



Sybase Business Solutions Alliance Program

The Sybase Business Solutions Alliance (BSA) Program provides our partners with valuable tools and resources designed to speed up time-to-market, lower the cost of doing business, and find new revenue streams quickly and profitably. By partnering with Sybase, you will join a dynamic community of over 2,000 companies who recognize Sybase's advantages in data management and mobile computing.



SYBASE[®]



Why Sybase?

Financial Strength

- In fiscal 2006, Sybase generated net cash of \$214.3 million, had \$876.2 million in total revenue and maintained a record \$643.7 million in cash
- Founded in 1984, Sybase has had over 29 straight quarters of pro forma profitability
- 3,800 employees in 32 countries, Stock symbol: NYSE:SY, No long-term debt

Global Reach

- 95 of Fortune 100 companies and more than 40,000 corporate customers in 60 countries use Sybase technology
- We have more than 2,000 partners, more than 200,000 developers using our products, and have more than 700 embedded OEM partners

Industry Leading Innovation

- Sybase has the #1 mobile database with 73% of the market and one of the world's largest mobile applications, AvantGo, with over 10 million registered users
- Sybase ASE database has the lowest TCO according to the Standish group and runs 10% faster than Oracle on Linux / Itanium 2

Mutually Beneficial Selling Relationships

- Partners are aligned with Sybase for joint go-to-market opportunities
- Resellers enjoy market segmentation to minimize channel conflict
- Unlike our competitors, we will not compete with you in the applications market

Sybase is Continuously Expanding and Investing in its Partner Programs

- Aggressive Sybase marketing campaigns launched
- Market Development Fund provides access to marketing dollars for demand generation and joint sales opportunities
- Revised development software and support policy provides unlimited access to development software and live telephone support
- Enhanced version of sybase.com/partner highlights new information, sales collateral, marketing resources and events for partners

Business Solutions Alliance Program Benefits

Below is a summary of benefits available to all Business Solutions Alliance partners. Please review our partner program type descriptions for additional benefits based on your business model.

Enable and Plan:

- Assigned partner alliance manager
- Education and professional service discounts
- Monthly partner newsletter
- Exclusive partner-only web resource center

Develop and Build:

- Unlimited access to database software
- Porting and performance tuning assistance
- Sybase Developer Network & codeXchange
- Access to beta software and product notifications
- Solved cases library, newsgroups & technical document library

Market and Sell:

- Generous margin on resale of Sybase software
- Market Development Fund
- Online partner solution directory
- Joint press and marketing opportunities
- Extensive sales training resources and curriculum
- Competitive positioning and product reviews
- Partner marketing opportunities in Sybase Magazine

Service and Support:

- Comprehensive technical support (telephone & web)
- Presales technical and sales assistance
- Web-based product information libraries

What our Partners Say

„Sybase is the market leader in many verticals and geographies that are important to our growth strategy. They are the database leader in China and derive more than 12 percent of their total revenue from the Asian market. This partnership has the potential to advance our expansion efforts in those geographies.“

Pete Fiore, President, Ascential Software





JOIN FORCES WITH A MARKET LEADER

Flexible Programs Tailored to Your Business Requirements

Within the framework of the Sybase Business Solutions Alliance program, we serve six basic families of partners.

Systems Integrators provide services and domain expertise related to Sybase's technology for our mutual customers on a regional, national, or global scale. Our Systems Integrator partners often resell Sybase products.

Independent Software Vendors (ISVs) provide packaged software applications that work with Sybase software. Our ISV partners may choose whether or not to resell Sybase software, depending upon their business model.

OEM Partners develop, market, and sell software applications that are powered by embedded Sybase technologies.

Value Added Resellers (VARs) resell one or more Sybase software components together with other services, software, or technology to create comprehensive IT solutions that address specific business needs. Our VAR partners manage designated Sybase customers in their territories with no channel conflict.

Technology Partners provide the hardware platforms, devices, and/or operating systems that Sybase software runs on. Our Technology partners include hardware suppliers and operating systems vendors who do not resell Sybase software.

Mobile and Wireless Partners embed, integrate and support iAnywhere products. The iAnywhere alliance program includes embedded (OEM), channel (VAR, SI, ISV) and technology partners.

Business Solution Alliance Program Requirements

Sybase selects partners based on market presence, proven competency in selling and supporting products, and strategic alignment in our mutually targeted markets.

Requirements vary slightly across program types due to differences in business models. After you submit an application you will have the opportunity to discuss specific program requirements with one of our partner account managers.

Basic BSA Requirements:

- \$2,000 Annual Program Fee
- Minimum Annual Revenue Attainments
- Demand generation activities per year: 2
- News items & Press Releases per year: 4
- ISVs - Software release announcement within 18 months, product release within 24 months.

Join the Sybase BSA program at www.sybase.com/partner/becomepartner/apply

Partner Success

"Sybase provides all the required core building blocks for enterprise mobility applications, including a portfolio of mobile applications as well as the required enterprise integration and application development elements."

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SYBASE®



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