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Sybase Extends Commitment to an Unwired World with new Solutions for Wireless Services Providers

New Technologies Enable Wireless Operators to Drive Increased Adoption, Revenues And Loyalty With Innovative, Easy-To-Use Mobile Enterprise And Consumer Services

Sybase, announces the launch of new technologies to drive increased adoption, operating margins and customer loyalty for wireless service providers, wireless ISV's and mobile device manufacturers.

As voice services revenues and margins come under increasing pressure, wireless telecommunications carriers are shifting their focus to data services as the next growth area. Historically, the biggest barriers to data services adoption have been non-intuitive user interfaces, the presentation challenges of small screen devices, and the costly and time-intensive development work it takes to mobilize content and create mobile applications. Sybase helps to solve these problems by enabling subscribers to interact with relevant information in a highly focused, natural and personal way, and by shortening development time to a matter of hours, without coding.

iAnywhere Solutions, a Sybase subsidiary, announces **Answers Anywhere** revolutionizes subscribers' interaction with data services by making each interaction intuitive and seamless. Answers Anywhere's middleware platform features natural language and context recognition capabilities, so that wireless services developers can make it easy for end users to request information, in their own words and in any language, and get accurate answers back quickly and reliably.

Sybase mFolio, is a non-transcoding content services solution for wireless operators and mobile device manufacturers to quickly and affordably optimize subscribers' mobile browsing experience on small screen devices. Sybase mFolio enables consumers and business users to easily access personalized Web content, driving the adoption and usage of data services while freeing operators from the expense of a separate catalog of mobile content and additional supporting technology infrastructure.

Service providers, application developers and device manufacturers can leverage these sophisticated new technologies to create unique interactive applications and services for both consumers and enterprise users. Midwest Wireless, a leading regional wireless services provider, will use Sybase mFolio in a pilot program to give subscribers access to personalized content that is optimized for their handheld devices, helping them differentiate themselves from other carriers that only provide access to limited content.

"With improved data speeds and more sophisticated devices, wireless operators are in a unique position of being able to rapidly accelerate adoption and use of these services by improving the user experience," said Stephen Drake, program manager for IDC's Mobile Software service. "Enterprise customers and consumers are enjoying robust messaging and personal information services and we see increased levels of interest in more data intensive and personalized services. Products addressing these needs, help operators and ISV's to create these highly personalized and relevant data services."

In a separate announcement from the PocketPC Summit 2004, Sybase debuted **PocketBuilder 2.0**, the latest release of the only true rapid application development (RAD) tool for mobile and wireless applications. PocketBuilder has been hailed by the industry, including first place in the developer tool category for MobileVillage's 2004 "Mobile Star awards," and the "Productivity Award" in the 14th Annual Software Development Jolt Product Excellence Awards mobile development tools category.

"Wireless service providers are facing both new challenges and opportunities in the battle to maintain customer loyalty and manage revenue growth," said Marty J. Beard, senior vice president of corporate development and marketing, Sybase. "Sybase's technology solutions allow operators to differentiate and innovate by enabling the rapid development and deployment of new, high value and highly usable data services."

Earlier this month, Sybase announced the launch of Unwired Accelerator, a robust mobile enterprise infrastructure solution to rapidly mobilize applications and services by the enterprise, wireless service providers or ISV's.

Inside this Issue

- 1 Sybase Extends Commitment to an Unwired World with new Solutions for Wireless Services Providers
- 2 Sybase Delivers Personalized Web Content Services Solution for Mobile Devices
- 3 What is the Unwired Enterprise? It's the U.S. General Services Administration (GSA), Powered by Sybase Technology
- 4 New iAnywhere Early Adopter Program Helps Microsoft SMS Customers Manage and Secure Frontline Devices
- 4 Sybase and Lumigent Partner to Provide Data Auditing Solution
- 5 Success Story: SOSystems — Embedded Database
- 7 Mobile Databasing company delves into Higher Education
- 8 Sybase Announces Latest Version of Market-Leading Enterprise Modeling Tool — PowerDesigner 11.0

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Sybase Delivers Personalized Web Content Services Solution for Mobile Devices

Sybase mFolio Allows Operators to Offer Subscribers Optimized Browsing, Thus Increasing Adoption and Usage of Data Services

Sybase, Inc. announces the general availability of Sybase® mFolio™, a non-transcoding content services solution for wireless telecommunications operators to quickly and affordably optimize subscribers' mobile browsing experience on small screen devices.

- Sybase mFolio makes wide spectrum of Web content — from high volume public information to high value personal information — accessible to small screen mobile devices through an easily managed content services manager.
- Sybase mFolio allows operators to offer localized content and specialty services to increase usage of data services and improved average revenue per user (ARPU) and average margin per user (AMPU).
- Operators can deploy Sybase mFolio without additional technology infrastructure investment, and without a redundant “mobile-ready” content catalog.

Sybase mFolio, a solution for wireless telecommunications operators to quickly and affordably optimize subscribers' mobile browsing experience on small screen devices without any content transcoding. mFolio enables consumers and business users to easily access personalized Web content, driving the adoption and usage of data services, increasing the value of existing investments in Web-based content and freeing smaller operators from the expense of investing in a separate mobile content catalog and additional technology infrastructure.

“Small screen browsing limitations have been a significant barrier to adoption and usage of mobile data services,” said Billy Ho, senior vice president and general manager, OEM Business Unit, Sybase, Inc. “But now with Sybase mFolio, subscribers can obtain the personalized information they want, conveniently and efficiently, either connected live or ‘occasionally connected.’ Operators can offer users a wide variety of content and drive increased data services usage without the need for additional computing infrastructure or redundant ‘mobile-ready’ content catalogs.”

Sybase mFolio makes wide spectrum of content — from high volume public information to high value personal information — accessible to small screen mobile devices through an easily managed content Wizard. Features and benefits include:

For Subscribers:

- **Easiest path to personalized and interesting content:** Delivers the content that is referenced, including local up-to-date traffic, weather, news and sports.
- **First Commercial Mobile RSS Reader:** Delivers enhanced browsing for mobile devices to the most trafficked Web sites.
- **Content Focus, Automatic Display Optimization:** Less noise saves time, bandwidth and screen real-estate to consume the content of the most interesting sites.
- **Collaborative Content Selection Sharing:** Share content selections between devices via device-to-device beaming and e-mail services.
- **Online and Occasionally Connected (Content Cache) Modes:** Access up-to-the-minute content on a live network, and the most recent copy once you leave the network.
- **Battery-Aware:** Minimize battery use with user-configured power settings and increase the amount of time a device is operational.

For Operators/Carriers:

- **More Data Services Use:** Increase adoption and usage of data services by optimization of the subscribers' mobile browsing experience, and gain increased average revenue per user (ARPU) and average margin per user (AMPU).
- **Differentiation:** Introduce brand-building “white label” and other differentiating applications and services, helping to reduce churn.
- **No Infrastructure Requirements:** Avoid transcoding and content server farms, and reduce the overall cost of a data services offering. The processing power of mobile devices is leveraged, allowing easy scalability as more subscribers use the service.
- **Optional Managed Content Web Module:** Deliver context- and location-specific content to subscribers — up-to-date traffic, weather, news, sports and other content services — to prime them for increased data services use.
- **Device Independent:** Accommodate different device brands and configurations (screen size, chip sets, etc), allowing subscribers the ability to easily upgrade devices.
- **Windows Mobile™ Certified:** Reduce trial and deployment costs.
- **Network Technology Independent:** Operate across both CDMA and GSM networks.

Leaders in wireless mobile computing recognize the value Sybase mFolio brings to the ecosystem by helping to bring compelling and useful content to mobile devices. “Intel is working diligently to help make wireless broadband widely

available, but access alone won't help the industry grow," said Sean Maloney, Intel executive vice president and general manager of the Intel Communications Group. "There is a significant need for applications like the Sybase mFolio for wireless to reach its full potential."

"Our customers are interested in gaining access to more information options when they are on the go," said Tom Riley, vice president of customer operations, Midwest Wireless. "Sybase mFolio will enable us to deliver more content choices than the competition with lower risk and without the heavy investment required to create and maintain a delivery infrastructure and catalog of mobile content."

Availability

Sybase mFolio is available now. For more information on features or pricing, to arrange a demo, or to place an order, please call 1-800-8-SYBASE or e-mail us at partnersuccess@sybase.com.

About Sybase, Inc.

Celebrating 20 years of innovation, Sybase enables the Unwired Enterprise by delivering enterprise and mobile infrastructure, development and integration software solutions. Organizations can attain maximum value from their data assets by getting the right information to the right people at the right time and place. The world's most critical data in commerce, finance, government, healthcare, and defense runs on Sybase. For more information, visit the Sybase Web site: <http://www.sybase.com>

What is the Unwired Enterprise? It's the U.S. General Services Administration (GSA), Powered by Sybase Technology

GSA processes two million orders, 7.5 million products with three \$3M in one day's sales with an estimated \$35M in savings to taxpayers - all this with the help of Sybase.

"One of the beauties of Sybase, it's not only fast, but as the system grows, it maintains the speed but it also scales to handle our growth." - Al Iagnemmo, director, e-Business Division, GSA

GSA Advantage! - the world's largest online commerce site runs on Sybase technology - from the back-end databases to wrist-mounted RF inventory devices. From the moment an order is entered into the online Website, it is tracked, managed, expedited and delivered with the help of Sybase liquidity and mobility solutions. Supplying the U.S. Government across the globe, GSA Advantage! uses Sybase IQ, ASE, and Replication Server data management technology to handle large volumes and maintain low costs. And in their state-of-the-art distribution center, RFID technology is empowered through iAnywhere solutions. Sybase technology plays a role in every link of GSA's efficient supply chain.

GSA's Supply Management Officer, Gene Chow, explains the benefits Sybase technology in the warehouse system, "What we're finding out is the movement of information is equally important to the movement of the box, and the efficiencies that are achieved by moving the information quickly, more effectively to the right person, to the right place, at the right time is reaping benefits - because it is actually increasing the velocity of the product through the center." Watch The Video: <http://download.sybase.com/presentation/catalog/GSAAdvantage.mpeg>

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.svbase.com.

New iAnywhere Early Adopter Program Helps Microsoft Systems Management Server Customers Manage and Secure Frontline Devices

The integration of iAnywhere's XcelleNet Afaria with Microsoft's SMS 2003 will enable enterprises to manage and secure both Windows and non- Windows frontline devices from a central SMS console.

Sybase's iAnywhere Solutions announces at Microsoft's ITforum an early adopter program for enterprises looking to extend the configuration management capabilities of Microsoft's Systems Management Server (SMS) 2003 to a broad range of mobile devices used on the frontlines of business, including Windows mobile-based Smartphones, non-Windows platforms such as Palm, RIM and Symbian, and legacy Windows 98, Windows CE 3.0 and Pocket PC 2000 and 2002 platforms.

Working in conjunction with Microsoft, iAnywhere has integrated its industry leading mobile device management solution, XcelleNet@Afaria®, with SMS 2003, enabling enterprises for the first time to manage and secure all of their Windows and non-Windows frontline devices -- PCs, laptops, handhelds and smartphones -- from a central SMS console. With XcelleNet Afaria, SMS software packages can now be deployed to any of these devices from the SMS console and a detailed inventory of all hardware and software asset information is maintained in the SMS repository.

An early adopter program is timed with the availability of the SMS 2003 Device Management Feature Pack (DMFP). Early adopters that have installed the SMS 2003 DMFP can install the XcelleNet Afaria SMS 2003 Integration Suite and realize immediate benefits from the close integration provided by Microsoft and iAnywhere. Benefits for participants include gathering inventory data from all devices and distributing SMS software packages to all devices, as well as enabling security management, application enablement and task automation for frontline devices. In addition, connection management is provided for devices connecting to enterprise systems over low bandwidth or intermittent connections. Once the XcelleNet Afaria SMS 2003 Integration Suite becomes generally available in 2005, early adopters will be able to purchase this solution from iAnywhere.

"SMS 2003 provides a comprehensive solution for change and configuration management for the Microsoft platform. By working closely with iAnywhere, we can assure enterprises with diverse device types that those systems are secure and optimized for low bandwidth or intermittently connected network environments. Now workers in the field can operate effectively no matter where they are located and what device type they're using," said David Hamilton, director of the Windows and Enterprise Management at Microsoft.

"Today's companies are primarily concerned with making sure the necessary management and security tools are in place before incorporating mobile and wireless solutions," said Joan Herbig, vice president, XcelleNet Product Group, iAnywhere Solutions. "The early adopter program for the XcelleNet Afaria and SMS 2003 integration clearly demonstrates iAnywhere's and Microsoft's commitment to helping companies overcome this fear by making mission critical information securely available anywhere, anytime."

Organizations interested in participating in iAnywhere's XcelleNet Afaria SMS 2003 early adopter program should call iAnywhere's XcelleNet Account Services at (800) 322-3366 or visit <http://www.ianywhere.com>.

Sybase and Lumigent Partner to Provide Data Auditing Solution

Entegra for Sybase ASE will reduce risks associated with data use and help enterprises comply with government regulations

Sybase, Inc. and Lumigent Technologies, Inc., developer of enterprise data auditing solutions, announce the two companies will partner to offer Entegra™ for Sybase® Adaptive Server® Enterprise (ASE) databases. Sybase and Lumigent have entered into an agreement to jointly develop and market Entegra for Sybase.

Entegra helps organizations maintain the integrity of their data, reduce the risk of inappropriate changes and access to data, and meet compliance regulations. Entegra will augment Sybase's established position within large financial services organizations, and others that must comply with government-regulated data auditing requirements, such as the Sarbanes-Oxley Act and HIPAA. More than 40,000 corporate customers, in 60 countries and 95 of Fortune's top 100 companies use Sybase technology.

"Our customers require the ability to audit their Sybase data. We chose Lumigent, the market leader in data auditing, as our partner," noted Dr. Raj Nathan, senior vice president and general manager, Sybase Information Technology and Solutions Group. "Entegra is the only data auditing solution that satisfies our customers' demand for accountability and transparency of corporate data."

"Everyday access and changes to corporate data is fraught with risk, such as when an authorized user unknowingly or maliciously alters data. Human error or fraud in databases can damage a company's brand, reputation, and ability to acquire and retain customers," explained Clifford Pollan, CEO of Lumigent Technologies. "Sybase's customers, especially those in highly regulated industries such as financial services, need to maintain complete records of data access and use through a comprehensive, continuous audit trail, so they are better equipped to address risk management and regulatory compliance requirements."

With Entegra, organizations that use Sybase ASE databases to store critical data will be able to:

- Assure end-to-end integrity of financial transactions for regulatory compliance through transparency of modified data and identification of when such modifications were made
- Detect and analyze breaches in user and application behavior (intentional or accidental)
- Monitor database activity of privileged users that occur outside of application controls and security measures
- Validate policies and controls for protecting sensitive data and continually monitor the effectiveness of these policies and controls.

SOSystems — Embedded Database

Business Challenge: Identify robust database technology with high-volume, low administrative costs, and non-stop performance to support Centryx, SOSystems' personalized credit union software. SOSystems needed a strong partner with a highly regarded presence in the financial services industry.

Solution: SOSystems chose **Sybase Adaptive Server Enterprise (ASE)** because it offered the robust functionality they required. SOSystems built their general ledger module with **Sybase PowerBuilder** and uses Sybase Infomaker for productivity reports.

Results:

- Embedded Sybase ASE database is straightforward to license, distribute, install, and administer with little end-user effort required
- Database support costs reduced by 25 – 30%
- Reliable and robust database for seamless functionality
- Scalable solution fits all end-user requirements
- Personalized attention and custom-tailored OEM pricing
- Access to Sybase decision makers for product development and partner initiatives
- Excellent OEM pass-through product support

Putting the Handshake Back into the Credit Union Experience

Many people think of credit unions as smaller versions of banks, yet they are actually quite different. In the United States credit unions have \$651 billion in assets, and instead of making a profit or paying dividends, credit unions are financial cooperatives that return earnings to members as lower loan rates, higher interest on deposits, and lower fees. SOSystems is a Sybase OEM partner that builds software to automate credit union functions. SOSystems has built a package that, while it contains the familiar automated ledgers, it also colors slightly outside of the lines of the average banking institution. They have developed a system that aggregates common banking activities into a rich analytical repository that can be queried for trends and interrelationships between otherwise unconnected and autonomous systems within the credit union.

Being member owned, the heritage and historical identity of credit unions revolves around personal relationships. As technology brought efficiencies to the delivered services, the personal bonds often suffered. SOSystems has reintroduced personalization into credit union technology solutions, and in doing so has established a solid foothold in a highly competitive marketplace.

Centryx – Member-Focused Credit Union Software

SOSystems' flagship product is Centryx, aptly named because it resides in the center of the transaction streams, tracking usage patterns of individual credit union members. By embedding Sybase Adaptive Server Enterprise (ASE) database into Centryx, SOSystems has developed a powerful information aggregation tool for their credit union customers. Regardless of the credit union's size, Sybase ASE scales to fit the needs of the customer with no change to the existing infrastructure. Within Centryx personalization, a credit union establishes a set of rules and thresholds and members find themselves the recipients of tempting offers, customized on their usage information.

Sybase ASE's transaction capacity and robust performance put it in the center of Centryx: indexing, cross referencing, and adding value to each transaction flowing through the credit union. Rather than depersonalizing, Sybase ASE-based Centryx actually uses technology to lift credit union members out of anonymity. This level of member personalization is especially appealing to the larger credit unions. Richard Verhaaren, COO of SOSystems describes a typical credit union scenario, "With Centryx, the member's usage can be analyzed in real-time and unused services can be identified. So when the member comes in for their usual teller transactions, our system will automatically identify cross selling opportunities and services the member is not using. That teller could potentially make a commitment on a line of credit increase or offer a credit card at a particular rate."

This added layer of Sybase ASE-enabled analytics is making a significant difference to SOSystems' customers. Fred Kent, President and CEO of First CU in Mesa, AZ says, "Since Centryx was installed, our on-line loan volume has increased well beyond our most optimistic expectations at a closing rate of over 31 percent, directly and positively affecting our ROI."

Embedded Sybase ASE – Powering Personalization

SOSystems was running a fully functional on-line transaction processing (OLTP) solution based on Unix flat files. Unfortunately, it lacked the aggregation and cross-referencing potential necessary for personalizing member services. Richard Verhaaren recalls, "We recognized our customers' need for personalization as a market opportunity we could address if we moved to a relational architecture with a central information file. This would allow us to add value to each transaction."

For relational technology, SOSystems considered Oracle, Informix, DB2, and Sybase Adaptive Server Enterprise. The Sybase technology, its powerhouse name in the financial sector, and an aggressive partner program and pricing strategy made Sybase the standout vendor.

The Centryx platform uses IBM RS6000 servers running Sybase ASE to drive the unique credit union software. Their customers vary in size, with some of the larger credit unions running an average of 9 million requests daily. SOSystems also found Sybase attractive because Replication Server is an excellent complimentary product for their customer base.

The Right Technology Partner

For companies like SOSystems operating in the conservative arena of financial services, success involves walking the fine line of non-radical innovation: bringing value and efficiency without risk to existing systems or disruption to business processes. To meet that challenge, SOSystems chose Sybase as their technology vendor of choice. SOSystems knew they needed a partner with an impeccable reputation in the financial services community.

In short, an SOSystems technology partner needed to provide stable products delivering faultless performance. “In this business you are toast if you aren’t reliable,” says Verhaaren. “There is always stress in an institution whenever you transition from an older technology to a new one. Our selection of Sybase ASE addresses that stress. The system stability has been excellent, all the way around.”

Building a Future

For the smaller credit unions with modest technology budgets, SOSystems is investigating Sybase ASE for Linux with the possibility of creating a “light” version of Centryx. Another appealing aspect of Linux is its reputation for invulnerability. Sybase’s dominance in mobile device delivery also dovetails nicely with some of SOSystems’ future plans. Says Verhaaren, “Market acceptance of the personalizing technology in Centryx is putting growth stress on our company. It’s a good problem to have.”

The Value of a Great Partnership

With the Sybase Partner Program, SOSystems benefits from a successful partnership program that succeeds in part because of its flexibility. “Every partner is unique.” Says Dennis Madson, “Sybase has introduced new partner-focused pricing models that are more flexible and better tailored to enable SOSystems to succeed. This willingness and flexibility on the part of Sybase creates a welcome opportunity for us both to grow together.”

A successful partnership is also about making a time investment and extending personal relationships to the partner’s customers. Mueller adds, “In the early days of our product launch, Sybase met with us at customer sites to help us with the fine tuning. We recently had our annual users meeting – all of our clients throughout the U.S. came for a three-day meeting – and Sybase took part in that. Actions like these lend credibility to our products and send a message to our customers that this is a viable partnership.”

A Compound Interest Relationship

Moving from a customer to a partner put SOSystems on a completely different footing with Sybase. As a partner, SOSystems’ level of access within Sybase increased, and with access came the possibility to influence product direction because partners are valued advisors.

Sybase is an established company and takes the long view in its business relationships. When SOSystems embedded Sybase Adaptive Server Enterprise in Centryx and became an OEM partner, it gave Sybase the opportunity to have its award-winning database server installed in front of a new crop of potential future customers. Sybase believes its products, given the chance, will speak for themselves. Rather than just quarter-to-quarter pushes, Sybase also takes the long view by cultivating and supporting its partners in their efforts. As an OEM partner, SOSystems has access to advice from a well-connected partner with a vested interest in their success. With this partnership, SOSystems’ ability to consider potentially ambitious new business opportunities increased. After all, mutual success is what partnerships are all about.

Mobile Databasing company delves into Higher Education



Recently, Sybase's iAnywhere announced their launching of a campus mobile solution allowing any higher education facility's educational and administrative resources to be available through a single, consistent interface on the Sprint PCS Network. Not only does iAnywhere have its hold on a quickly developing market, it's on the bleeding edge of database and mobile enterprise solutions as well.

iAnywhere Solutions, Inc. was formed as a subsidiary of [Sybase, Inc.](#) in 2000, building on the success of Sybase's Mobile and Embedded Computing division. After four years, the company is the worldwide market leader in mobile and embedded databases, mobile middleware and mobile and remote device management. More than 15,000 customers and 1,000 partners rely on the company's award-winning products. Its [AvantGo® mobile Internet service](#) allows you to download web content to your PDA or smart phone for free and boasts more than ten million registered subscribers.

"Today's educational environment is more intense than ever -- students and administrators need to have the latest information at their fingertips, wherever they may be," said Kate Quackenbush, Director of Marketing for iAnywhere Solutions.

This collaboration has been in the works with [Sprint](#) for 6 months, and is another on the list of iAnywhere and Sprint partnerships. Together, they have rolled out a Mobile Claims Adjuster solution for insurance companies, have jointly presented a number of webcasts and seminars in the market, and have jointly presented at trade shows.

This time, Sprint and iAnywhere are focused on higher education. "Our partnership with Sprint ensures that information is delivered over a fast, reliable and secure Sprint network, so end users can easily and conveniently access it whenever they want," said Ms. Quackenbush. The new interface for college campuses allows students to access their class syllabus, notes, and grades. Even a campus map and photos of parking lots are available for finding empty parking spaces around campus. "With Campus Connect, we're enabling the next generation to leverage mobile technology to fit their lifestyle, any time of the day, anywhere on campus or in the world," Ms. Quackenbush said.

"Campus Connect is another great example of how iAnywhere's mobile technology enables educational institutions to take information out of the data centers to the point of interaction with students, faculty and staff," said Ms. Quackenbush. The convenient thing about Campus Connect is that now students can quickly and easily get all of the information they need anytime, anywhere on the enhanced Sprint Nationwide PCS Network. "Gone are the days of students getting by with just email and Internet access," said Tim Donahue, Vice President - Enterprise Marketing, Sprint Business Solutions.

Since the recent launching of CampusConnect there have been no specific implementations, but iAnywhere has implemented mobile solutions for Harvard Medical School and Tower Hamlets College in East London. One of the concerns a higher ed institution would have is the price of Campus Connect. "Cost would vary depending on the amount of content to be mobilized, the number of users on the network, and the number of servers needed to support synchronization of the system," says Ms. Quackenbush.

To find out more about iAnywhere and their Campus Connect interface, [click here!](#)

Sybase Announces Latest Version of Market-Leading Enterprise Modeling Tool

Sybase PowerDesigner 11 Integrates Multiple Modeling Techniques for Better Alignment of IT and Business Goals and Increased Flexibility

- Sybase PowerDesigner 11 enables enterprises to better align business and IT goals, and to react flexibly to changing business conditions
- Sybase PowerDesigner combines several standard modeling techniques: application modeling through UML, Business Process Modeling and traditional database modeling
- New features and benefits include integrated requirements management and impact analysis, and unmatched support for all leading database and data warehouse engines on the market

Sybase, Inc., announces the upcoming availability of Sybase PowerDesigner 11, a unique Enterprise Modeling tool that enables better alignment between business and IT goals, and flexible adaptation to changes in business conditions. Users worldwide rely on PowerDesigner as their modeling tool of choice, and this latest version will add new enterprise modeling capabilities and expanded database support. Power Designer 11 will be available late 2004.

"With this new release, Sybase is reinforcing our commitment to providing the most innovative and complete data modeling tool available," said Dimitri Volkman, worldwide product line director, Sybase, Inc. "Because PowerDesigner 11 is articulated around a unique approach to metadata integration from different paradigms -- such as Unified Modeling Language (UML), business process analysis and data modeling -- it can help bridge the gap between the business end-user and the IT department, and adapt easily to changes in business conditions."

New features and benefits of Sybase PowerDesigner 11.0 include:

-- Business value:

- **Impact Analysis:** easily and effectively evaluates the impact of any business or technology change for greater agility and predictability
- **Requirements Management:** accelerates time to project completion and ensures more accurate results through a more effective capture of requirements and specifications, and by attaching designs to requirements for better traceability
- **Business Process Analysis:** design better business processes by understanding their relationship to underlying application and data

-- Technical value:

- **Enhanced Data Modeling:** supports latest releases of RDBMS engines and newest features such as Web services and XML in the database
- **Enhanced UML:** incorporates support such as J2EE 1.4 and Web services patterns and templates
- **Enhanced Business Process Model:** offers hierarchical view of processes designed with the tool, providing clearer communication and greater flexibility
- **New Information Liquidity Model:** supports replication and data movement and metadata management, providing a model-driven approach to designing mobile database and synchronization definition with central databases

"Our projects live or die on the back of Sybase PowerDesigner and we are very eager to move to Version 11," said Michelle Poolet, president, Mount Vernon Data Systems, Inc. "My team and I design and redesign highly complex databases. The new features of Version 11 add so much to the already very robust data modeling techniques, as well as the new Impact Analysis, Requirements and other improvements that extend the tool into the business and application development realms even further."

Pricing and Availability

Sybase PowerDesigner 11.0 will be available late 2004, with pricing starting at \$995 per developer seat. Competitive Upgrade pricing is also available. For more information on features or pricing, to arrange a demo, or to place an order, please call 1-800-8-SYBASE or visit <http://www.sybase.com>.

The Sybase Developer Network (SDN) offers in-depth support to help developers get the most from PowerDesigner and other Sybase tools through free trial software, technical information, and collaboration with other Sybase developers. SDN continues to expand developer services including CodeXchange, where developers can work together on open source code or start collaborative projects with their peers. For more information about the network, or to join, please visit: <http://www.sybase.com/developer>.