



Enabling Strategic Deployments With
A Mobility Platform

SYBASE®
iAnywhere

SYBASE MOBILITY AT-A-GLANCE

IT analysts and other experts most often describe a mobile platform as a single, strategic architecture that allows organizations to mobilize, manage and secure data and business processes for users of virtually any mobile device. Sybase's mobility platform meets these requirements, enabling organizations to implement, manage and expand their mobile computing initiatives in a coherent, streamlined, cost-effective manner. The platform enables:

Enterprise Application Mobilization

Developers can leverage Sybase's mobility platform to build custom mobile solutions as well as extend existing enterprise information and applications (including SAP, Business Objects, Remedy, Sybase ASE and SQL Anywhere, Microsoft, Oracle, IBM and others) directly to any mobile device. The platform facilitates the integration, synchronization, messaging and mobile data management capabilities required to exchange information between mobile workers and enterprise systems. This enables timely decision making while improving efficiency and increasing profits.

Mobile Email

Nomadic employees can access and send email (including attachments) anywhere, anytime in a secure, bandwidth-efficient way. This must-have capability is critical to employees' need to stay in touch with colleagues, customers and business partners regardless of their location.

Business Process Mobilization

With online and offline access to Lotus Domino and Microsoft Exchange email from mobile devices, Sybase enables mobile users to employ their email inboxes for more than just email. Users can take action from their mobile devices (running Windows Mobile and Symbian

operating systems) to initiate or complete business processes such as submission and approval of expense reports, human resources requisitions and purchase orders, or to receive notifications and view CRM activities.

Mobile Device Management

IT departments need to be able to manage and support remote devices to enforce corporate configuration standards, perform application updates, distribute and update data and other types of content and manage connections between devices and back-end systems. Sybase technology provides organizations with these essential capabilities, once again in a streamlined, reliable and cost-effective manner.

Mobile Device Security

With a mobile workforce comes the widespread distribution of sensitive and proprietary data outside the secure walls of the organization. IT must have the ability to enforce corporate security policies, encrypt sensitive data residing on mobile devices and in transit between those devices and corporate systems, and to disable or wipe devices in the event that they are lost or stolen. Sybase allows IT staff to do all of this and more from a single, Web-based console.

MOBILITY PLATFORM DEFINED

According to IDC, "As mobile technology and customer adoption of such technology continue to move forward, it is critical today for businesses to recognize the importance of mobility as a strategic investment and a mobile enterprise platform as the core of their strategy to deploy applications to a growing set of users...The development, deployment, and management of applications across a myriad of devices and back-end systems requires a mobile enterprise platform." v

The mobile platform most often described by IT analysts and other experts is a single, strategic architectural platform that allows organizations to mobilize, manage and secure data and business processes for users of virtually any mobile device.





THE MOBILE ENTERPRISE IS HERE TO STAY: IT'S TIME TO DEAL WITH IT

Not so long ago, mobile computing was viewed as a novelty within corporate enterprises. That new devices were cool was undeniable. That they were capable of driving business growth and generating a positive ROI was a source of animated debate. Nonetheless mobile devices infiltrated the enterprise, gaining ever-increasing access to corporate applications and data and spawning increased mobile application development. However, the infiltration was often tactical, with scatterings of one-off, departmental, siloed deployments.

Today, mobile computing is mainstream. Mobile devices – from notebook PCs to PDAs, smartphones and industrial handhelds – are more powerful, functional and essential to businesses than ever before. And they will continue to evolve and get even better and more indispensable. Wireless coverage is strong and constantly improving. The frontlines have arguably become the most dynamic, productive and mission-critical parts of many organizations.

THE MOBILE EXPLOSION HAS CHANGED THE CONVERSATION

In a recent survey, J. Gold Associates found that 70 percent of companies in North America and Western Europe have two or more mobile application initiatives underway. 48 percent of companies have three or more mobile application initiatives underway. One recent estimate predicts that more than 70 percent of the workforce in the United States will be mobile within just the next couple of years.

This explosion would not be occurring if the benefits of mobility were not clear and proven. But, in fact, they are. Extending business applications and data to mobile workers:

- Increases worker productivity and efficiency
- Reduces operational costs
- Improves data collection and accuracy

“By 2010, 50% of enterprises will have migrated away from tactical mobile application silos (supporting a single application) to strategic platforms capable of supporting multiple applications, managing devices and securing data and transport.”

— Gartner ii

- Empowers agile and incisive decision-making at the point of action
- Increases revenue and profitability
- Strengthens relationships with customers and business partners

It's no wonder that conversations about mobile computing have shifted from whether it has a significant place in the enterprise to how companies can integrate their de facto mobile enterprises into their larger corporate enterprises.

DÉJÀ VU ALL OVER AGAIN

This evolution from ad hoc, “rogue” infiltration of a new technology to limited tactical deployments to strategic integration into the corporate enterprise is a pattern we've seen before. Those of us who've been around for a while can recall a very similar situation when PCs first appeared on the scene.

The issues are essentially the same:

- Business users want convenient, direct access to information and applications that they can leverage at the point of action and opportunity
- IT departments want order, security, integration and manageability
- Senior management wants a competitive advantage, the ability to comply with regulatory requirements more easily and a positive return on investment
- Developers want an efficient way to develop and deploy applications – the ability to design once and easily deploy applications to a range of mobile device types running on disparate operating systems

This is the situation organizations face today. As device, platform and application diversity intensifies, and as companies increasingly mobilize their workforces, IT departments are left to develop strategic, architectural solutions that satisfy a multitude of requirements.

HELP WANTED: A MOBILITY PLATFORM

New technologies that offer powerful new capabilities are usually accompanied by new challenges. In the case of mobile computing, the proliferation of devices, operating systems, applications and development environments can introduce a level of complexity that can undermine the very benefits organizations seek.

This issue becomes especially acute when many groups of users begin running multiple applications that require access to various back-end systems and databases on different devices. The problem gets even stickier when end-users choose the devices they prefer and frequently replace them with sleeker, more feature-rich models.

So, what are already beleaguered IT managers and developers to do?

The answer, according to industry experts at firms like Gartner and IDC is to implement a mobility platform.

WHERE TO BEGIN? You're Already Here!

With mobile devices increasingly becoming standard issue in organizations, the time to start planning for their use, management and integration into your enterprise is now.



Sybase is the largest global enterprise software company exclusively focused on managing and mobilizing information from the data center to the point of action. The company is the leader in mobile database deployment and is ranked number one in the world for mobile device management software. Sybase has been positioned in the Leaders Quadrant of Gartner's Magic Quadrant for Mobile Enterprise Applications Platforms.ⁱ

Sybase's 20,000+ enterprise mobility customers (including 85 of the Fortune 100) provide first-hand evidence of the functionality, reliability and value of our mobile solutions.

Customers' reasons for choosing Sybase mobile solutions include the qualities and functionality experts recommend when advising organizations on how to choose a strategic mobility platform partner:

- Broad device, operating system, and application support
- Simplified development capabilities
- Easy integration with heterogeneous enterprise applications and databases
- Proven remote device management functionality
- On-device and in-transit data security
- Feature-rich, embeddable, zero-maintenance database management and data synchronization technologies built specifically for mobile environments

The global consulting company, Frost & Sullivan, recognizes Sybase's Mobility Platform, saying, "It is a secure, scalable mobile platform that addresses the converging IT requirements of enterprises today...It ensures that mobilized applications are as secure, reliable and available as those that are running within the data center. Backed by more than 20 years of expertise in solving mobile deployment challenges, Sybase allows organizations to integrate, extend and leverage investments in their existing IT infrastructure when developing a mobile strategy..."ⁱⁱ

Finally, and perhaps most important, Frost & Sullivan says the platform delivers "ease of use of systems for both IT administrators and end users."^{iv}



CLEAR AND COMPELLING BENEFITS

The benefits of a comprehensive mobility platform, particularly to IT departments, include:

- Streamlined development and deployment to a broad range of mobile device types, for greater developer productivity
- Enterprise-to-edge management and security from a central location
- Enterprise-wide interoperability, simplifying integration between mobile applications and a variety of enterprise applications including SAP, Remedy, and other applications that leverage databases or Service Oriented Architecture
- Always available architecture, enabling increased employee productivity even in the absence of a mobile connection
- Reliable, maintenance-free mobile data management and synchronization capabilities

The end result of these benefit mobile employees who are empowered to be as effective as possible in advancing their organizations' strategies, and in doing so, to increase revenue, profitability and grow market share.

FOR MORE INFORMATION

Learn more about Sybase's mobility platform and how Sybase technology can benefit your organization.

800-8SYBASE, www.sybase.com/mobileenterprise

ⁱ Gartner Magic Quadrant for Mobile Enterprise Application Platforms, 2008, Publication Date: 18 December 2008, by William Clark and Michael J. King, ID Number: G00162969.

ⁱⁱ "Understanding the Benefits of Mobility in Enterprises," Frost & Sullivan, Publication Date: 2006

^{iv} ibid

^v IDC White Paper sponsored by Sybase, "Embracing Next Generation Mobile Platforms to Solve Business Problems," Doc # 214298, October 2008

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