

THE ENTERP UNWIRE



SYBASE PRODUCTS HELP ADDRESS THE MAJOR CHALLENGES FACED BY TODAY'S ENTERPRISES



➤ BY NEIL McGOVERN

MYTH—Security concerns are a good reason to ignore the mobile device explosion.

FALSE—The FBI, the NSA, and the CIA are all using mobile devices—if the security is good enough for them, it's good enough for you!

In the *CIO* lists of “Top 10 Challenges,” published over the last 12 months, mobility has been steadily progressing toward the top of the list. Application integration is the perennial top headache for CIOs; companies have spent \$10 trillion on information technology (IT) over the last 10 years and can't get it to integrate. Data volumes are exploding, and managing this data is becoming more and more of an issue.

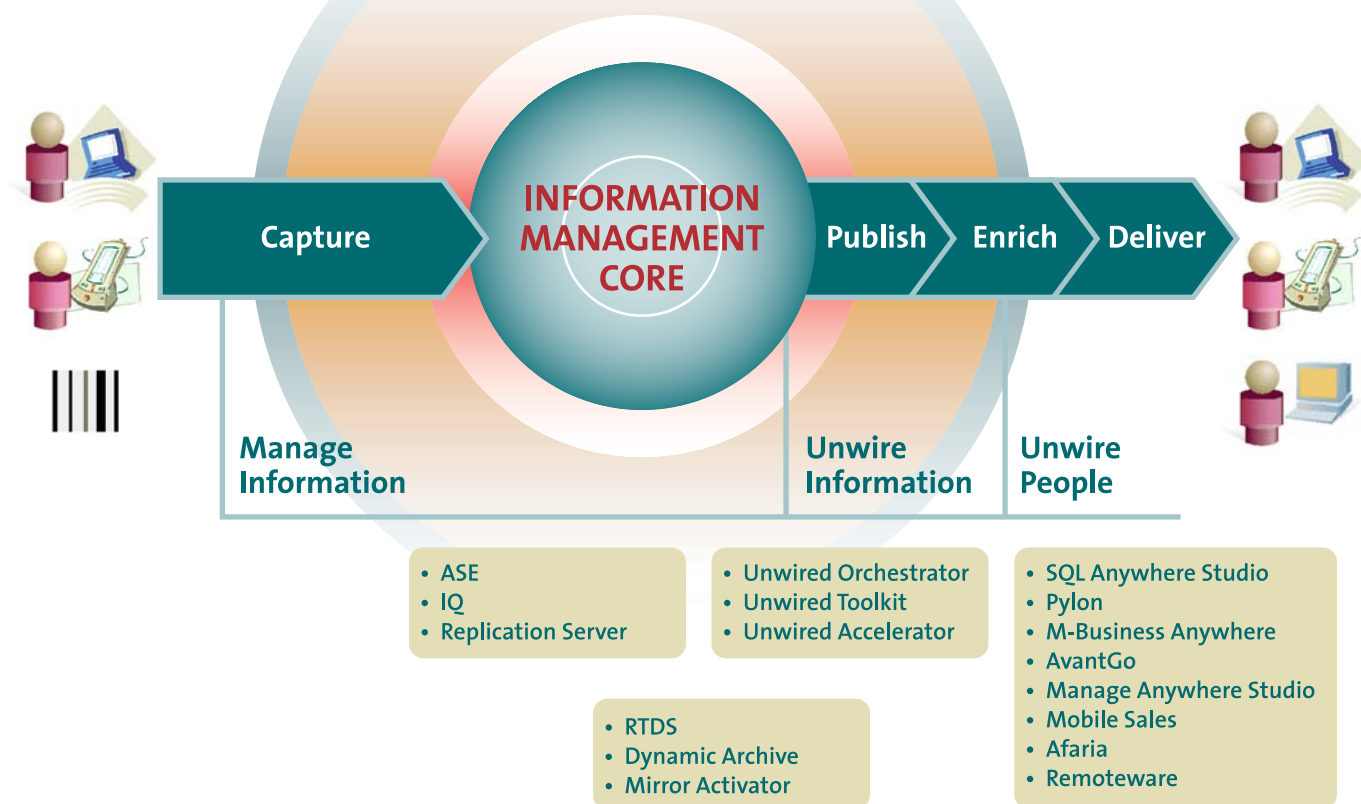
In response to these challenges, Sybase delivers an end-to-end solution that includes enterprise-infrastructure and mobile-software solutions for information management, development, and integration, enabling customers to gain maximum competitive advantage by unlocking the value of their information assets. To gain this value, an enterprise must first manage its information well (information management), make it liquid (information unwired), and mobilize it to get it to the right point of action (people unwired). (See diagram.)

RISE. D.

WHY READ THIS?

FIND OUT:

- The major challenges IT executives face today <
- How Sybase plans to address these challenges <
- About specific products organizations can deploy to handle increasing volumes of data <



The Enterprise. Unwired.

Unwired Enterprise Products

What is a brontobyte, and how do you manage it (see box)? Sybase's current data management products, Adaptive Server Enterprise (ASE) and Adaptive Server IQ, will be key, and Sybase has also developed some new solutions: Dynamic Archive and Mirror Activator.

DYNAMIC ARCHIVE. Using Sybase Dynamic Archive is an innovative approach to managing data growth. It allows organizations to intelligently and automatically manage business transactional data through its life cycle by offloading inactive data from the production system while keeping archived data fully accessible online.

With Sybase Dynamic Archive, customers

- Reduce maintenance cycles to comply with service-level agreements
- Improve application performance by 30 to 80 percent through regular removal of inactive data
- Reduce annual hardware and storage expenditures and unnecessary duplication of unused data in the production database
- Comply with regulatory requirements for long-term storage, fast access, and data integrity
- Support total information life cycle management in the context of business transactions

MIRROR ACTIVATOR. Effective business continuity solutions can be an expensive "insurance policy." Organizations that have mission-critical applications and zero tolerance for downtime or data loss often establish synchronized, redundant failover systems whose sole purpose is to ensure ongoing access to mission-critical systems during an emergency. These systems are complex and expensive and lie idle much of the time. Sybase Mirror Activator enhances these systems—reducing network costs, shortening recovery time, and guaranteeing data integrity.

Although disk-block-replication systems perform a vital function, they stay synchronized by replicating blocks of data—a network-intensive process, particularly for maintaining standby database applications. Sybase Mirror Activator works in conjunction with disk-block-replication systems by replicating only the log of data that has changed.

The key benefit is that ASE applications are now synchronously and accurately replicated to the recovery site yet consume up to 50 percent less bandwidth in the process. As an added benefit, the standby system can now be used for operational activities such as decision support and reporting, enhancing the return on investment for these complex and costly—yet essential—disaster recovery systems.

Sybase Mirror Activator and ASE combine to

- Reduce the total cost of ownership (TCO) of database disaster recovery. Sybase Mirror Activator cuts down the required network bandwidth of hardware-based storage database replication by as much as 50 percent.
- Minimize business risk. Mirror dramatically reduces the failover time for ASE database applications, reducing the business costs associated with loss of systems continuity.
- Provide continuous data integrity. Mirror Activator guarantees data integrity and protects against disk corruption.
- Turn expensive idle hardware into a productive asset. Standby database systems can now be used for read-only operations, such as querying and reporting, improving return on investment (ROI).

Nine Challenges of Unwiring Your Enterprise

1. **Security challenge**—Need to address access and device security
2. **Device size challenge**—Need to be able to compensate for screen, battery, and memory issues
3. **Development and deployment challenge**—Need to have strong development capabilities customized for mobile devices and be able to handle multiple different devices
4. **Occasionally connected challenge**—Need to have enough information on devices to allow applications to run when not connected to the network
5. **Transaction challenge**—Need to be able to handle asynchronous as well as synchronous transactions
6. **Information-targeting challenge**—Need to be able to target the right data to the right device to ensure that only the minimum amount of data needs to be synchronized/stored
7. **Synchronization challenge**—Need to have sophisticated synchronization capabilities
8. **Query challenge**—Need to allow ad hoc queries from devices and return concise and relevant information
9. **Data quality challenge**—Need to be able to identify and correct data-quality issues arising from corrupted or incorrect data coming into the enterprise from mobile devices

Sybase sees the No. 1 problem facing CIOs, application integration, as the need to unwire your information. The company has been addressing this problem through the Unwired Enterprise initiative and releasing new products such as Real-Time Data System and Unwired Orchestrator.

REAL-TIME DATA SERVICES (RTDS). Sybase Real-Time Data Services is the first solution that proactively pushes time-critical data from heterogeneous enterprise databases to messaging architectures, eliminating the "information lags" created by batch updates or intermittent polling processes.

Sybase Real-Time Data Services combines heterogeneous data movement with real-time messaging in one easily integrated, open-standards-based solution, eliminating the need for custom coding and lowering TCO.

Sybase Real-Time Data Services provides the following benefits:

- Enables auditing to meet security and regulatory requirements with chance-data-capture capability
- Eliminates intrusive, costly-to-maintain polling applications for generating real-time alerts and notifications
- Pushes event-driven information from multiple systems directly to the message bus for a consolidated real-time view of key operational data from multiple data sources

SYBASE UNWIRED ORCHESTRATOR. Maximizing the ROI gained from mobility demands unique new business processes that integrate mobile applications with the enterprise back office. Sybase Unwired Orchestrator mobilizes business processes and makes them more agile and cost-effective. Business owners get the functionality they need, and critical enterprise data remains valid, secure, and intact. Mobile business processes containing a mix of legacy custom, mainframe, and packaged applications can be easily modeled and tested before development.

Sybase Unwired Orchestrator then enables almost codeless integration, using graphically built business and technical process flows, along with mobile delivery capability and enterprise integration within a standards-based infrastructure. This capability eliminates the laborious hand-coded integration traditionally needed to extend enterprise applications to mobile workers. After the integration, Sybase Unwired Orchestrator manages and monitors the mobile business process.

Unwiring the people means delivering applications directly into their hands. The Q2 2004 issue of *Sybase Magazine* presented the nine challenges of unwiring your enterprise. Sybase is releasing two additional Unwired products that, together with Sybase Unwired Orchestrator, target these challenges: Sybase Unwired Toolkit and Sybase Unwired Accelerator.

UNWIRED TOOLKIT.

Sybase Unwired Toolkit provides everything you need in order to quickly develop client mobile applications and dramatically reduce coding complexity. Optimized for mobile applications, Sybase Unwired Toolkit helps developers handle common mobility problems such as remote management, data synchronization, mobile data storage, and security. Sybase Unwired Toolkit combines a unique award-winning integrated development environment (IDE) with a data management and data synchronization solution.

SYBASE UNWIRED ACCELERATOR. Sybase Unwired Accelerator links an enterprise's mobile users (employees, contractors, partners, and customers), by mobilizing existing Web content and enterprise applications. Information delivery to smart phones, handhelds, tablets, or laptops can be tailored, changed, and deployed in minutes. Connections can be live or occasionally connected to reduce expensive wireless service charges. Sybase Unwired Accelerator uses the same technology that powers AvantGo, the free mobile content service delivering thousands of famous-name Web sites to more than 10 million consumers worldwide.

Sybase's Unwired Enterprise products help organizations meet the growing challenge of managing increasing volumes of data. ■

Neil McGovern has more than 15 years' experience in the software industry. Currently he is responsible for strategy for Sybase's infrastructure product line. Previously, McGovern was VP of engineering at New Era of Networks and CTO of Convoy Corporation, where he was a pioneer in the enterprise application integration market.

What is a brontobyte?

- 1 bit = binary digit
- 8 bits = 1 byte
- 1,000 bytes = 1 kilobyte
- 1,000 kilobytes = 1 megabyte
- 1,000 megabytes = 1 terabyte
- 1,000 terabytes = 1 petabyte
- 1,000 petabytes = 1 exabyte
- 1,000 exabytes = 1 zettabyte
- 1,000 zettabytes = 1 brontobyte