



# Sybase Helps Customers Turn Mobility into a Competitive Edge

SYBASE®



# Enabling Success at the Front Lines of Business



Mobility has come of age. Businesses like yours are finding that the ability to move business information quickly and securely between the back-office and the front lines is a requirement to survive and thrive in today's competitive business environment. Increasing demand for mobility creates new challenges for enterprises. IT is tasked with protecting valuable corporate information and assets, while also making solutions simple and useful for mobile workers.

As a leading provider of mobile middleware software, Sybase iAnywhere is committed to helping our customers succeed. Our Information Anywhere suite provides a secure, scalable mobile software platform that addresses the converging IT requirements of enterprises today. By combining mobile email, collaboration, device management, enterprise-to-edge security and back-office application extension capabilities, Information Anywhere enables organizations to empower employees to do the work they need to do anywhere, at anytime, on any device.

With over 15,000 corporate customers in 50 countries, including 81 of the Fortune 100, we realize that all enterprises have complex issues to tackle. Our Information Anywhere suite allows organizations to integrate, extend and leverage investments in their existing IT infrastructure when developing a mobile strategy.

Our customers have already achieved outstanding results. We've highlighted a few of these organizations to illustrate how the powerful combination of their vision and our technology creates unique competitive advantages. For more detailed customer success stories, please visit our Web site at [www.sybase.com/success](http://www.sybase.com/success).

We take great pride in our shared success, and hope these stories inspire you to take mobility to the front lines of your business!

Sincerely,

A handwritten signature in black ink, appearing to read 'Terry Stepien'. The signature is fluid and cursive, with a large initial 'T' and 'S'.

Terry Stepien  
President  
Sybase iAnywhere



“Sybase iAnywhere technology was selected for its data synchronization capability and its interoperability with both the Palm OS and the system’s back-end database. It’s been very effective and flexible. Users can synchronize their devices with our data repository using a WiFi, Bluetooth, infrared or cradle connection.”

– Mosely Chaszar,  
Systems Administrator,  
Columbia University School of Nursing

## TENNANT COMPANY

Tennant Company deployed the ServiceLINK field service solution that:

- Improves field service technician productivity
- Increases customer equipment uptime
- Reduces billing cycle from 10-12 days to 1-2 days

Tennant Company, one of the world's leading manufacturers of indoor and outdoor cleaning solutions and specialty coatings, wanted to maintain industry leadership and strengthen customer relationships by improving its field service and support. Using Information Anywhere's mobile management technology, Tennant deployed ServiceLINK field service solution for mobile content and device management.

"The thing we really liked about Information Anywhere's mobile management," said Tom Hayes, ServiceLink application manager, "was that it seemed to be designed from the ground up specifically for remote users. The remote capability wasn't added as an afterthought as it was on some other solutions. Also, and very importantly, it had the software distribution and document management capability that met our key criteria—it didn't require user intervention. And it gave us all these features without being so complex that it would add to our support levels."

To incorporate management into the ServiceLINK application, Tennant engaged Sybase iAnywhere Professional Services. "Our Sybase iAnywhere Professional Services consultants were solid professionals who understood their product," said Hayes. "They took the time to understand what we were trying to accomplish. Thanks to their help, we were able to get the system up and running and configured so that we could deploy it to 400 users within a 13-week period and prepare us to roll it out internationally."

## COLUMBIA UNIVERSITY SCHOOL OF NURSING

Columbia University School of Nursing developed a PDA-based clinical documentation and decision support system that:

- Provides practitioners with evidence-based practice and patient information
- Helps to ensure greater patient safety
- Tracks students' progress and reports to program directors

Columbia University School of Nursing is part of one of the world's most renowned academic health centers, promoting patient safety through an informatics-based approach to advanced practice nursing. Information Anywhere is used to mobilize a PDA-based clinical documentation and decision support system to maintain the school's mission.

"Our strategy was to employ PDAs and other mobile technology, including Information Anywhere, to document clinical encounters and retrieve patient safety-related information at the point of care," said Suzanne Bakken, alumni professor of nursing and professor of biomedical information. "The system would also enable the aggregation of the data collected and the generation of detailed reports for faculty use in tracking and evaluating student competencies."

"Sybase iAnywhere technology was selected for its data synchronization capability and its interoperability with both the Palm OS and the system's back-end database," said Mosely Chaszar, systems administrator at the school. "It's been very effective and flexible. Users can synchronize their devices with our data repository using a WiFi, Bluetooth, infrared or cradle connection."

**"Thanks to Sybase iAnywhere Professional Services' help, we were able to get the system up and running and configured so that we could deploy it to 400 users within a 13-week period and prepare us to roll it out internationally."**

– Tom Hayes, ServiceLink Application Manager, Tennant

“The development and deployment of Information Anywhere technology was so simple that all we had to do was plan the compliance with elevator safety laws and ensure the application’s growth capacity and its interface with the group’s ERP.”

– Frédéric Renault,  
Managing Director of Aliant,  
System Builder for ThyssenKrupp

#### **THYSSENKRUPP ELEVATOR**

ThyssenKrupp Elevator deployed a mobile solution for its maintenance technicians that:

- Improve efficiency in managing maintenance teams
- Optimizes planning and reporting of service calls for 1,500 maintenance technicians
- Ensures rapid adaptation by the technicians

ThyssenKrupp Elevator, the global elevator branch of ThyssenKrupp, holds roughly 13% of the market, the third largest in the industry. It built and customized a mobility application for its maintenance technicians using Information Anywhere technology.

“Our first objective was to comply with legal obligations related to elevator safety by the required deadlines,” said Olivier Fortin, head of the mobility project for ThyssenKrupp Elevator. “The general focus was to capitalize mobility then optimize the service offered to the customer and thereby strengthen our position with respect to the competition.”

“At the time, Sybase iAnywhere provided the only platform that could guarantee robustness, reliability, and ease of development and deployment for a service over time, as well as meet the needs of over 15,000 technicians worldwide,” said Fortin.

The future plan is to adapt the application to the maintenance service calls at building entrances, and further down the road the company hopes to merge the SAE application with the Global PDA project.

#### **UNIVERSITY OF GEORGIA NEW MEDIA INSTITUTE**

University of Georgia’s New Media Institute’s mobile solution manages constantly shared devices and:

- Manages infrastructure to allow students to focus on creative mobile applications
- Reduces the management burden of maintaining mobile devices
- Ensures application prototypes and demos are always ready to go

The New Media Institute (NMI) at the University of Georgia is dedicated to exploring the compelling uses of mobile media technology and the creative, critical and commercial ideas that will drive demand. With devices constantly being handed out to different people with many different prototype applications and tools installed on them, as well as a network environment that constantly changes, NMI needed to reduce the management burden of maintaining software and settings on mobile devices.

A free, urban wireless network infrastructure was created to support the development and deployment of numerous, innovative mobile media applications. The management of all mobile devices is handled using Sybase iAnywhere’s security manager.

“Thanks to Sybase iAnywhere, we can focus on understanding how mobile media can be used to enrich people’s lives and stimulate economic development and growth.” Said Dr Scott Shamp, Director for New Media Institute. “It’s given us confidence to tackle bigger projects and more projects because we know we don’t have to deal with the mundane aspects of managing the delivery mechanisms”

## GRANT THORNTON LLP

Grant Thornton LLP is saving money and time using a mobile management system that:

- Allows IT to push content to users
- Decreases distribution of content to users
- Increases productivity of assurance professionals

Grant Thornton LLP is the U.S. member firm of Grant Thornton International, one of the six global accounting, tax and business advisory organizations. Information Anywhere management technology was implemented to meet the need to simplify and streamline the process of getting compliance and regulatory content out to Assurance professionals in a more efficient and less costly way.

After extensive research and product comparison, Grant Thornton LLP implemented Sybase iAnywhere technology to break up large data sources into small, more manageable pieces and to deploy content just-in-time, as it changes, not every month according to a static schedule.

“Grant Thornton is only as successful as the tools and knowledge we have allows us to be,” said Kirk Halliday, manager of Enterprise Systems Administration. “Information Anywhere management brings this knowledge to Grant Thornton’s users faster.”

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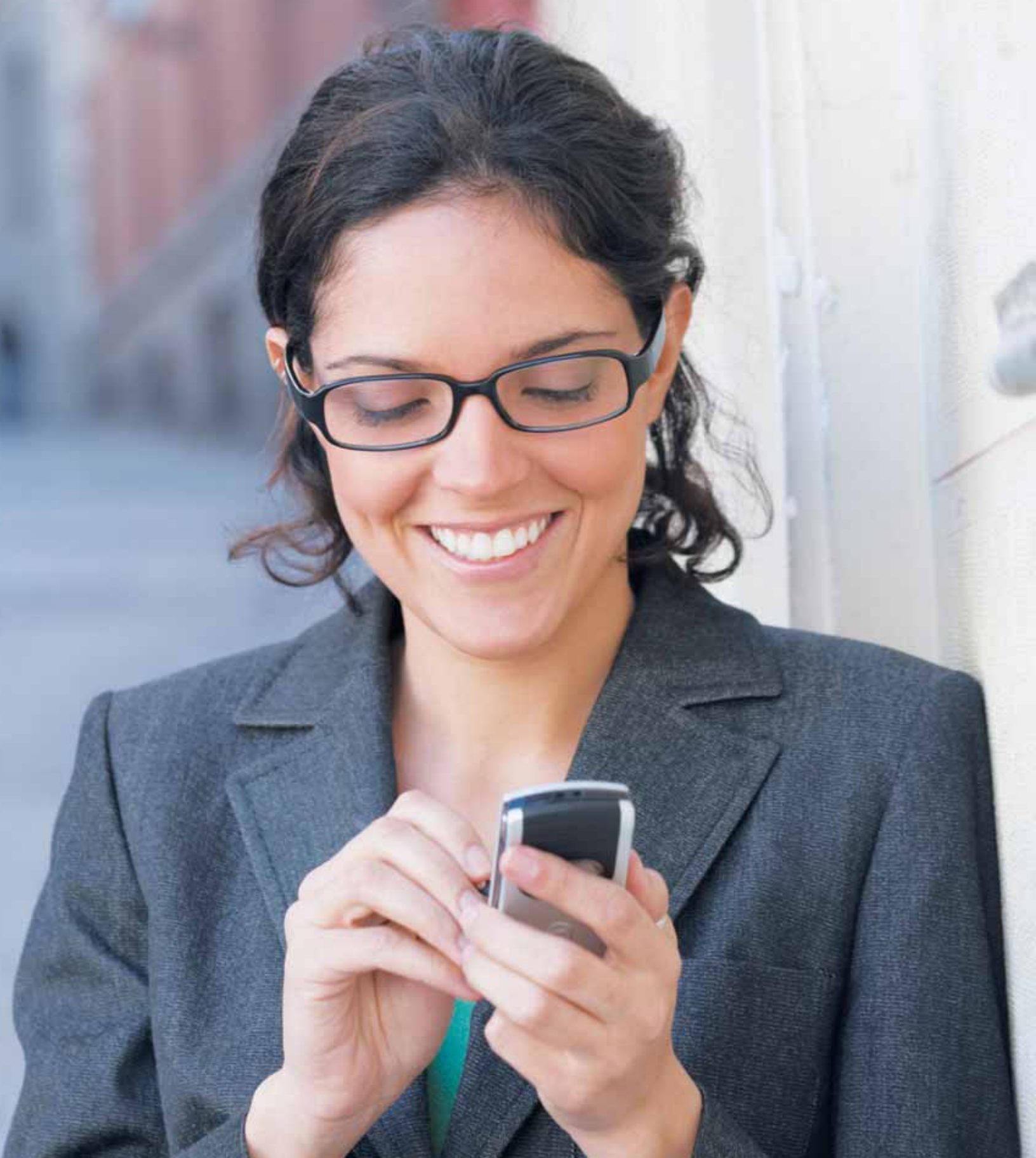
– Kirk Halliday, Manager of Enterprise Systems Administration, Grant Thornton LLP





“We’re using Information Anywhere to manage all of our field services computing assets. As a result, we’ve achieved reduced downtime, man-hours and IT costs as well as reduced deployment times for new mobile applications such as our map update and plant damage systems. Our mobile infrastructure is very stable thanks in part to Sybase iAnywhere technology. I would tell anyone with a mobile deployment in which bandwidth is limited to consider Information Anywhere.”

– Jim Jones, Senior IT Project Manager for Mobile Solution Services, Cox Communications



**“We’d seen several solutions come through our doors and none worked as seamlessly as Information Anywhere’s management capabilities. It was very apparent from the first few minutes that it was the solution we needed.”**

– Mike Erdahl,  
Lead Project Analyst,  
Thrivent Financial for Lutherans



#### **COLUMBUS CHILDREN’S HOSPITAL**

Columbus Children’s Hospital created a mobile solution that:

- Provides up to date medical practice information
- Improves patient care
- Identifies and fixes problems immediately

Columbus Children’s Hospital is one of the largest and most sophisticated health care centers in the U.S., having more than 300,000 patient visits annually. Information Anywhere technology is helping the hospital to provide evidence-based care in the office and at the bedside and keep by distributing the most up-to-date medical practice information to physicians in training and in practice.

IS support is able to identify and fix one problem before a user had even asked. “We can now see easily who is synchronizing and who may be having difficulties, which means we can offer proactive support—this was impossible in the past,” said Schon Crouse, mobility integration analyst.

“Proof of the value is in the enthusiastic use by our residents,” said John D. Mahan, MD director, Pediatric Residency Program, “Continued innovations like this from Sybase iAnywhere will help allow physicians in training and in practice to stay current and provide evidence-based care in the office and at the bedside.”

#### **COX COMMUNICATIONS**

Cox Communications Incorporated deployed a management and distribution solution that:

- Increases field services representative and IT productivity
- Reduces field services representative downtime
- Saves \$500,000 annually

Cox Communications Inc., the fourth-largest cable provider in the United States, is known for its high capacity, reliable broadband delivery network and its superior customer service. Using Information Anywhere mobile management technology the company is automating remote device management and software distribution.

“We estimate that we’re saving approximately \$500,000 annually, just from the ability to automate the management and updating of our laptops in the field,” said Jim Jones, senior IT project manager for Mobile Solution Services. “But our actual ROI is significantly greater than that when you factor in our ability to automate other business processes.”

Using Information Anywhere to manage all of their field services computing assets, Cox Communications has achieved reduced downtime, man-hours and IT costs as well as reduced deployment times for new mobile applications such as our map update and plant damage systems. “Our mobile infrastructure is very stable thanks in part to Sybase iAnywhere technology,” commented Jones.

## CHARLES COUNTY SHERIFF'S OFFICE

Charles County Sheriff's Office improved reporting by deploying a mobile management solution that:

- Automates reporting and software updates
- Creates reports that are automatically uploaded
- Improves reporting details and time

The Office of the Sheriff for Charles County, Maryland is located approximately 25 miles southeast of Washington, DC. Serving roughly 130,000 citizens, officers work to keep Charles County safe. Charles County is using Information Anywhere mobile management technology to automate reporting and manage software updates in effort to ensure quality law enforcement to citizens.

Charles County officers are using handheld devices to report and receive documents for reporting. Realizing the need for efficient behind the scenes maintenance of officers' devices, the Sheriff's office chose Information Anywhere management technology in order to quickly and efficiently update information on officer's devices. In addition, Information Anywhere mobile email is used so officers can access email from handheld devices.

"If you can just imagine how it used to be, having someone hand-search 16,000 paper documents to fill in the blanks for the information the state requires us to report on for every traffic stop, you'll get an idea of how much time we're saving by using electronic reporting," said Captain Mike Wyant, Office of the Sheriff, Charles County, Maryland.

## THRIVENT FINANCIAL FOR LUTHERANS

Thrivent Financial for Lutherans deployed a mobile management system that:

- Saves hundreds of thousands of dollars
- Reduces time, postage, maintenance and downtime costs
- Ensures compliance with federal and state government regulations

Thrivent Financial for Lutherans is a not-for-profit Fortune 500 financial services organization helping 2.8 million members achieve their financial goals. With Information Anywhere mobile management technology, Thrivent Financial stays ahead of the curve by ensuring that all of its representatives have the most up-to-date information available and are compliant with the regulations of the federal and state governments.

"Our representatives rest assured knowing that they have all of the updated information they need to be able to do their jobs and stay in compliance with the laws of their states," explained Al Vetting, Thrivent's project manager. "Information Anywhere's behind-the-scenes activity allows them to connect to the VPN and do their business-as-usual activities without requiring specific steps to download the new information."

"Sybase iAnywhere technology will not only grow with us, it will enable us to grow quicker and smoother because of its centralized management capabilities. That serves as further proof to the rest of the world why we're on the Fortune 500," said Vetting.

**"Sometimes the officers accidentally let the battery die, which means that all of the software on the iPAQ dies with it. Being able to restore all of the information using Information Anywhere's management component has saved us a tremendous amount of time."**

– Captain Mike Wyant,  
Office of the Sheriff, Charles County,  
Maryland

## 20<sup>th</sup> CENTURY FOX

20th Century Fox Home Entertainment International created a mobile solution that:

- Decreases product returns from 6-7 weeks to 24 hours
- Increases sales of DVDs and videos by 10 percent
- Saves estimated 150 man-hours of data entry per month

20th Century Fox Home Entertainment International markets and distributes videos and DVDs of its parent company's film and television titles through retailers worldwide. The U.K. office of 20th Century Fox is among the first within the company to initiate a mobile strategy.

With Information Anywhere technology field representatives are able to capture and record data and digital images enabling real-time reporting and data synchronization. The mobile solution improved compliance with Point of sale and merchandising display, eliminates errors and streamlines data flow. The web-based reporting element enables 24-hour, worldwide access to data. The solution impresses retailers and store customers, lifting 20th Century Fox's status and solidifying relationships.

"The increased visibility of the data has saved us time and cost. The quality of the data has improved dramatically," said David Stevens, trade marketing controller and project manager.

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– David Stevens, Trade Marketing Controller and Project Manager, 20th Century Fox

## HURLEY CORPORATION

Hurley's mobile solution offers an innovative level of accountability in the cleaning industry and:

- Reduces IT software upload time by 93%
- Eliminates shipping costs and reduces travel costs by 80%
- Increases customer satisfaction by improving internal response times

Hurley is a leading provider of facility cleaning and ancillary services. Recognized as one of Canada's 50 best-managed companies, the company contracts almost exclusively with large-scale property managers including many airports and shopping malls throughout Canada and the US. Hurley views effective management of people and implementation of leading edge technology at the front lines of business as crucial to their continued leadership in the industry.

Information Anywhere technology manages employee mobile devices, securely transferring data from the customer to resident managers out to the fleet of cleaning staff. "We don't have to send out the entire database," explains Anthony Talarico, IT Director for Hurley. "Information Anywhere can search for only what has changed and send out the updates that are necessary." Using the update features, Information Anywhere sends weekly updates to the central application allowing company information and virus updates to be immediately available on all employee devices.

"Our customers love the scanning and automatic reporting because it gives us both visibility into what's going on at the site. That is a definite competitive advantage," continues Talarico. "Sybase iAnywhere and mobile devices are the wave of the future in this business."

## O2

**o2 provides its mobile workers with a streamlined, efficient mobile solution that:**

- Enables porting of existing enterprises applications
- Reduces administration tasks
- Increases efficiency of mobile workers repair times

o2 is a conglomerate of mobile communications companies providing services throughout Europe. o2 Germany has 7.4 million customers and is the fastest-growing operator in the country. Information Anywhere mobile technologies are helping o2 to provide real-time information and reporting capabilities to mobile repair workers.

Information Anywhere enables the seamless porting of existing enterprise applications to mobile environments, with a mobile application called OPERA—Optimization of Einsatzsteuerung (operation controlling) and Reduction of Administration. While on site mobile repair workers can use OPERA to automatically transfer a report to the corporate office.

“Our employees are satisfied,” said Zoran Gardijan, manager of network management integration. “Mobile access to backend and groupware systems, email, intranet and Internet via a secure GPRS connection significantly eases the work on location.”

## BITBURGER

**Bitburger is using a mobile solution that incorporates an existing enterprise application that:**

- Increases flexibility and accelerates decision making processes
- Reduces collection and data entry time as well as errors
- Increases productivity of field workers

Bitburger, a brewing company in Bitburg, Germany, has been in operations since 1817 and is one of the major brewers in Germany. The Information Anywhere mobile email technology is helping Bitburger easily and seamlessly port existing enterprise applications to mobile environments.

“Modern and reliable technology is part of Bitburger’s company philosophy. This is not only valid for the computer-controlled brewage process but also for the support of our executives and field workers with the latest communication technologies. With Sybase iAnywhere technology we found a solution that lives up to our expectations of a platform-independent and stable middleware solution. Further we have the possibility to expand the rollout to other divisions and regions,” said Uwe Siller, head of information processing / organization and project lead at Bitburger.

With Information Anywhere mobile email, executives receive emails via push technology. Fieldworkers have a special application with standardized work-flows including the collection of product-, competition- and customer data as well as automatic data synchronization with the company headquarters.



“Our employees are satisfied. Mobile access to backend and groupware systems, email, intranet and Internet via a secure GPRS connection significantly eases the work on location.”

– Zoran Gardijan, Manager of Network Management Integration, O2



## **MAN FINANCIAL SERVICES**

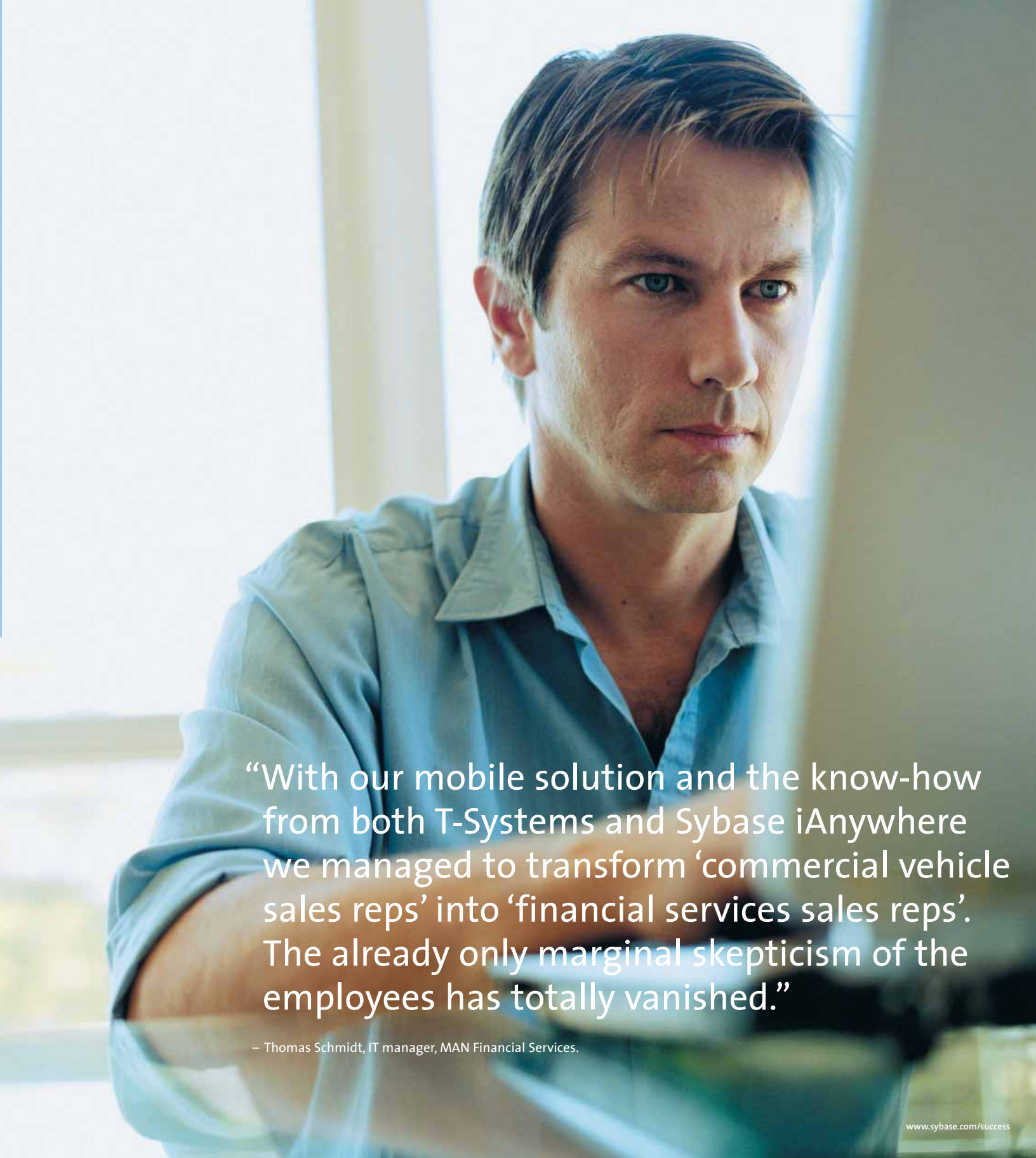
MAN Financial Services using a mobile solution that improves consulting services and:

- Allows for flexible customer orientation due to individual offers live and on location
- Increases and optimizes signing of contracts due to less administrative work
- Provides always up-to-date and error free data

MAN Financial Services is the MAN Group's financial service provider offering MAN customers financing models for the leasing of capital goods including leasing, hire purchase, insurance, service agreements and full-service agreements. MAN Financial Services is using Information Anywhere technology to equip its sales team with an uncomplicated and reliable mobile solution that would supports them when advising customers and making offers.

Information Anywhere technology supports the creation of individual and flexible offers using relevant customer data, automotive specific information and different financing models available on the mobile device. The process has been simplified so that after signing the contract, an automatic synchronization with the enterprise database takes place and confirms the sale.

“With our mobile solution and the know-how from both T-Systems and Sybase iAnywhere we managed to transform ‘commercial vehicle sales reps’ into ‘financial services sales reps’. The already only marginal skepticism of the employees has totally vanished,” said Thomas Schmidt, IT manager, MAN Financial Services.

A man with short, light brown hair and blue eyes is looking out a window. He is wearing a light blue button-down shirt. The background is a bright, out-of-focus window with vertical blinds. The lighting is soft and natural, coming from the window behind him.

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