

Sybase helps customers  
create an information edge.



SYBASE®



## Sybase: Driven by customer success



At Sybase, one of the best aspects of my job is seeing the many benefits our customers receive from using our products and technologies. Discovering new ways to help our customers gain a competitive edge by effectively managing and mobilizing information fuels our passion for innovation.

Across all industries, organizations worldwide are scrambling to process exploding amounts of data, convert this data into useful information and securely extend it to the people who need it—anytime, anywhere.

Every day, organizations rely on Sybase information management and information mobility solutions to manage huge volumes of mission-critical data, derive more strategic insights from that data, and empower remote workers with the applications and information they need to make faster decisions.

Regardless of the Sybase technology they use, our customers all have one thing in common: They're combining our solutions with their strategic vision to

create measurable business value and solve some of their biggest business challenges.

We're very proud of what our customers have achieved, so we've highlighted a select few organizations to illustrate how the powerful combination of our technology and their vision creates unique competitive advantages.

If you would like to see a more detailed story on each company listed here, along with hundreds of others, please visit our Web site at [www.sybase.com/success](http://www.sybase.com/success).

Our success is measured not only by the innovative technology we develop, but by the degree of success our customers experience. In short, our success is directly tied to your success. In that way, we both win!

Sincerely,

John S. Chen  
Chairman, CEO and President



“We chose the M-Business Anywhere solution because of its intuitive Web-based interface, which was easy to use and required no additional application training on our part and could be used either offline or wirelessly.” — Dr. John Halamka, associate dean, Harvard Medical School

“WE HAVE BEEN USING TECHNOLOGY BY SYBASE AND IANYWHERE FOR EIGHT YEARS, AND OUR EXPERIENCES ARE VERY GOOD. IT MADE A LOT OF SENSE TO CONTINUE USING PROVEN TECHNOLOGY.”

— HAIM ZANZER,  
BRINK'S INCORPORATED

#### PEPSI BOTTLING GROUP

The Pepsi Bottling Group created a mobile workforce solution for its 12,000 frontline employees that:

- Improves promotional performance
- Reduces out-of-stock situations
- Lowers printing and distribution costs for sales and training materials

Pepsi Bottling Group (PBG), the largest Pepsi bottling company in the U.S., needed a sales tool that would enable its frontline employees to increase sales and productivity. That's why PBG chose ELEVEN Technology and SMARTselling mobile applications, powered by SQL Anywhere Studio® from Sybase's iAnywhere subsidiary.

With the new solution, PBG's sales representatives traded bulging binders for 15-ounce Pocket PCs. By synchronizing with PBG's central Sybase Adaptive Server® Enterprise database, they quickly receive vital intelligence, including route management information, real-time demand forecasting, inventory management, promotional information and even training materials.

“We owe much of the success of our SMARTselling solutions to SQL Anywhere Studio,” said Larry Trainer, vice president of engineering, ELEVEN Technology. “It is as robust a solution as we've seen and is part of our core reference architecture. Equally important, iAnywhere Solutions is a very responsive, customer-focused company.”

#### BRINK'S INCORPORATED

Brink's Incorporated created a powerful, extremely secure mobile solution that helps deliver the world's most valuable cargo and:

- Dramatically increases efficiency
- Improves customer service
- Enables better control and security

Reliability is paramount in the transportation and logistics industry. So when Brink's Incorporated, the world's oldest and largest security transportation company, needed to organize express deliveries at a high level of security, it turned to Sybase's iAnywhere subsidiary.

“In our industry, clients value care and speed the most,” said Haim Zanzer, from Brink's IT. “In addition, information must be treated just as discreetly and securely as the goods transported. This is why a reliable mobile solution is so important for us.”

Based on SQL Anywhere Studio from Sybase's iAnywhere subsidiary, “Spartacus” enables about 200 drivers around the world to enter and process data on the road. Now, manual and paper-based steps—such as inputting shipping tickets into a computer—are replaced by automatic entry. The entire process is accelerated and potential sources of error are eliminated.

And because of this increased efficiency, Brink's estimates the Sybase solution will quickly cover its own costs.

#### AMERICAN AIRLINES

American Airlines developed a solution that reduces fraudulent ticket processing and:

- Saved about \$5 million over a five-year period
- Reduces storage space needed for data by 70 percent
- Saved \$250,000 in development costs

American Airlines, the world's largest air carrier, needed to increase earned revenue by reducing fraudulent ticket processing. That meant finding a data warehouse that would allow them to make fast ad hoc inquiries and quickly query and sort through massive amounts of data.

Using Sybase® IQ, American benefits not only from faster inquiries, but can conduct more in-depth analysis. And Sybase IQ reduces the amount of storage needed for the data warehouse by an impressive 70 percent. In five years, American has saved over \$5 million by helping identify new forms of fraud and their causes.

Within American, the system has actually become a best-practice standard.

“By detecting ticketing errors and improving cash flow, we can keep ticket prices lower,” said John Hagen, senior systems analyst and project manager, American Airlines. “What a technology can do for the company's customer is the ultimate bottom line. [Sybase IQ] has clearly had a significant, positive impact. It has turned out to be a win-win for us and our customers.”

#### HARVARD MEDICAL SCHOOL

Harvard Medical School created a powerful mobile solution that:

- Delivered 60 percent return on investment (ROI) in the first six months
- Lowers costs of data entry and paper-based system
- Substantially reduces transcription errors

At Harvard Medical School (HMS), staff and students are on the go. That's why it needed an affordable, flexible and easy-to-maintain mobile solution that would improve communication. And provide a powerful learning tool. For this, the world-renowned institution called on Sybase technology.

Using award-winning M-Business Anywhere™ from Sybase's iAnywhere subsidiary, HMS created a mobile solution that leverages its existing technology. Today, students have instant, interactive access to critical information such as case log notes, animated anatomy illustrations and up-to-the-minute messages from faculty.

“MyCourses is a set of M-Business Anywhere-enabled mobile applications that can keep [students] on track and enable them to focus on learning, wherever it's most comfortable and convenient for them,” said Dr. John Halamka, associate dean, Harvard Medical School.

The Sybase technology also gets high marks for replacing a paper-based system, saving HMS more than \$150,000 in less than six months.

“WITH SOME AD HOC INQUIRIES, SYBASE IQ HAS HELPED US IDENTIFY FORMS OF TICKETING FRAUD WE NEVER KNEW EXISTED. THIS HAS GIVEN US THE ABILITY TO IMPLEMENT APPROPRIATE MEASURES TO ELIMINATE THE CAUSES AND GENERATE ADDITIONAL REVENUE.”

— JOHN HAGEN, SENIOR  
SYSTEMS ANALYST AND  
PROJECT MANAGER,  
AMERICAN AIRLINES

“Great Sybase products and great support from Sybase Professional Services. From the beginning, we’ve known that speed and reliability would be the critical factors for our success.”

—Al Iagnemmo, director of the e-business division, GSA

“WE CHOSE AFARIA BECAUSE IT OFFERED US A SINGLE, INTEGRATED SOLUTION CAPABLE OF ADDRESSING THE ENTIRE BREADTH OF OUR REQUIREMENTS.”

— RON SISSEL, MANAGER OF RETAIL SYSTEMS, KWIK TRIP

#### KWIK TRIP

Kwik Trip met a crucial VISA information security mandate and now:

- Securely handles mission-critical applications and data
- Centrally manages all 2,500 of its remote PCs
- Efficiently transmits data to and from stores

When Kwik Trip, one of the largest independently owned convenience store chains in the U.S., needed to comply with VISA’s Customer Information Security Program (CISP), it saw an opportunity to improve its existing technology.

For this, Kwik Trip chose Afaría®, an award-winning frontline management and security solution from Sybase’s iAnywhere subsidiary. Today, each of Kwik Trip’s 320 stores receives updated patches to their point-of-sale (POS) and inventory systems, as do the laptops used by district managers and internal auditors, assuring that its total computing environment is secure.

“This development project and implementation absolutely had to be successful,” said Ron Sissel, Kwik Trip’s manager of retail systems. “The VISA CISP requirements had to be met. And it was important that we gain greater control over our store operations and remote PCs, while improving the efficiency of our data transmissions. Thanks to ATC (American Technology Corporation, iAnywhere’s partner) and Afaría, we’ve been very successful.”

#### GENERAL SERVICES ADMINISTRATION

The General Services Administration launched a Web site that helps sell nearly 11 million products and services and:

- Saves more than \$42 million a year
- Registers 300 new users each day
- Maintains 99.9 percent system availability

With its Sybase-powered Web site, *GSA Advantage!*, the Federal Supply Service of the General Services Administration (GSA) pioneered e-procurement and saw its online purchases explode from \$5 million in 1996 to a projected \$550 million this year. When it needed more flexibility and functionality to keep up, the GSA again turned to Sybase technology.

“If we did not have a good database technology we could not do this,” said Al Iagnemmo, director of the e-business division, GSA. “You need a database vendor like Sybase. Our database has grown and grown over the past 10 years. One of the beauties of Sybase is that it’s not only fast, it also scales to handle the growth.”

Thanks to an infrastructure built on Sybase Adaptive Server Enterprise databases, Sybase IQ for reporting and business analytics, EAServer™ to host and run Java and J2EE components and Replication Server® to ensure continuous availability—the “mother of all digital marketplaces” can keep ahead of demand while maintaining system availability.

#### SHOPZILLA.COM

Shopzilla developed a solid IT infrastructure that manages its massive data volumes and:

- Reduces query response times by 99 percent
- Provides access to 13 months of data from 15 million customer data sets
- Lowers administration costs

Shopzilla is an information factory, gathering information on online shoppers as they compare millions of products from thousands of stores. When it needed to upgrade its analytical and business intelligence infrastructure, Shopzilla turned to Sybase Adaptive Server Enterprise for high-volume, robust transactions, and Sybase IQ for high-speed, efficient data analytics.

Now, queries that once took up to three minutes in a standard RDBMS are returned in one second with Sybase IQ. And merchants have access to 13 months of data from 15 million customer data sets that they can analyze in a wide range of ways on an ad hoc basis.

The big payoff, however, has been in the response of Shopzilla’s participating merchants.

“This is a revenue line in our business,” said Henri Asseily, chief technology officer and co-founder of Shopzilla. “The customers say it is incredible. They are blown away by what they can do.”

#### CHICK-FIL-A

Chick-fil-A implemented a solution that helps maximize profitability and:

- Saves more than \$1 million per year
- Enables real-time, simultaneous central database updates
- Enhances responsiveness to change

Founded in 1946, Chick-fil-A pioneered the boneless breast of chicken sandwich and has since grown to record annual sales of more than \$1 billion. When it needed to improve efficiency and help the chain’s owner-operators maximize profitability, Chick-fil-A implemented a restaurant information solution using SQL Anywhere Studio from Sybase’s iAnywhere subsidiary.

Today, each Chick-fil-A location uses SQL Anywhere Studio with information on employees, menu items, sales transactions and other critical data.

But the solution does more than simply store data. It enables bi-directional replication between the restaurants and corporate office over a dial-up line.

So each location can now replicate sales transactions, vendor payments, bank deposits and other operational information to the corporate database at the end of each business day. And at the same time, the corporate office can update stores’ SQL Anywhere databases with new information on menu items and recipes, sales and payable information and even application updates.

“QUERIES THAT TOOK UP TO THREE MINUTES IN A STANDARD RDBMS ARE RETURNED IN ONE SECOND WITH IQ.”

— HENRI ASSEILY, CHIEF TECHNOLOGY OFFICER AND CO-FOUNDER, SHOPZILLA



“We chose SQL Anywhere because it was the only true relational database that would allow us to replicate over a dial-up connection... We were also looking for a small-footprint, self-administering system, and SQL Anywhere fit the bill in that regard as well.”

— Jon Bridges, vice president of information technology, Chick-fil-A, Inc.



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