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## Sybase Joins The Eclipse Foundation as Strategic Developer Member

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### Sybase to sponsor and lead proposed Data Tools Project for Eclipse platform

Sybase, Inc. announces that it has joined Eclipse Foundation as a Strategic Developer Member, and will be represented on the Board of Directors by Vice President of Engineering, David Tong. Sybase is well positioned to make significant contributions to the Eclipse community by furthering the development and delivery of open source development tooling.

A member of the Eclipse Organization and Eclipse Steward since 2002, Sybase released one of the first commercially available products on the Eclipse framework, the award-winning business process orchestration and monitoring tool Sybase(R) Unwired Orchestrator. As a recognized leader in data management, application development and modeling, Sybase will provide developer resources and leverage its expertise by proposing a new Data Tools Project at Eclipse. The goal of the project is to work with the Eclipse community in developing a comprehensive data management tooling framework.

"We are excited about using Eclipse as an open framework and providing our customers with a tool set that enables end to end software development, from backend data integration to mobile application development," said David Tong, vice president of engineering, Sybase. "With products based on Eclipse, developers will be able to leverage all of the tooling the Eclipse Community and Sybase have to offer."

"The Eclipse community will benefit greatly from Sybase's new role on the board of directors of the Eclipse Foundation and as the leader of the proposed Data Tools Project," said Mike Milinkovich, executive director of the Eclipse Foundation. "Supported by Sybase's longstanding expertise in open application development and experience providing tools for creating cross-platform, interoperable applications, the community will be better equipped than ever to advance critical open-source initiatives."

### About Eclipse

The Eclipse Foundation is a not-for-profit member-supported corporation that hosts community based open source projects. Eclipse creates royalty-free technology and a universal platform for development tools integration, modeling, testing and functionally-rich application construction. Eclipse-based offerings give developers freedom of choice in a multi-language, multi-platform, multi-vendor supported environment. Eclipse delivers a dynamic plug-in based framework that makes it easier to create and integrate technology, saving time and money. By collaborating and sharing core integration technology, providers can concentrate and focus on areas of expertise and differentiation. The Eclipse Platform is written in the Java language and comes with extensive plug-in construction toolkits and examples. It has already been deployed on a range of development workstations including Linux, HP-UX, AIX, Solaris, QNX, Mac OS X and Windows-based systems. Full details of the Eclipse Foundation and white papers documenting the design of the Eclipse Platform are available at <http://www.eclipse.org>.



**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](http://www.svbase.com).**

## iAnywhere Simplifies RFID Network Deployments With New Software Solution

iAnywhere Solutions, Inc., a subsidiary of Sybase, Inc. announces availability of RFID Anywhere™, a platform that helps enterprises plan, develop, deploy and manage radio frequency identification (RFID) network solutions. With an advanced service-oriented architecture (SOA), RFID Anywhere speeds the deployment of RFID solutions through easy integration with existing applications and processes - even those that are highly distributed. In addition, the software directly manages RFID and other data collection and control devices, such as barcode readers and printers, so that developers and integrators are insulated from low-level interfaces and can focus on business logic.

Across many vertical industries, including healthcare, transportation, government and retail, RFID technology offers greater visibility and control of business assets and processes, thereby increasing productivity. As organizations deploy full-scale RFID networks, however, they are faced with the challenge of integrating and managing the diverse hardware devices, evolving standards, software infrastructure and multiple applications required to support a complete end-to-end solution.

"Challenges faced by customers implementing RFID solutions are similar to those found in mobile and remote applications, such as the need for always available access to information, integration of a variety of data sources and managing data and devices remotely. With more than a decade of experience in solving these issues, iAnywhere is well positioned to help customers solve their RFID challenges," said Steve Robb, senior director of marketing, iAnywhere.

"Middleware has emerged as one of the critical elements to ensuring successful RFID project implementations," said Richard Dean, program director for IDC's Mobile Enterprise and RFID Services. "As more companies roll out RFID projects in 2005, most of these firms will benefit from their investment in middleware through faster deployments that can adapt to the rapid evolution of RFID technology and standards."

### Early Adopters Speed Business Processes with RFID Anywhere

Early adopters of RFID Anywhere, such as ProPath, a leader in pathology services to physicians and hospitals, understand the value of tracking specimens, inventory, and work flow processes to improve efficiency and information quality. ProPath has selected RFID Anywhere to follow biopsies and other pathology specimens as they are processed and analyzed in their laboratory.

"Over 1200 patient cases enter our lab each day-each specimen holding essential information for a waiting physician and patient. The more efficiently we perform testing and deliver reliable results, the sooner the doctor can relieve a patient's anxiety or initiate appropriate treatment," said Krista Crews, Executive Director, ProPath. "RFID Anywhere offers us a unique platform for our RFID network that will eliminate manual processes today and help us add new RFID applications in the future."

### RFID Anywhere Features Overview

RFID Anywhere's next-generation architecture enables a range of features unmatched in the market:

- Support for RFID standards and protocols, including EPC Reader Protocol 1.0, ALE 1.0, ISO-15693, ISO-18000-3, and ISO-11784, is managed through a **unified interface**, greatly simplifying the challenge of integrating and managing numerous devices, applications, standards and protocols.
- The **network simulator** allows the impact of data loads and content on existing networks and applications to be assessed early in the project - even before readers and other RFID-enabled hardware have been acquired.
- A **service-oriented architecture** enables easy integration into the existing infrastructure including feeds into multiple existing applications and interfaces with system and network management software. With its support for distributed configurations and edge processing, RFID Anywhere allows multiple locations to collect RFID data whether or not the rest of the enterprise is available to receive it.
- RFID Anywhere's **connectors and controllers** handle the interfaces with commonly-used RFID hardware components, such as readers and printers, letting developers and integrators focus on business logic and not the code-level complexities of evolving devices and standards. As a result, companies can confidently select RFID hardware based on features, price, support, and reliability criteria without sacrificing functionality, usability or performance. Further, support can be provided for other network devices such as barcode scanners and programmable logic controllers, allowing RFID technology to be fully integrated with existing data collection and control equipment.
- Operating as a **network service**, RFID Anywhere provides extensibility so that the physical network of readers can be leveraged in additional, future RFID use cases allowing multiple business scenarios to be addressed with a single solution. Companies are able to adopt new uses for their original RFID network, continually improving their return on investment.
- Other iAnywhere technologies extend RFID Anywhere's feature set even further, with local data persistence and comprehensive **store-and-forward messaging** that result in fault-tolerant, guaranteed delivery of RFID data.

### Additional Resources

RFID Anywhere 1.0 is currently being used at a number of leading companies. For more information, contact your local Sybase Representative or visit [http://www.iAnywhere.com/products/rfid\\_anywhere.html](http://www.iAnywhere.com/products/rfid_anywhere.html).

## ITALIK Ltd. - Response and Maintenance Services

A fully web-based service environment built on M-Business Anywhere

Results:

- Engineer productivity increased up to 30 per cent
- Instant access to customer and technical information improves service quality and speed
- Enables 24x7 access to Help-Link services via the Web.

Help-Link provides a wide range of maintenance services to local authorities, companies and domestic customers across the north of England. Founded in 1998, its mission is to excel in the provision of rapid response services for central heating, electrical, locksmith, plumbing, gas and other emergencies, as well as routine maintenance and problem prevention services.

A team of mobile Help-Link engineers serves customers across the region, including Harrogate Borough Council, City of York Council, and approximately 25,000 homes of various local Authorities, registered Social Landlords and private landlords. Since it was formed in 1998, Help-Link has grown to become one of the largest maintenance companies in the region.

Help-Link's 24x7 service depends on the reliable flow of information between its service engineers in the field, and the job scheduling, finance and CRM applications running at its central offices. Over time, Help-Link had built up an IT infrastructure to streamline these key functions, but the final link in the chain - with engineers in the field - was still dependent on paper-based processes. As a result, engineers were tied closely to base and spent valuable time managing paperwork and schedules.

As the company grew, it became increasingly challenging to equip its engineers with the information they needed to deliver a professional, proactive service. This was particularly true for long-term contract customers, who look to Help-Link to provide maintenance services for a complex array of different equipment across multiple sites.

### A service revolution

Help-Link's vision was for a technology solution that would help it streamline the entire service supply chain. This solution would provide a single view of vital customer, engineer, inventory and technical information not just for Help-Link's back-office staff, but also for engineers in the field – and even for customers, via the Web.

“We wanted to create a revolutionary service with new levels of openness and transparency,” said Help-Link's Managing Director, Melvin Butler. “To deliver the highest levels of service you need to be fast and flexible, and have a perfect understanding of your customers' situation. We'd automated key processes in the back office, but we had to extend this out to the field.”

What Help-Link needed was a way to bring its business applications together at the point of service. That meant finding a solution that could deliver vital job and technical information to a field engineer using a mobile device like a PDA, cellphone or notebook PC. It would have to provide a seamless link to Help-Link's finance, CRM, job scheduling and stores applications, and would have to be flexible enough to fit with the company's existing business processes.

### M-Business Anywhere

Help-Link found the answer in a fully web-based service management solution from ITALIK built on MBusiness Anywhere – the leading platform for mobile web application development from iAnywhere Solutions. M-Business Anywhere enables companies to mobilize a wide range of business applications – from field service and CRM applications to portals, logistics, data collection, inspection, help desk, and business intelligence systems. Literally any paper-based or desktop-based application, or process, can be extended to handheld devices, tablet computers and laptops.

The new web-based environment was implemented by ITALIK – a leading independent IT consultancy, and a specialist in developing and deploying information solutions on mobile devices. Using M-Business Anywhere and its own Service Management System, an advanced job scheduling application, ITALIK implemented the revolutionary service platform that Help-Link needed.

### Wireless access

Now Help-Link exploits the power of M-Business Anywhere to integrate its field personnel with the people and processes at work in the back-office. The information engineers need to complete jobs quickly and efficiently is available at their fingertips – and can go with them almost anywhere a job takes them. M-Business Anywhere captures data from Help-Link's finance, scheduling and stores applications, and delivers it where it's needed.

Wireless PDA access provides two-way communication between Help-Link and its engineers in real-time throughout the day. Engineers can access their service schedules remotely using a PDA, with seamless synchronization to the relevant back-office applications via dial-up or wireless communication. They can get instant access to account histories, stock levels and more in real time. Orders can be placed immediately and invoices raised automatically, removing the potential for unnecessary delays. Engineers can access libraries of appliance information and download technical diagrams and notes on the move.

### Open book for customers

Because it has an open, Web-based infrastructure, Help-Link's service environment not only gives engineers and back-office employees access to all job history and customer details – it enables it to make job information available to customers, too. Using a standard Web browser and a secure password, customers can access job information at any time, check invoices, stock availability, engineer arrival times and more.

“This is particularly important for larger contract customers such as major city councils, where a transparent view of information helps accountability and governance in a complex service environment,” says Butler. “M-Business Anywhere lets us adopt an ‘open book’ approach to provide a more comprehensive, more personal service.”

### Improved productivity

Mobilizing its service processes has enabled Help-Link to improve field productivity as much as 30% because engineers can work more effectively away from central office. Engineers now carry minimal paperwork in the field. Instead, they use M-Business Anywhere to transmit information to and from central office, from time and expense sheets to electronic customer signatures.

“With M-Business Anywhere, our engineers can spend more time with customers, more time completing the job, and less time trying to track down vital technical and customer information,” Butler says.

For application developers like ITALIK, M-Business Anywhere makes it easier to build effective web-based applications by enabling the full use of existing tools for development and content creation, as well as .NET and J2EE applications. Support for a huge range of open standards and platforms, and industrial-strength security, mean M-Business Anywhere can scale up to even the largest mobile environments.

Help-Link’s new service platform all adds up to much more efficient, effective and personal maintenance services for Help-Link customers across the north of England – so much so that the company’s mobilized approach to maintenance has become a central part of its service offering. By empowering its engineers with M-Business Anywhere, Help-Link can continue growing, and continue providing the proactive, professional, 24x7 service its customers expect.

## Sybase's DataWindow .NET: Way Beyond Microsoft .NET DataGrid

Sybase's new DataWindow .NET lets you create powerful data-driven applications that provide advanced display and printing capabilities with less programming than ever. If you ever worked with PowerBuilder, you'll know why a .NET version of the DataWindow is such an important addition to your toolset. If not, you'll be surprised at the power of the DataWindow.

Sybase's DataWindow .NET provides a powerful tool for creating data driven applications with capabilities far beyond the native DataGrid. With it, you can develop flexible, high performance, visually appealing applications with very little coding. The native DataWindow properties, events and methods simplify development.

DataWindow .NET is a component that boosts the performance of .NET application development environments. It's a 4GL RAD product, which means it helps you get the job done, quickly. Based on technology so powerful it holds several patents, DataWindow .NET helps you rapidly build and deploy data driven applications, easily incorporating your complex business rules, and delivering sophisticated data presentation. With hundreds of built-in functions, properties, and declarative programming, developers experience high levels productivity in a virtually code free tool. The standard data access components in your .NET development environment require tedious, time consuming coding - break through the DataGrid-lock with DataWindow .NET!

Cut your development time into a fraction of what it is today with DataWindow .NET. The easy to use interface and patented power of the DataWindow will rev up your productivity, and greatly reduce the development time needed to deliver business critical applications. Read about the Features, Benefits, Customer Stories, Events, and more. Read more about the features and benefits that DataWindow .NET will bring to your .NET development!

### Key Sybase DataWindow .NET™ features include:

- Highly productive 4GL WYSIWYG IDE makes data access, complex business rules for data validation, and data presentation simple and virtually code free!
- Classes and interfaces containing hundreds of built-in methods for RAD development in an object-oriented paradigm.
- Sharing functionality enables a single set of data to appear in multiple presentation formats within a single application
- Support for importing and exporting data in a wide variety of formats including CSV, tab-delimited text, Excel, HTML, XML, XHTML, and PDF.
- Remoting capabilities for transmitting data and presentation information across network boundaries and for synchronizing data across those same boundaries
- 5 lines of code with DataWindow .NET does the work of 30 lines of Visual Basic and 100 lines of C++ or Java.
- Integrates with version 1.1 of the .NET Framework:
  - Microsoft Visual Studio .NET 2003
  - Borland's C#Builder
  - Open source #develop (SharpDevelop).
- Choice of nine different presentation styles from a variety of data sources that include SQL statements, stored procedures, query objects and ad-hoc external sources

To learn more about Sybase's DataWindow .NET go to: <http://www.devx.com/dotnet/Article/22655>

The linked article and the downloadable code show you how to create a Windows Form with buttons to Retrieve, Add, Delete, Save, Export, Sort, Filter and Print data. You will create three DataWindow objects using Sybase's DataWindow Designer and associate each DataWindow with an SQL Server table. Each data entry form accesses a different table. The code behind each button will work for all three data entry forms—without modification—to illustrate the DataWindow's built-in OOP capabilities. You will need to download the 60-day evaluation copy of DataWindow .NET from the Sybase site to follow along. The download is available at: <http://crm.sybase.com/sybase/www/IPG/DWNetWebReg.jsp>

# Sybase Events Calendar

## MSDN Webcast: DataWindow .NET (Level 100)

Start Time: Thursday, March 31, 2005 9:00 AM (GMT-08:00) Pacific Time (US & Canada)

End Time: Thursday, March 31, 2005 10:00 AM (GMT-08:00) Pacific Time (US & Canada)

### Event Description

Products: **Visual Studio.**

Recommended Audience: Developer.

Language: English-American

Description: Get the job done quickly with **DataWindow .NET**. A 4GL RAD product, DataWindow .NET is a component that boosts the performance of Microsoft .NET application development environments. Based on technology so powerful it holds several patents, DataWindow .NET helps you rapidly build and deploy data-driven applications, easily incorporating your complex business rules, and delivering sophisticated data presentation. With hundreds of built-in functions, properties, and declarative programming, developers experience high levels of productivity in a virtually code-free tool. This presentation will demonstrate how easy it is to use DataWindows .NET in your Windows Forms or Web Forms applications.

Presenter: **Dave Fish, Principal Systems Consultant, Sybase Corporation**

Dave Fish is a technical evangelist at Sybase, Inc. Dave has twenty years of application development experience and has been developing client/server, distributed, and Web-based applications since 1993 and mobile applications since 2002. Dave has authored a number of application development books and has written several magazine articles on application development

To register for this event go to:

<http://msevents.microsoft.com/CUI/WebCastEventDetails.aspx?EventID=1032270766&Culture=en-US>



Want to build and deploy a feature-rich mobile application the easy way? This one hour developer-focused webcast will walk you through how to quickly and easily build and deploy a mobile application using basic Web programming skills and M-Business Anywhere, iAnywhere's leading mobile Web application deployment platform. While the development environment may be simple, the mobile applications created with it can be as complex as you want. Jon Milelli, Senior Systems Consultant with iAnywhere, will give a detailed development demonstration using M-Business Anywhere, showcasing how easy it is to create and deploy a mobile application for laptops, PDAs, smartphones and other mobile devices – all without learning a new development environment. Join us for this educational webcast and learn how to build a mobile application that can:

- Provide secure, Always Available data and applications access regardless of network connection
- Deploy to a wide variety of mobile devices without major application changes
- Synchronize to any enterprise database using the market-leading SQL Anywhere Studio mobile technologies included in M-Business Anywhere
- Integrate an assortment of data sources into one application quickly and easily
- Automatically accept application and UI updates whenever the backend Web application is updated

iAnywhere experts will be on hand throughout the presentation to answer on-line questions. This webcast is offered free of charge but registration is required.

**Date: Tuesday, March 15, 2005**

**Time: 2:00 – 3:00PM EST**

**Presenter: Jon Milelli, Senior Systems Consultant**

To register please go to: [http://crm.sybase.com/sybase/www/iAS/develop\\_mobile\\_apps.jsp?tpl=syb](http://crm.sybase.com/sybase/www/iAS/develop_mobile_apps.jsp?tpl=syb)

# AWASH IN DATA - MANAGE AND HARVEST IT DYNAMICALLY

## Sybase's Dynamic Operational Data Store Solution Makes It Happen

Telecommunications Carriers are swimming in data. There's the transactional data collected on each of the tens or even hundreds of millions of calls made daily: who called whom, for how long, when—the time of the day and the day of the week, other carriers that also transmitted the call over their circuits, and more. There's also the data collected by each business unit and department: landline, wireless, broadband digital subscriber loop (DSL), orders, billing, repair—all of which may repeat name, address, phone number, and other information in their own data marts. The company may be storing terabytes and soon petabytes of data, at significant cost, as well as attempting to make sense of it.

Like other businesses, telcos need to keep on top of revenues, performance, customer satisfaction, and problems. That's tough to do with an ocean of data, and sometimes the best they can do is the telco equivalent of treading water—getting the monthly bills out. It can be very difficult to get data access to answer basic—and crucial—questions such as “Where is DSL selling best?” “What are the most common trouble tickets and the mean time to closure?” “How many customers have landline and wireless service?” The difficulties extend to detecting fraud and revenue leakage as well.

So how's a telco to store and manage enough data to operate effectively? Typically captured and kept on a mainframe with tape backup, the amount of call transaction data alone is so huge that most telcos retain only three to six months' worth, making historic reporting—say, to explore year-on-year sales or marketing ideas—impossible. Furthermore, the pressures of monthly billing, batches of which run each business day, often make it really tough for non-mission-critical users to get mainframe time to run reports or analyses. It can take a week to get a standard report back, no matter what a given department's service-level agreement with IT says.

Moreover, business unit or department data marts make it difficult for the company to get a full picture of all its dealings with any given customer. These data marts can be costly, because of both the quantity of data and the amount of it that's replicated elsewhere—the company may maintain multiple extensive files on a customer with landline, DSL, and wireless service. And now along comes telco-carried television. And, after that, still more services.

A few telecommunications companies, however, have found a way to ensure ready and comprehensive access to data by all users—and save substantially while they're doing it: creating on Sybase's IQ a dynamic operational data store (ODS) that can, depending on the individual company's needs, store data from calls and/or the individual data marts in a single warehouse. Transactions or customer records are transferred in near real time so operational data is available almost immediately, often while a transaction is still taking place.

Matt Dowling, global solutions manager at Sybase, explains, “The dynamic ODS offloads data in a minimally intrusive way from an online transaction platform—the mainframe—or a data mart, using Sybase's Replication Server, and locates it in an IQ system, where anybody who needs the data can have access to it anytime. The return on investment can be impressive—typically a customer might invest \$4 to \$5 million in the solution and save four times that much annually.”

### Massive Data Compression

The Spanish company Telefónica has created a companywide dynamic ODS to handle data from more than 82 million clients that was previously gathered and stored by 11 independent and disparate operational systems. The 11 databases were becoming costly to maintain; although the systems shared some characteristics, data could not be easily moved from one to another; and it was increasingly difficult to satisfy requests for data from users within the company.

Called the Unified Information System (UIS), the new ODS is now the repository for data from all 11 legacy systems, including the call transaction mainframe. Sybase's Replication Server copies the data from the various databases and transfers it into an IQ Multiplex database. To transfer data nonintrusively from the mainframe, the mainframe is paired with a Sybase ASE transactional database system.

A Sybase Replication Agent copies the transactions onto the ASE, where the data is extracted and transformed into the data structure required by IQ. The Replication Server copies it in, renewing data entries from all systems every five minutes. Dowling notes that although Telefónica chose five-minute updates, Replication Server can refresh data anywhere from every minute to once a day.

Pedro Romera, systems engineering manager at Telefónica, cites two big benefits that emerged even in the company's pilot of the dynamic ODS: “The model saved between four and six times the storage volume required, compared with other RDBMSs available on the market, with the attendant reduction in hardware, support, administrative, and maintenance costs. As for the response speed, the platform demonstrated performance more than 200 times superior to other systems.”

Because of IQ's compression capabilities, Telefónica is getting 10 terabytes of data—27 million rows—into 2 terabytes of storage. IQ's compression feature requires 60 percent to 80 percent less storage space than traditional relational database management systems (RDBMSs). The rapid response time is due in part to readier access to data, thanks to IQ's structuring of data and in part to IQ's powerful query performance, which is up to 100 times as fast as that of traditional RDBMSs.

With the UIS extended companywide, there are other benefits as well: Even with increasing demands for data analysis and reporting, users are getting what they need quickly. All users access a single site to obtain all data, no matter what operational system it came from. Information is updated in near real time. Operational systems are freed from routine requests for reports. Maintenance, operation, and development are much easier and more flexible, due to the common data handling process. There's only one source of information for supplying any given data mart.

Based on the Data Warehouse Reference Architecture, developed by Sybase and Sun Microsystems, the project was finished in only four weeks. Today, it employs a Sun platform with 12 central processing units (CPUs), which can be expanded as needed, and a Sybase IQ system with a capacity of 2 terabytes. Telefónica plans to use the Multiplex format included in IQ to establish multiple network stations, some remote, that will provide access to the IQ server for users all over the company.

IQ's Multiplex feature, Dowling explains, enables a company to create nodes of data for specific groups of users based on the central warehouse—for example, a node might contain all data on customers from a specific region or users of a particular service. The transactional server paired with the mainframe and the one holding IQ, he adds, can employ UNIX, Linux, or Wintel machines.

### “Far Exceeded Expectations”

New Zealand's TelstraClear Limited wanted primarily to capture data on the frequent calls going over its network that involved other carriers—either calls originating with TelstraClear carried partway by other carriers or calls begun elsewhere that traversed its network—so intercarrier billing and payments would be accurate. Calls were growing in number and data in volume, the cost of storage and maintenance was rising, reports on intercarrier traffic were harder to get.

Storing 13 months' worth of data, says Simon Falconer, database administrator at TelstraClear, “we have three billion rows of data, with six million new rows added each day.” Based on earlier experience with IQ, the company decided to use it to create a batch-loaded ODS. Once the decision was made, it took only two and a half months to get the system operating. Data is extracted and transformed with extract, transform, and load (ETL) tools to fit IQ's architecture.

The 13 months' worth of fully indexed data stored in IQ enables TelstraClear, New Zealand's second-largest full-service telecommunications company, to generate intercarrier reports in just minutes.

Says Falconer, “We were hoping for a 50 percent 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.”

Reporting has been transformed into a tool that can be used instantly across multiple levels of the company to mine the rich database. “Now that we can get online reports straight away, other parts of the business have started to use the system,” Falconer says.

Dowling points out that the system can also generate data feeds for business partners—perhaps for the other carriers— or for customers on their company's calls.

IQ's data compression saves costs for TelstraClear also. Those three billion rows of data takes up under half a terabyte in the system. Moreover, he says, “The system administers itself. At most, I spend about an hour a day maintaining it, making sure the systems are up and actual data is loaded. I rarely need to do anything more difficult.” Sybase IQ, he adds, “offered us affordable hardware costs, time savings, and a robust architecture.”

Dowling points out that an IQ-based dynamic ODS can provide quick relief for any company that needs to preserve legacy systems while serving users who increasingly demand self-service access to operational data in real time for analyses and reports. Replication Server's reliability and IQ's fast query capabilities deliver answers fast, and IQ's compression capabilities save big dollars.

Altogether it's a good solution, whether your pool of data resembles an ocean or just a lake. Talk about data liquidity!