



SYBASE NEWS

Sneak Peek: Sybase IQ 15.2

Join this sneak peek technical webinar and learn about the new features in Sybase IQ 15.2.

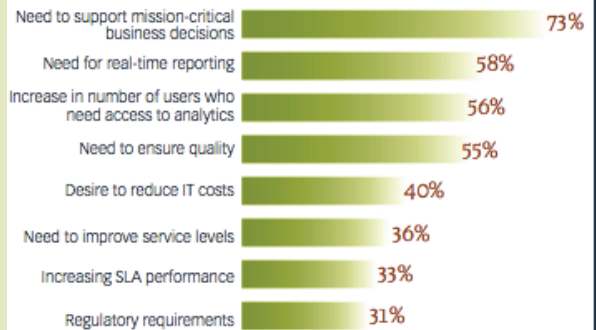
[Register Now](#)

Featured Article - Specialty analytics servers

A recent IDG survey indicates that 70% of respondents will implement specialty analytics servers within two years. This Peer2Peer whitepaper summarizes the driving factors, and explores the myths and realities of specialized analytics technologies.

 [Download Now](#)

Business factors driving usage or exploration of specialty analytics servers or appliances



Source: IDG Research Services, January 2010

[Find out why Gartner ranks Sybase IQ as a leader](#)



Schedule a meeting with a Sybase IQ Expert.

[Subscribe now and](#)

What's New with Sybase IQ

- [Podcast: Constituent Works Outlook Series: In-Database Analytics](#). Hear why companies are turning to in-database analytics to improve the performance and scalability of risk analysis, fraud detection, predictive modeling and trend analysis in this podcast with the Director of Product Management for Sybase IQ Joydeep Das.
- [Video: Computerworld Interview with Dan Lahl](#). Many organizations are turning to specialized analytics servers to keep pace with growing pressures for real-time insight gleaned from unprecedented amounts of available data. Find out why in this video interview with Sybase Senior Director of Analytics Dan Lahl.

Sybase IQ New Options

- [Manage very large databases to shorten backup and restore cycles](#)
- [Deeper, faster, more accurate, and more robust analytics](#)
- [New ways to increase query performance and data loading](#)

[Subscribe now and automatically join the Sybase IQ user group](#)

Blog Postings

- > [In a Stream of Good News: Sybase acquires Aleri Technology](#)
- > [Sybase IQ Data Loading: A multitude of Speedy Options](#)
- > [Sybase IQ 15.1 proves its mettle](#)

Sybase IQ Newsgroups

- > [ISUG Sybase IQ Newsgroup](#)

Events

- > [Live Sneak Peek Webinar on Sybase IQ 15.2](#)
- > [Attend an onsite educational workshop with MicroStrategy and Sybase](#)

- [Security to handle data at rest and data in-flight](#)

New Videocasts

- **For Faster Analytics, Don't Waste Time Moving Data.** Predicting campaign outcomes and aiming targeted offers requires blazingly fast, sophisticated analysis of massive volumes of both real-time and historical data. Mike Upchurch, COO of Fuzzy Logix, and Bill Jacobs, Senior Evangelist for Sybase Analytics Solution describe how you can meet seemingly impossible expectations through in-database analytics.
 - > [View now](#)
- **Optimizing Customer Value through Predictive Analytics.** As a marketer in today's retail banking industry, are you able to get the right offer to the right customer at the right time? The ability to analyze and act on vast amounts of transactional and behavioral data will help you optimize the value of your marketing campaigns. Sankar Krishnan, Managing Director of Adventity and Dan Weisberg, Business Development for Sybase, describe how predictive analytics can turn your customer data into gold.
 - > [View now](#)

Sybase News and Articles

- Predictive Analysis Has a Growing Role in Government, by Joydeep Das and Raj Nathan
 - > [Download now](#)
- Improving the Business Analytics Capabilities with Sybase IQ Columnar Database, by Dan Vessel of IDC
 - > [Download now](#)

This is a promotional message from Sybase. If you wish to no longer receive email communications from Sybase, you may opt-out by going to the following page: response.sybase.com/forms/emailcenter-sybase

Sybase, Inc
One Sybase Drive
Dublin, CA 94568