

FAQ

Next Generation Mobility Architecture for Unwiring the Enterprise Announcement

August 6, 2007

ANNOUNCEMENT

Q. What are we announcing today?

Sybase announced it is expanding upon its successful Unwired Enterprise initiative, focused on solutions to help organizations effectively manage and mobilize data, and give people access to business-critical information anytime, anywhere. The company offered a sneak peek of the next generation of its mobility architecture to more than 1,500 attendees of its TechWave User Group and Training Conference, showcasing how it will further streamline development and deployment of mobile enterprise solutions, helping to overcome challenges of mobile environments and empower companies to build leading-edge mobile solutions.

Q. What is the next generation mobility architecture for unwiring the enterprise?

It is an integrated technology stack that enables enterprises to realize the vision of bi-directional flow of information from within the data center boundaries to the point of decision making, independent of heterogeneity in the mobile ecosystem and the enterprise data centers.

Q. Why are we doing this?

As customers look at mobility as a strategic problem to solve, they are looking for comprehensive solutions like our next generation mobility architecture.

- Our next generation mobility architecture will focus on integrating technologies to provide an end-to-end technology stack to enable mobilization.
- It will also simplify the mobile application development process making it less complex. By providing simple yet powerful tooling, we hope the development tasks associated with unwiring enterprises are considered as easy as developing a PowerBuilder application which was considered a hallmark of simplicity. This will allow for broader development of mobile applications.

Q. What technology and business challenges are being solved?

Technology Challenges

- **Easing the complexity involved in accessing and processing of heterogeneous enterprise data sources for mobilization**
- **Reducing the complexity involved in synchronization of enterprise data sources with mobile devices**
- **Dealing with the lack of integrated tooling environment that simplifies mobile application development**
- **Overcoming the lack of secure access and deployment of mobile applications**
- **Allowing uniform administration of various moving pieces of technology stack involved in unwiring enterprises**

Business Challenges

- **Solving strategic enterprise mobility issues**
- **Addressing large percentage of the various users in the value chain**
- **Integrating mobility into existing and new business processes to sense and respond to changing operating conditions by extending them to mobile users**
- **Extending intelligence in the enterprise to mobile users at the point of action**
- **Providing field workers with additional tools to better serve customers**
- **Enabling faster access to information for better decision making**

Q. What are the challenges mobile developers are facing today?

Today, unwiring the enterprise presents a host of challenges for developers because they need to be technical experts in a variety of systems and device platforms to build a mobile application.

First, there's the back-end. Developers must enable information access to core data across a wide variety of systems, structured, semi-structured and unstructured data sources, and pre-packaged applications, requiring expertise across many platforms. Then there's the front-end, which requires further expertise across multiple target devices and platforms. With the variety in the devices and the platform support on these devices, it's a nightmare for developers to build applications that support heterogeneous devices. Finally deploying these applications, in a secure fashion, onto various devices poses a bigger problem with the diversity in the devices, networks, etc.

Additional complexities inherent to the mobile environments include: Limited device resources such as memory and battery life, different network types, wireless coverage issues, data security, and application management.

Clearly, when developing and deploying mobile solutions, today's developers must deal with many technical considerations beyond building the core application.

TECHNOLOGY

Q. What are the features of the next generation mobility architecture?

The features provided can be primarily categorized as:

- **Data services** - This layer focuses on creating a virtual data layer for provisioning to mobile applications by presenting a uniform way to access enterprise data sources and a streamlined way to provision this virtualized information.
- **Mobile middleware services** - This layer focuses on bridging the virtual data layer and the applications on the device by providing intelligent synchronization solutions for data movement and secure deployment infrastructure to support heterogeneity in the mobile ecosystem.
- **Device services** - This layer focuses on providing a uniform interface for the applications to interface with their data, messaging and system needs.
- **Unified development tool** - This will provide a consistent, integrated environment for developing mobile applications that link to enterprise data sources and processes.
- **Administration console** - This will provide a single view to manage, secure and deploy mobile data applications and devices.

Q. What products are included in this future mobility architecture?

It's better not to consider the new mobility architecture as a combination of products but more appropriate to think of this as an integrated technology stack. Over the years, Sybase has built a suite of products that have technology that enables us to fulfill this vision. The next generation mobility architecture will take the best of breed technologies from these products and provide an integrated stack to customers so that mobile application development and maintenance of mobile infrastructure is simplified and cost effective.

Q. Is there a common development environment for the next generation mobility architecture?

Ease of development is an important characteristic. To enable that, we are looking at providing an integrated tooling environment to support developers needs in both Visual Studio (for .NET developers) and Eclipse (for Java developers). All the development functionality targeting the next generation mobility architecture will be provided in a combination of these two tooling frameworks.

Q. Does the next generation mobility architecture work with Java, .NET or both?

The next generation mobility architecture is being targeted for both .NET and Java platforms. As there is a growing momentum towards the .NET platform on mobile devices, our integration with Visual Studio enables us to target .NET developers. We'll be strengthening our support for J2ME platform by providing an integrated development tooling for J2ME developers in an Eclipse environment.

Q. Will this product work in a Services-Oriented environment?

Services are a key component of the next generation mobility architecture. With some patent pending technologies, the mobility architecture will provide a strong SOA ecosystem that enables developers to leverage heterogeneous services and provision services from within the platform. A key point to notice is that the architecture is not a SOA stack (ala. ESB, BPM, etc.), but it includes necessary infrastructure to consume and provision services for building mobile applications.

Q. What types of mobile devices and back-end systems will the architecture support?

It is focused on supporting heterogeneity in both the device space and in the back-end systems. On the back-end systems, the next generation mobility architecture will support structured to unstructured data sources ranging from databases to packaged applications and allows for uniform way to access this information. On the device side, we are targeting Windows Mobile, Symbian (J2ME) & Blackberry devices. It can be leveraged with various devices like Treo, HTC, Motorola, etc. that support the Windows Mobile platform.

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