprise Data Warehouse Reference Architecture is impressive, but size is only a part of the story. Organizations are faced with an exploding volume of enterprise data from online transactions to RFID transmissions. With the EDW Reference Architecture, they are not only able to scale for this volume, but are able to do so with a solution that can easily scale dynamically and reduces overall storage needs."

The impressive results of the new InfoSizing report, follow a pattern of industry recognition for Sun and Sybase IQ. These include:

- Securing the top ten awards for decision support systems in Winter Corporations' latest Top Ten Program.
- Leading the industry on the best price-performance ever published on the TPC-H benchmark at 100GB, 300GB and 1TB.

"Our data warehouse is by far one of the largest I've ever seen and it's going to grow considerably every year. This report increases my confidence that the hardware and technology [Sybase IQ and Sun] we have selected will be able to keep up with our demands as we grow it to the 30 terabyte level," said Timothy S. Geary, Data Resource Manager, Information Technology, National Product Group, Nielsen Media Research.

For more information regarding the iForce Enterprise Data Warehouse Reference Architecture visit, <http://www.sun.com/service/refarch/> or <http://www.sybase.com/sun>

Inside this Issue

- 1 Sybase and Sun Create World's Largest Data Warehouse, Breaking Through One Trillion Row Threshold
- 2 Sybase Profession Services Develops New Powerbuilder Point-of-Sale Solution
- 2 Sybase Uncorks Unwired Enterprise
- 3 TelstraClear — Business Reporting System with Sybase IQ
- 4 Applix Extends Real-Time Business Intelligence Capabilities for Sybase Users
- 5 Sybase Enters into Worldwide Reseller Agreement With Ascential Software
- 6 Ambeo Announces First Data Usage Tracking Solution for Sybase IQ
- 7 Sybase Promises 'No New Code' - New tools let unwired mobile browsers access enterprise back ends

For More Information Contact Your Sybase Solutions Consultant:

Dave Yenne
(360) 455-9463 – Office
(360) 888-5478 - Cell
dyenne@sybase.com



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.

Van Schaik Books Better Business with Sybase **Sybase Profession Services Develops New Powerbuilder Point-of-Sale Solution**

Tertiary textbook retailer Van Schaik Bookstore has streamlined the efficiency of its business operations and internal processes with the implementation of VSOS, a customized operating system designed, developed and deployed by the Cape-based professional services division of enterprise infrastructure and integration software company Sybase SA.

The business tool, which was rolled out in phases to the bookstore's 30 branches nationwide and went live in April, has a four-tier architectural design providing functionality for point of sale (POS) and front office, back office, distribution and head office. The solution also includes a debtors system, a stock control system and a stationery management system.

The solution replaced a DOS-based packaged POS system which was cumbersome, inflexible, costly to run and hindered the execution of system enhancements.

"The VSOS solution has profoundly improved our communication between branches," says *Stephan Erasmus*, financial manager at Van Schaik Bookstore.

VSOS uses Sybase Powerbuilder as a system development tool and is run on the SQL Anywhere database, a data management and enterprise synchronization solution that enables any-time, anywhere access to corporate information. SQL Anywhere is specifically tailored as an embedded database for remote sites and unmanaged, low-resource environments such as POS tills, kiosks and in SMEs.

"The capability of the new system is incomparable with the old. Now within 15 minutes of a sales transaction occurring at a till in a branch anywhere in the country, we're able to see the data at head office, and vice versa. The benefits of such a heightened flow of information are numerous, including improved business management, better stock control and the synchronization of orders between branches," says Erasmus.

Enhanced information delivery also lends itself to improved and proactive decision-making capability, which will have various spin-offs throughout the company.

"Sybase has not only provided Van Schaik with a highly customized solution to suit the company's specific trading conditions, but one that is agile and provides the ability to make changes and enhancements easily and efficiently to keep abreast and pioneer new ways of doing business," says *Bryn Davies*, technical director at Sybase Cape.

The success of the VSOS operating system and POS solutions has initiated the deployment by Sybase of a similar system in the Lux Verbi chain of 14 Christian retail stores around the country.

"Customization of the software to suit Lux Verbi's unique requirements was achieved within a month, and roll-out will be complete by the end of August," says Davies.

Sybase Uncorks Unwired Enterprise

(URL: <http://www.crn.com/sections/breakingnews/breakingnews.jhtml?articleId=49400711>)

Sybase released the first two products in its Unwired Enterprise initiative, which aims to help solution providers make enterprise applications mobile by integrating Sybase middleware and mobile server products from its iAnywhere subsidiary.

Sybase is offering Unwired Accelerator and Unwired Orchestrator, which enable developers to bring business applications to mobile devices, said Neil McGovern, director of strategy for the Sybase Information Technology and Solutions Group.

The industry for several years has touted making existing business applications mobile as a growth opportunity for solution providers. But that hype has only recently become reality because carrier networks and new devices are now sophisticated enough to support such applications, said Jeff Reed, CTO of reseller and solution provider Logicalis, Bloomfield Hills, Mich.

"This proliferation [of wireless technology] is giving enterprises a reason to actually take some of the enterprise data and software processes they have and get them out to the field, to the mobile worker," Reed said.

Unwired Accelerator is a rapid mobilization tool that takes business processes and other components from back-end applications and refashions them into applications with an appropriate GUI for a variety of wireless devices, including PDAs, smartphones and tablet PCs.

Unwired Orchestrator allows solution providers to tap into back-end systems and turn data and functionality into services that can be combined into more complex business processes. Developers can then expose these processes to mobile applications so they can run on a host of wireless devices, McGovern said.

Pricing for Unwired Accelerator starts at \$8,700 per CPU, and pricing for Unwired Orchestrator starts at \$13,500 per CPU. Sybase has the lion's share (over 70%) of the mobile database market through the success of its iAnywhere subsidiary. But the vendor was late to market in the enterprise middleware space and now other vendors are catching up, Reed said.

With its Unwired Enterprise initiative, Sybase hopes to differentiate itself and maintain its strength in the mobile application infrastructure space, he said. "Sybase has to do a good job emphasizing that they've been doing this forever," Reed said. "This product line is the two-punch sort of toolset for the enterprise."

TelstraClear — Business Reporting System

Supercharging Large Volumes of Data

"We have 3 billion rows of information, and the information grows by 6 million rows each day." - Simon Falconer, DBA, TelstraClear

When making a phone call, transparent to the person making the call is a series of jumps across switches owned by different companies. These companies bill each other for the usage of their lines and switches. Given the high volume of calls, tracking these jumps can accumulate a large amount of information in a short period of time. TelstraClear Limited is New Zealand's second largest full service telecommunications company and needs to collect and report on the call information that crosses its switches to bill other companies, and to verify billing they receive from the outside companies. To manage the intra-company billing, TelstraClear tracks all call entries. Due to the increasing volume of this data, the system required additional maintenance and was heavily taxed by required reports.

TelstraClear needed a new system to manage the data growth of its call reporting system. Sybase IQ appeared to offer better performance and compression, allowing TelstraClear to leverage existing hardware, saving hard costs and additional maintenance expenses.

Sybase IQ - Simple to Install and Very Effective

TelstraClear was using an older version of Sybase IQ on another project with good results. With this experience, architects of the new system chose Sybase IQ. The simplicity of the Sybase IQ system allowed for a quick implementation and required no additional set-up assistance. Working solely through Sybase Technical Support in Sydney and with product documentation, the TelstraClear team developed a robust data repository with no ancillary costs. Simon Falconer explains the learning curve, "I have become the in-house Sybase IQ DBA. We use the product documentation a great deal, it is very well written. I also deal with the Sybase support people in Sydney; they are technically very good and very personable." The performance improvement was immediately apparent: a decrease in storage requirements due to Sybase IQ's unique compression; and the speed increase in the reporting function.

Sybase IQ-Based Archive Provides the Long View

The Sybase IQ solution offered TelstraClear the ability to store 13 month's worth of data to provide rich historical reporting. Tracking every call through the TelstraClear switches, including landline and mobile calls generates about 6 million records a day or 140 million records each month. Sybase IQ manages 13 months of data, which equates to 3 billion rows of information. Sybase IQ was not only able to store more information, but it could manage it quickly.

Two Minute Reports

Accessing more data is only part of the equation; TelstraClear is now able to deliver enhanced ad hoc and scheduled reports in a short amount of time. As many large data-intensive companies run complex reports in batches, TelstraClear devised an immediate on-line solution using Sybase IQ. Users can mine the complete data stores for information, and return reports in minutes. After Sybase IQ was installed, the contrast was striking. The reporting function was transformed to a tool that could be used instantly across multiple levels of the company. Falconer elaborates, "Now that we have online reports straight away, other parts of the business have started to use the system. And users can run data rich reports on any query."

Extreme Compression Coupled with Performance

In addition to more data, and incredibly fast reporting, TelstraClear also reaped rewards from Sybase IQ storage space efficiencies. Sybase IQ stores 13 months of fully indexed information using only 233 gigabytes while delivering exceptional reporting throughput. Sybase IQ tightly compresses the data while still preserving its utility and referential integrity for reporting purposes. While many systems offer either compression or speed, Sybase IQ uses compression as a speed multiplier. Falconer comments on the value, "Sybase IQ offered us affordability, hardware cost and time savings and a robust architecture."

Sybase IQ Means Low-Overhead Maintenance

"The system administers itself. I spend 4-5 hours a week to maintain close to half a terabyte of data." - Simon Falconer

In day-to-day terms of overhead, Sybase IQ requires little DBA attention. Typically, once a Sybase IQ solution is built and tuned, it reaches a steady state and does not require constant adjustment. Most of Falconer's DBA time is spent verifying availability data loads rather than tinkering with the details, "Sybase IQ is very easy to administer online. At most I spend about an hour a day maintaining it. I make sure systems are up and the actual data is loaded. I rarely need to do anything more difficult. Database administration with Sybase IQ is very simple." But Falconer is not resting on his laurels, the rest of his time is spent building new reports and working with the growing number of report users.

"I archive once a month. The archival process is really easy to do with Sybase IQ: build a statement, send it to a compression pipe, and you're done." - Simon Falconer

Results are Dramatic and Measurable

The people involved with the project at TelstraClear had done their homework on Sybase IQ. But they were in for a pleasant surprise. The performance improvement far surpassed their expectations. "Everybody was pretty amazed," says Falconer. "We were hoping for a 50% decrease in query time. But we saw many times more than that when we started up the system. The Sybase IQ implementation far exceeded our expectations. The performance is stunning."

"In terms of the performance of the reporting platform, it is nothing short of marvelous." -TelstraClear

Applix Extends Real-Time Business Intelligence Capabilities for Sybase Users

Applix and Sybase form Strategic Alliance to Enable Sybase Customers to Easily Perform Real-Time Analytics and Business Performance Management

Applix, Inc. a global provider of Business Intelligence (BI) and Business Performance Management (BPM) solutions, announces a Strategic Alliance with Sybase, Inc. to help Sybase® customers fully leverage their investments in Sybase technology, delivering real-time answers to complex business questions for an enterprise-wide business intelligence solution.

As part of the strategic alliance, Applix will offer its TM1 Online Analytical Processing (OLAP) and planning platform to operate with Sybase's Adaptive Server® Enterprise (ASE) and Sybase IQ. Together, these products will allow Sybase customers to perform real-time analytics and business planning with information stored in Sybase IQ or ASE, Sybase's award-winning data management technologies. The combined technologies perform rapid queries and 'what-if' analysis on historical and current financial and operational data.

"Businesses today need constant visibility into changing business conditions in order to respond quickly and effectively," said Kathleen Schaub, vice president of marketing, Sybase, Inc. "This real-time view requires information that flows freely, is accurate and up-to-the-minute. By providing relevant and actionable data in real-time, the combined Sybase and Applix offerings can help business decision makers to quickly combat threats, capitalize on opportunities, and make better-informed decisions."

"Applix's TM1 engine accesses information from a wide variety of data sources – relational databases, general ledger systems and ERP applications, just to name a few," said David Menninger, vice president, worldwide marketing, Applix, Inc. "The combination of our planning platform with Sybase's leading information management technology enables customers to implement a variety of BI solutions to match their business needs."

TM1's OLAP 'slice and dice' capabilities provide real-time updates at the click of a button, allowing financial analysts, business planners and line-of-business managers to work with the most up-to-date data. All of this information is available directly in Microsoft Excel, through the Web, or through a variety of Applix third-party solutions, giving end users a choice of familiar application environments. With TM1, users can also perform 'what-if' scenario analysis by changing specific factors or numbers while 'holding' the totals/summary information.

Sybase IQ is a highly scalable analytic engine, designed specifically for unsurpassed query performance based on a column structure and patented indexing. An award-winning data warehouse and reporting technology, Sybase IQ has over 1700 customers worldwide. Sybase IQ is proven to economically manage large volumes of data and give users extremely rapid responses to queries. The combined offering brings together leading products in the OLAP and information management fields to provide vital business intelligence to growing numbers of business users.

Sybase Adaptive Server Enterprise (ASE) is a powerful data management platform for high performance business applications. The latest version of Sybase ASE makes it even easier to deploy and maintain, with enhanced operational scalability to support tougher workloads with fewer resources.

Sybase ASE provides better security integration with corporate authentication systems, improved operational scalability including a smart SQL statement cache, advanced Web services support and improved scalability for enterprise-class applications on 32 and 64-bit Linux.

Applix Strategic Alliance Program

Applix's Strategic Alliance program brings together vendors of related technology to extend BI and BPM solutions for customers worldwide. This best-of-breed approach makes it easier for customers adopt and deploy technologies for a single, comprehensive approach to BI and BPM.

Applix TM1

Applix's TM1 is a proven, multi-dimensional planning, reporting and analytics platform for powering strategic analysis of financial, transactional, operational and other business data. TM1 has been named as a leader in the tools category of the BPM Partners' annual "Beyond the Hype" Webcast and the BPM Buyer's Guide in Business Finance Magazine (http://www.bmpartners.com/events_webinars.shtml), and scored the highest rating in goal achievement and performance in The OLAP Survey 3 (www.survey.com/olap) by independent analyst Nigel Pendse.

Applix also provides TM1 Web, a Web-enabled front end for global and remote read/write capabilities of BI and BPM applications, and TM1 Planning Manager to provide workflow and compliance capabilities for all TM1-based applications.

About Applix

Applix (NASDAQ: APLX) is a global provider of Business Intelligence and Business Performance Management solutions. These solutions, based on Applix's TM1 analytics platform, enable the continuous planning, management and monitoring of performance across the financial and operational functions within the enterprise. Applix is a founder of the BPM Standards Group (www.bpmstandardsgroup.org), and has been recognized by numerous industry analyst groups for its technical leadership and vision in the marketplace.

More than 1,800 customers worldwide use TM1 for its tight integration with Excel, real-time response, adaptability, and low total cost of ownership. Delivered by Applix and by a global network of partners, TM1-based solutions help customers manage their business performance and respond to the marketplace in real time. Headquartered in Westborough, MA, Applix maintains offices in four countries in Europe, North America and the Pacific Rim. For more information about Applix, please visit www.applix.com.

Sybase Enters into Worldwide Reseller Agreement With Ascential Software Ascential Software to Provide Enterprise Data Integration for Sybase Solutions



Ascential Software Corporation, the enterprise data integration leader, announces that it has entered into a worldwide reseller agreement with Sybase, Inc., a leading provider of enterprise infrastructure and wireless software. Under terms of the agreement, Sybase will resell Ascential DataStage™, Ascential RTI™, and Ascential Packaged Application Connection Kits (PACKs) for

multiple enterprise applications, databases, and operating systems.

"Enterprise data integration is a strategic component of any information infrastructure project. This agreement enables Sybase to offer one of the fastest and most comprehensive data integration solutions available. Demand for Ascential Software's enterprise data solutions is significant among existing and prospective Sybase customers," said Raj Nathan, senior vice president and general manager of Sybase's Information Technology and Solutions Group. "Ascential Software's products complement our data management and application development offerings, and provide our customers with the most advanced solutions for meta data management. We anticipate that this partnership with Ascential Software will increase market adoption of Sybase products, accelerate application deployments, and help reduce total cost of ownership for our installed base."

Ascential DataStage, part of the Ascential Enterprise Integration Suite™, transforms and moves transactional, operational and analytic data and integrates associated enterprise meta data. Ascential DataStage will be immediately available with Sybase data management solutions. Sybase has also licensed Ascential RTI and Ascential PACKs for PeopleSoft Enterprise and PeopleSoft EnterpriseOne, SAP BW and SAP R/3, Siebel applications, and Oracle applications. Ascential RTI extends the reach and enables the seamless interoperability of Ascential Software's data integration solutions within an enterprise's service-oriented architecture.

"Being selected by Sybase to deliver the critical enterprise data integration function across their product line is further validation of our strategy and technology. We are pleased to include Sybase in our partner network. Our companies share a common set of values focusing on delivering the best solutions and services possible," said Pete Fiore, president of Ascential Software. "Sybase is the market leader in many verticals and geographies that are important to our growth strategy. They are the database leader in China and derive more than 12 percent of their total revenue from the Asian market. This partnership has the potential to advance our expansion efforts in those geographies."

The Ascential Enterprise Integration Suite is a comprehensive data integration solution that profiles, cleanses, and transforms data from virtually any application or system regardless of data volume or latency. Ascential Software's integrated offering is designed to help companies streamline operations, improve customer support, expedite business transactions, and make better tactical and strategic decisions on the basis of the best available information. The suite provides unlimited scalability through parallel processing, complete meta data management, and any-to-any data source and application connectivity, and delivers on-demand data integration seamlessly within an enterprise's service-oriented architecture.

About Ascential Software

Ascential Software Corporation (Nasdaq: ASCL) is the leader in enterprise data integration. Customers and partners worldwide use the Ascential Enterprise Integration Suite™ to confidently transform data into accurate, reliable and complete business information to improve operational performance and decision-making across every critical business dimension. Our comprehensive end-to-end solutions provide on demand data integration complemented by our professional services, industry expertise, and methodologies.

Ascential Software is headquartered in Westboro, Mass., and has more than 3,000 customers and partners globally across such industries as financial services and banking, insurance, healthcare, retail, manufacturing, consumer packaged goods, telecommunications and government. For more information call 1-800-966-9875 (or 1-508-366-3888 from outside the U.S. or Canada) or visit the Ascential Software website at <http://www.ascential.com>.

Ambeo Announces First Data Usage Tracking Solution for Sybase IQ Ensures data security, privacy and efficiency of user interactions with databases



Ambeo, a leading provider of innovative data usage tracking and performance management software, today announced the availability of the first data usage tracking solution for Sybase® IQ. The Ambeo Performance Management suite answers a critical need to ensure greater management and protection of business information.

By monitoring multiple databases and DBMS products simultaneously, Ambeo provides real-time and long-term tracking of database usage for visibility and understanding of

who is accessing, viewing and changing company data. As a result, IT management can proactively manage analytical and business intelligence data environments while assuring data privacy and minimizing security risks.

"Ambeo's new offering for Sybase IQ adds tremendous value for our customers," said Paul Murphy, director technical services of Sybase. "With both our solutions working together, we deliver sophisticated monitoring and data-access auditing capabilities that capture an unprecedented depth of information."

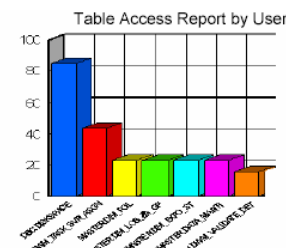
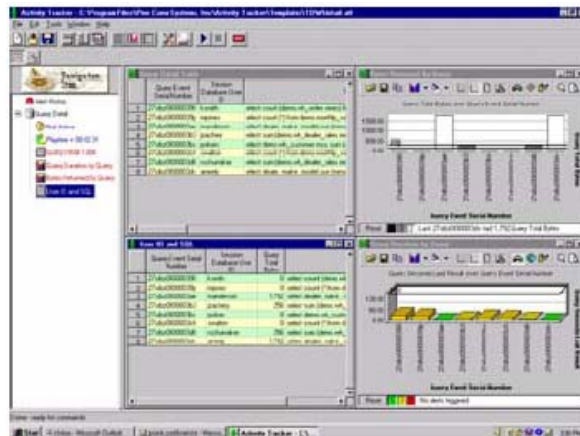
"New threats are emerging virtually every day, so companies are increasingly worried about the privacy and security of their data," explained Ken Richardson, president and chief technology officer of Ambeo. "Adding Ambeo solutions to a Sybase IQ environment enables IT management to understand data usage and to comply with data privacy regulations - all without slowing down their high-speed business analysis and decision support databases."

Unlike many monitoring solutions that take up valuable system resources, Ambeo provides a True Zero Overhead™ solution for data usage tracking and monitoring SQL activity. The Ambeo Performance Management suite includes the NetServer-3, a rack-mountable device pre-configured and optimized to run Ambeo's Usage Tracker™ and Activity Tracker™ software for monitoring end-user database usage and query performance.

Sybase IQ is a highly scalable analytical engine, designed specifically from the ground up for unsurpassed query performance. With a column-based structure and patented indexing, it offers the lowest total cost of ownership for analytical applications, making it the leading choice for data warehousing.

About Ambeo

Since 1997, Ambeo's solutions have provided innovative performance management, data usage tracking, data access auditing and monitoring to Fortune 1000 companies with some of the largest database environments in the world. Ambeo's True Zero Overhead™ solutions provide information about how users actually interact with data that would otherwise be largely unavailable or difficult and costly to obtain. By using this information, IT management gains the visibility and understanding of data usage required to proactively manage data environments, assure data privacy and regulatory compliance, maximize database investments, improve performance and ensure end user satisfaction. Ambeo provides data usage tracking and monitoring for Oracle, Teradata, DB2/UDB, Informix, Sybase ASE, Sybase IQ and MS SQL Server database environments.



Qualified Table Name	Indirect Count	Query Count	Total Rows	Total First Secs	Total End Secs
DBC.DISKSPACE	0.00	85	867	429.93	1,121.32
TABC_CO251.DWM_TASK_SVR_ASGN	0.00	44	96	3.76	1,101.16
MASTER.DIM	0.00	23	0	8.28	8.28
MASTER.DIM_LOB_GP	0.00	23	0	8.28	8.28
MASTER.DIM_EXP_O_ST	0.00	23	0	8.28	8.28
MASTER.DATA_MART1	0.00	23	0	8.28	8.28
TABC_CO251.DWM_VALIDATE_DET	0.00	16	0	1.68	1.68
Report Totals		237	963	468.49	2,257.28

Sybase Promises 'No New Code'

New tools let unwired mobile browsers access enterprise back ends

Building on technology it purchased with AvantGo Inc. in early 2003, Sybase Inc. releases a pair of products it claims permit developers to extend Web-enabled apps to browser-based mobile devices without new code or changes to the original application.

Unwired Accelerator is a US\$8,700-per-processor bundle for Linux, Unix and Windows servers consisting of a mobile portal server and the company's M-Business Anywhere Server (formerly the AvantGo server). The middleware formats and feeds data to connected and disconnected clients. Also included is Mobile Web Studio, a Windows-hosted environment for building interfaces between mobile devices and back-end systems.

According to product manager Sean McCleary, Unwired Accelerator simplifies the delivery of virtually any data source to RIM's Blackberry, smartphones and other mobile communicators running Palm OS, Pocket PC, and Symbian OS, or to desktop and laptop PCs.

"It takes legacy information like Web applications, [data from] Web sites, portals, Web services, XML documents and databases and repurposes them so they can reside on mobile devices," he said. A detection layer identifies the device requesting the data and

invokes the appropriate template to format the output. "Users also can modify these templates with a visual editor, and under the covers, we create highly complex XSLT."

McCleary asserted that a key benefit of the Unwired Accelerator is the complete absence of programming, either to the source application or the interface to access it. "Business analysts can do this. All our competitors require extensive programming changes to the application. We use the existing application unchanged."

What's more, McCleary said that with the exception of disconnected or occasionally connected devices, which require the Mbusiness (AvantGo) client to sync and display data, there is no deployment of applications to the device. "It's a headache for IT departments to manage deployment of applications on the multitude of devices out there. We use a Web-based architecture."

Security is provided through support for SSL, single sign-on and LDAP and Active Directory authentication. "We also provide roles-based authorization and can work within any existing security framework, such as Integrity or Oblix," he added.

Unwired Orchestrator

Once back-end connections are established, developers can expand functionality with Unwired Orchestrator, a US\$13,500-per-processor middleware bundle for Linux, Unix and Windows servers that includes a set of Eclipse plug-ins for building deeper integrations and adding additional business processes.

"The tools are a bridge between what's going on in the enterprise and what's at the increasingly mobile edge," said Kathleen Schaub, vice president of marketing for Sybase's Information Technology and Solutions Group.

According to Neil McGovern, the group's director, the people at the company's iAnywhere mobile solutions subsidiary stimulated development of the Unwired Orchestrator, an off-shoot of its enterprise counterpart. "They discovered that as their users developed more complicated mobile applications, they needed full-blown integration technologies, which is what Sybase has with Integration Orchestrator. We've now exposed that capability to the mobile side of the business."

COVER STORY

Wireless Innovators Hear Sweet Sounds of Success

Computerworld Honors laureates employ Sybase technologies to make innovations resonate clearly in mobile devices such as laptops and PDAs. BY CHRIS FORSYTH

Targeting Gold

Sybase upgrades China's gas supply and aims for helping create an "unwired" Olympics in Beijing in 2008. BY CHRIS FORSYTH

Plainly Speaking, iAnywhere Solutions Has the Mobile Answer

Sybase's acquisition of Dejima blends that company's Dejima Direct product with iAnywhere to give mobile users natural-language interaction. BY CHRIS FORSYTH

Improving Business-Process Workflow

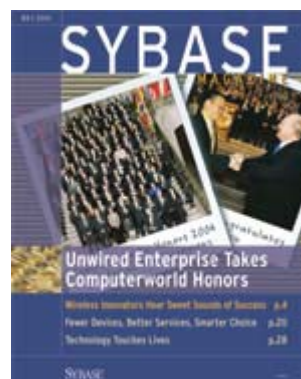
Sybase mobile technology powers SAT Corporation and Lyondell-Citgo Refining to the Computerworld Honors Program finals. BY BRUCE ROSNER

Fewer Devices and Better Services Offer Users a Smarter Choice

Nokia and iAnywhere Solutions join forces to put AvantGo Internet access services on smart phones for all-in-one service. BY ANNE-CHRISTINE STRUGNELL

The Enterprise. Unwired.

Four new Sybase products will help address the major data-management challenges faced by today's enterprises. BY NEIL MCGOVERN



The Latest Issue of Sybase Magazine is here!

<http://www.sybase.com/detail/1,6904,1031304,00.html>