

SYBASE®

Sybase, Inc.
Worldwide Headquarters
One Sybase Drive
Dublin, CA 94568 U.S.A.
1 800 8 SYBASE
www.sybase.com

Sybase helps customers transform data
into decision-ready information



To see more examples of Sybase customer success, visit www.sybase.com/success

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SYBASE®



Turning raw data into real results



From Wall Street to Hong Kong to Caracas, companies everywhere are facing the same information challenges. They're struggling to manage ever-increasing amounts of data, and then find ways to turn this data into useful business intelligence.

But these obstacles are surmountable. Our customers are saying that Sybase solutions have been integral to addressing their challenges related to data warehousing, data integration, modeling and metadata. With our innovative business intelligence and data warehousing solutions, companies just like yours are effectively managing their explosive data growth and integrating information from complex, heterogeneous IT environments. They're able to break down the barriers to effective enterprise data flow to get this valuable information to the right person at the right time.

These customers are seeing real results with Sybase® technology—from faster information delivery and decision-making to improved top-line results and lowered expenses. And these kinds of results are occurring across industries and organizations large and small—from Fortune 100 enterprises to many of the

world's top financial firms, telecommunications companies, healthcare organizations, government offices and businesses of every size.

We believe these kinds of results can also happen for your business. In the following pages, you'll find examples of innovators that have created an "intelligent enterprise" by combining our technology and their unique vision to create a powerful information advantage. We're proud of these successful partnerships, and we're ready to work with you to solve your information challenges.

If you would like a more detailed version of any of these stories, or to see hundreds of others, please visit our Web site at www.sybase.com/success.

At Sybase, we're serious about delivering information. Your success is our success.

Sincerely,

Dr. Raj Nathan
Senior Vice President,
Information Technology Solutions Group,
Sybase, Inc.



“The fact that we consolidated so many sites and so much data with so little impact on operations has made everyone quite happy.”

– Don Nielsen, Manager of the Database Administrator Group, Grain Division, Cargill

CARGILL

Cargill transitioned to a centralized ERP application that:

- Reduces annual IT costs from \$42 million to \$13 million
- Creates a solid, scalable platform to support growth and additional functionality
- Was completed in eight months with virtually no disruption to operations

Cargill—an international provider of food, agricultural and risk management products and services—wanted to centralize its existing Lynx ERP applications. Using Sybase Adaptive Server® Enterprise and Replication Server® technologies, Cargill delivers real-time information across its widespread enterprise, so it can cut costs and free staff time devoted to system administration.

By centralizing its disparate systems, Cargill ensures that workers in every location are using the same data at the same time. This creates a more efficient workload, allowing Cargill to consolidate or disperse business processes throughout its organization. The key is a robust, reliable replication solution that delivers real-time information across the enterprise, and a high-performance, transaction-processing database that ensures the availability of critical data and scalability as volume continues to grow.

Transitioning to the new, centralized version of Lynx ERP application took only eight months with virtually no impact on system operations. “Sybase Replication Server, Adaptive Server Enterprise and the Sybase Alliance Support have played a critical role in the deployment of this mission-critical application,” said Don Nielsen, manager of the database administrator group at Cargill’s grain division. “We consider Sybase a key partner in our success.”

NATEXIS BLEICHROEDER, INC.

Natexis Bleichroeder lets customers see results in real time and:

- Simultaneously updates multiple, mission-critical systems
- Streamlines trade execution
- Processes more trades with existing IT resources

Natexis Bleichroeder, a New York-based broker-dealer, needed to move to a real-time, 24-hour global system to keep up with tough competition. Natexis Bleichroeder found what it was looking for with Real-Time Events, a component of the Sybase Data Integration Suite.

“In an environment in which everything has become electronic trading, we wanted to streamline our systems to speed up trades by implementing straight through processing,” said Susan Symczak, senior vice president of applications at Natexis Bleichroeder. “We also wanted to enable our systems to handle an increase in the volume of trades with no need for additional resources, and provide the capability for our customers to view their portfolios in real time.”

Building on Sybase Adaptive Server Enterprise and Replication Server technology, the IT team put Real-Time Events into full production in only six months.

“Real-Time Events has enabled us to upgrade to a real-time, 24-hour global trading system, without having to add resources,” Symczak said. “Trades are processed faster, while multiple mission-critical systems are simultaneously updated. We’ve achieved our straight-through processing objective as well as enabling our traders and customers to see the results of trades in real time.”

“We saw that Sybase Data Integration Suite’s Real-Time Events would give us the ability to send and receive messages in real time from the database, making the database part of our messaging infrastructure. That really benefits our company.”

– Susan Symczak,
Senior Vice President
of Applications,
Natexis Bleichroeder

“The savings are staggering. This translates to about 1,000 round trip airfares (plus ground transportation, accommodations and supplies) being saved. That’s about \$2.6 million annually.”

– Dr. Peter Quinn,
Head of the Data Management
and Operations Division,
European Southern Observatory

EUROPEAN SOUTHERN OBSERVATORY (ESO)

The ESO created a solution that allows scientists to work up to 10 times faster and:

- Saves about \$2.6 million in travel costs
- Provides real-time services for mission-critical, transaction-intensive applications
- Speeds query performance

The European Southern Observatory (ESO), a multinational organization that conducts astronomical research, wanted to eliminate the uncertainty of weather on ground-based observatories. By combining Sybase technology with powerful telescopes a hemisphere away, ESO enables scientists to more efficiently use telescope time as well as build a data archive for the astronomical community.

Using Sybase IQ, Replication Server and Adaptive Server Enterprise, ESO created the Data Flow System, a data management and analytics solution that helps drive astronomical observations. Now, researchers—wherever they are—can design and transfer observing programs to local databases in ESO’s observatory in Chile. Those telescopes execute the programs, given the right weather conditions. The data is then transmitted back to the ESO headquarters in Munich where it’s ultimately made available to the public.

It works so intelligently, astronomers no longer need to travel to ESO’s Chilean telescopes to make observations in the traditional way. “The European astronomical community has been extraordinarily enthusiastic about this new approach,” said Dr. Peter Quinn, head of the ESO’s data management and operations division. “Providing robust and instantaneous database replication at transcontinental distances is critical.”

This stellar solution earned ESO a 21st Century Achievement Award, the highest award possible, at a recent ComputerWorld Honors Awards.

LOANPERFORMANCE

LoanPerformance keeps its customers satisfied and:

- Delivers query responses from eight to 100 times faster
- Lowers occurrence of long query times from 16 percent to less than one percent
- Implemented the solution in one week

LoanPerformance—a subsidiary of a Fortune 500 company supplying risk management, financial analysis and regulatory compliance services—saw its central databases grow exponentially into the double-digit terabyte range, and its customers grow frustrated waiting for information. Following exhaustive, head-to-head testing, LoanPerformance selected Sybase IQ to manage enhanced attribute capabilities, deliver faster load times and provide scalability for thousands of concurrent users.

“Installation of the new Sybase IQ system took only a week and immediately delivered dramatic results,” said Dan Feshbach, chief executive officer of LoanPerformance. “The number of queries that took more than 10 minutes was reduced from 16 percent to less than one percent.”

With Sybase IQ, processing terabytes of data, on-demand reports and ad hoc queries are delivered from eight to 100 times faster than the previous system, resulting in better customer service and better utilization of IT resources.

Today, LoanPerformance can continue to offer unparalleled Web-based analytics services and information from the industry’s largest, most comprehensive database at lightning-fast speeds.

HONG KONG HOUSING SOCIETY

The Hong Kong Housing Society built a data warehouse that:

- Speeds reporting to enhance management decision-making
- Reduces support requirements
- Increases data compression to reduce total cost of ownership

The Hong Kong Housing Society, an organization that helps provide affordable and quality housing, needed to closely monitor its property management operations and financial decisions.

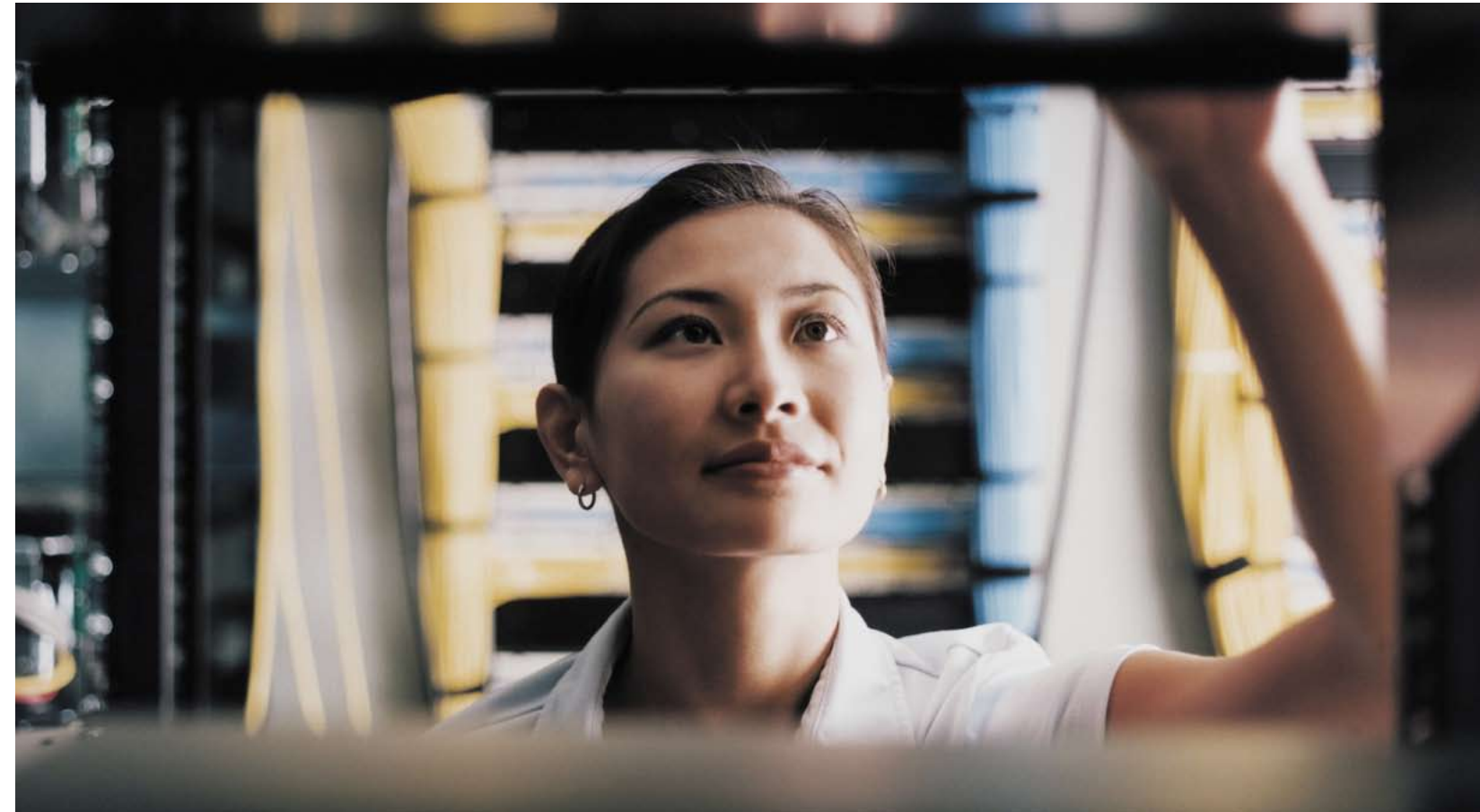
“Our managers have to make decisions on a daily basis, but with the previous solution, the available information could be more than two days old,” said Peter Miao, corporate IT manager at the Hong Kong Housing Society. “In a dynamic business environment such as Hong Kong’s property market, that was a significant impediment.”

By building a data warehouse powered by Sybase IQ, decision-makers have the very latest information. Data for management reports is ready in two hours rather than 30 hours. And armed with the most up-to-date information, managers are able to complete improvement projects faster and with higher customer satisfaction.

“With Sybase IQ, we are back in control of management information, and we make better operational decisions,” Miao said. “We have also found Sybase IQ a lot easier to maintain than our previous management reporting system. It does not require time- and resource-intensive tuning to obtain excellent operational data storage performance.”

“There were other data warehousing options, but as Sybase IQ is architected for analytics rather than transactions, it provides us with superior performance and lower total cost of ownership.”

– Peter Miao, Corporate IT Manager,
Hong Kong Housing Society





“By separating out the transaction processing database, we obtain response times that are between 10 and 20 times faster. Responses do not exceed four minutes even for the most complex cases.” – Damien Le Marchand, Project Manager, IXIS Corporate & Investment Bank

IXIS CORPORATE AND INVESTMENT BANK

IXIS developed a powerful solution that:

- Rapidly loads transaction data and retains up to four years of historical data
- Quickly delivers full analysis of day's trading
- Responds to user queries in near real-time

IXIS Corporate and Investment Bank (CIB), the investment banking subsidiary of France's third-largest banking group, wanted a solution that would improve its risk analysis and trading performance reports.

"With the growing complexity of analysis required by traders, loading times increased to four hours," said Damien Le Marchand, project manager at IXIS CIB. "The huge volume of processing together with peak loadings caused bottlenecks and affected response times."

Thanks to Sybase IQ and Adaptive Server Enterprise, transactions from the previous day are available before markets open the next day, with load times reduced to 30 minutes. IXIS CIB can analyze 300 million daily transaction lines up to 20 times faster than previously possible. The solution also enables trading operators and risk managers to quickly zoom in on the details of each transaction.

"With Sybase IQ, our users have been surprised to obtain responses in virtual real-time," said Pierre-Alexandre Pautrat, IT department manager at IXIS CIB. "They are able to obtain quicker responses to ad hoc queries using Sybase IQ than they received from pre-formatted requests in the previous system. And that is with a clearly increased volume."

TELSTRACLEAR LIMITED

TelstraClear Limited more effectively manages its billing operations and:

- Stores 33 percent more data within existing infrastructure
- Views 15 months of data online, exceeding capacity expectations
- Cuts customer report generation from four hours to four minutes

TelstraClear Limited, New Zealand's second-largest, full-service telecommunications company, needed to better manage high volumes of data collected for billing purposes.

Like all network providers, TelstraClear must handle massive amounts of information for inter-company billing. When a phone call is made, it's routed through infrastructure owned by a number of different providers, who then bill one another for access. So, effectively managing large data sets and historical data is critical.

Using Sybase IQ, TelstraClear developed a flexible and stable solution that leverages its existing hardware. TelstraClear can now hold three years of information—including 15 months stored online—for analysis and reporting. "We've been able to do this without needing additional disk space, which has exceeded expectations," said Simon Falconer, database administrator at TelstraClear. "The more history we can provide online, the more use it is to the business analysts."

TelstraClear can mine data stores for information and deliver enhanced intra-company and customer billing reports in a matter of minutes. "Now that we have online reports straight away, other parts of the business have started to use the system," Falconer said. "Users can also run data rich reports on any query."

"The analysts were blown away by the performance improvements. We've been able to get a whole lot more out of what we had without additional spending, and it has obviously delivered."

– Simon Falconer,
Database Administrator,
TelstraClear

THE JOCKEY CLUB

The Jockey Club Technology Services created a data management system that:

- Handles expanding volumes of data and maintains data integrity
- Simplifies data movement and synchronization across all systems
- Reduces risk of downtime

The Jockey Club Technology Services (TJCTS)—a subsidiary of The Jockey Club, the breed registry for all thoroughbred horses in North America—maintains a massive data store of information and breeding histories on millions of horses. In case of a disaster, TJCTS needed to protect its invaluable and rapidly expanding volumes of data.

With Sybase Adaptive Server Enterprise (ASE) and Replication Server, TJCTS ensures the availability and continuous operation of its system, in spite of potential failures ranging from disk crashes to catastrophic losses of computing facilities to planned downtime for maintenance.

The Sybase solution allows TJCTS database administrators to reduce the risk of downtime by quickly setting up multiple replicates for disaster recovery and reporting across multiple locations.

Backing up and restoring database information in a distributed replication environment can be challenging. To simplify the task, Replication Server provides TJCTS a mechanism for coordinating the back-up process across databases in a replication environment.

Sybase Replication Server's support for ASE, enhanced performance, ease of use and manageability enable database administrators at TJCTS to focus on delivering up-to-date, accurate and historically rich information to customers.



LIBRERIE FELTRINELLI

Librerie Feltrinelli better analyzes sales transactions and:

- Reduces query response times from 40 minutes to 13 seconds
- Cuts data storage by 30 percent
- Delivers accurate and complete analysis of sales trends

Librerie Feltrinelli—Italy’s leading retailer of books, music and videos, with gross sales of more than \$444 million—needed to store and analyze massive amounts of sales information. Getting a better view of sales trends means more effective decision-making, and staying ahead in a fiercely competitive industry.

“We decided to change our technology and solve the problem using Sybase IQ,” said Massimo Pisati, chief information officer at Librerie Feltrinelli. “Sales data is our lifeblood, and each year it is growing at an incredibly fast rate. We chose Sybase IQ because it can store large volumes of data in a very compact manner and provides fast analysis and response.”

So far, Sybase IQ has saved almost 30 percent of data storage space and reduced typical query response times from 40 minutes to just 13 seconds. This allows users at Librerie Feltrinelli to perform more detailed segmentation breakdowns and sales analysis. And, ultimately, it lets Librerie Feltrinelli carry out the most profitable business strategies.

“I suggest that anyone who has not implemented the innovative Sybase IQ technology take the opportunity to evaluate it,” Pisati said. “It is the only solution that can guarantee being able to cater for future business needs.”

KOREA HEALTH INSURANCE REVIEW AGENCY

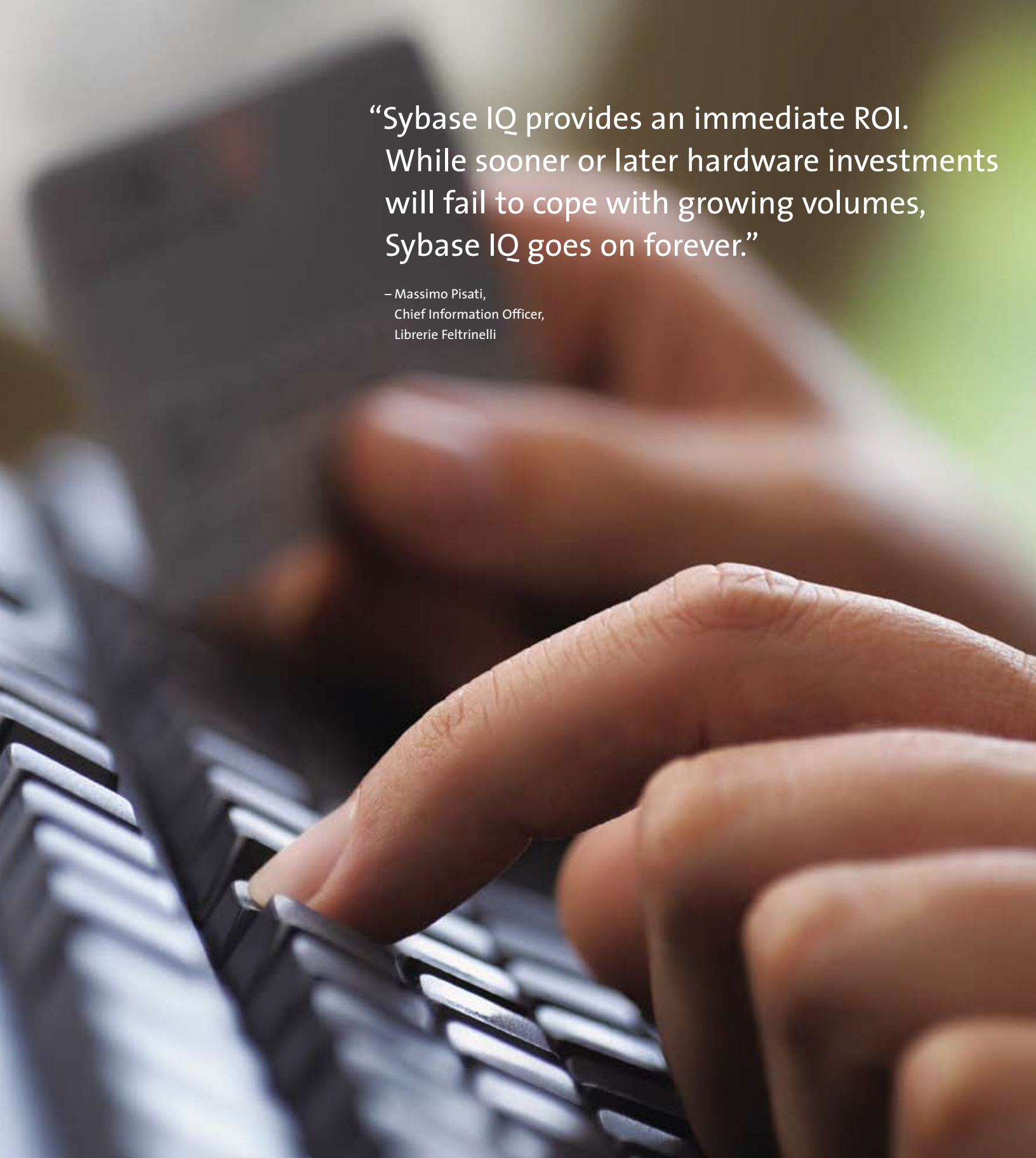
Korea Health Insurance Review Agency consolidates its data and:

- Reduces analysis time from four days to a maximum of three hours
- Maintains five years of data, up from five months
- Reduces volume of raw data by up to 80 percent

Korea Health Insurance Review Agency (HIRA)—a government agency that examines and evaluates the medical expenses of 45 million people—needed to consolidate data dispersed and managed separately across seven branch institutions. And it wanted to provide immediate access to years of historical data.

Using the unique compression and indexing technologies of Sybase IQ, HIRA reduced the volume of its raw data by 80 percent and query times from four days to as low as 30 seconds. The agency also consolidated medical treatment details countrywide while providing immediate access to five years’ worth of data.

HIRA staff—formerly mired in manually intensive data collection, statistical analysis and distribution—can now focus on more value-driven efforts. The Sybase IQ data warehouse delivers electronic data processing and analysis of treatment results, disease and injury factors, and aggregate trend analysis, enabling data teams to focus on more comprehensive analysis and data utilization. With Sybase technology, all of Korea benefits from better reports and information crucial to government decision-making.



“Sybase IQ provides an immediate ROI. While sooner or later hardware investments will fail to cope with growing volumes, Sybase IQ goes on forever.”

– Massimo Pisati,
Chief Information Officer,
Librerie Feltrinelli

“It used to take three to four days to analyze non-standardized data for one month’s activities. Now it takes a minimum of 30 seconds to a maximum of three hours.”

– Lee Ji-Seung,
Deputy General Manager of
Information Communication
Division, Korea Health Insurance
Review Agency



MÜLLER LTD. & CO. KG

Müller Ltd. & Co. KG developed a highly efficient data management system that:

- Supports flexible customization of software
- Automates daily storage planning
- Handles huge volumes of forecasting, sales and inventory data

Müller Ltd. & Co. KG, a large pharmacy and retail chain with revenues of \$2.23 billion, needed an extremely efficient database to handle up to 800,000 transactions a day and over 100 million historical records for forecasting. With Sybase technology, Müller assures continuous, high-performance operations for its central data systems and over 400 branch locations.

“We want our software to adapt to our processes, not the other way around,” said Bernd Nagel, IT services system manager at Müller. “Benchmarks showed that Sybase Adaptive Server Enterprise is significantly faster than other databases on the market when processing high volumes of data.”

With Sybase IQ as its analytics server, Müller can quickly and more accurately evaluate data for corporate management. The solution loads data from the retail operations system to the data warehouse via Sybase Replication Server. Users can then access the Sybase IQ solution to perform complex analytics and extract sophisticated reporting with all current and historical data.

Even with massive data growth, the Sybase solution has kept pace, without increasing administrative efforts. So Müller can rely on fast, accurate and rich information from its core systems. “Without our warehouse system,” Nagel concluded, “the fleet would be at a standstill.”

“Our applications require an extremely efficient database. Benchmarks showed that Sybase ASE is significantly faster than other databases on the market when processing high volumes of data.”

– Bernd Nagel,
IT Services System Manager,
Müller Ltd. & Co. KG

BAYER BIOSCIENCE

Bayer BioScience created a highly scalable solution that:

- Improves data quality and tracking of biological material
- Enables migrations and platform redesigns without changes to the data model
- Reduces complex ad-hoc queries from 20 minutes to 20 seconds

Bayer BioScience—a division of the multinational chemical, medical and biotechnology company, Bayer AG—needed a scalable solution that could manage data across mixed IT environments and complex infrastructures within a dynamic global organization.

After several mergers and acquisitions, Bayer BioScience often found itself expanding local operations into a multinational environment. “Scalability was one of the key reasons why we initially opted for Sybase,” said Pierre Lens, BioData platform manager at Bayer BioScience.

Using Sybase database and development technology, Bayer BioScience created the BioData platform, which links dozens of user applications in 26 locations worldwide. The Sybase solution—including Adaptive Server Enterprise, Sybase IQ and SQL Anywhere from Sybase’s iAnywhere subsidiary—offers a flexible IT infrastructure that allows scientists in the field to more efficiently record, store and receive critical information.

For the most complex searches, Bayer BioScience relies on the performance of Sybase IQ. “We make a copy of the relational database in Sybase IQ for specific search tasks,” Lens said. “Sybase IQ allows us to reduce the processing of highly complex queries from around 20 minutes to less than 20 seconds.”

“According to our own internal testing, Sybase is offering a 30 to 40 percent performance benefit over competing vendors on the same platform.”

– Pierre Lens,
BioData Platform Manager,
Bayer BioScience