

SQL Anywhere

The Business of Embedded Databases

“VERITAS Software selected SQL Anywhere because it is a highly embeddable database that aligns with our objectives to help companies manage and optimize their storage resources and ensure the availability of their data regardless of which hardware platforms they choose.”

— Kris Hagerman,
Senior Vice President of
Strategic Operations,
VERITAS Software

“Sybase iAnywhere offered us an OEM relationship that made it possible to price our product much more attractively for our customers.”

— Kyle Phillips,
President,
Clayton I.D.S.

BUSINESS BENEFITS OF EMBEDDING A DATABASE

Today's software applications are all about data-gathering it, storing it, analyzing it, and sharing it-and databases are at the heart of these applications. Increasingly, software vendors are choosing to embed an enterprise caliber database rather than interface to external databases in order to eliminate the exponential growth in costs from supporting multiple versions of multiple databases. By embedding an enterprise caliber database, vendors can simplify their engineering, quality assurance, technical support, and sales efforts.

Reduce engineering costs

Your organization can save significant engineering and quality assurance costs by controlling the database that manages your application data. By embedding, you will know the exact version of the specific database your application supports, which allows you to develop and test with that one specific version. Relying on external databases often means developing and testing with a large list of databases as well as multiple versions of each database, which extends release schedules and drives up engineering costs.

Reduce support costs

A large portion of support costs is often related to product setup and installation, but many of these costs can be eliminated by using an embedded database. Requiring your customer to purchase and install a third party database means that your support teams need to become experts on each version of each database you intend to support. By embedding a database, your support personnel won't need to assist customers with database installation, setup, and maintenance; and they won't have to become experts on a large list of databases and the multiple versions of each database.

Reduce customer acquisition costs

By embedding a database you have the ability to lower the total cost of ownership of your application. Your customers will not suffer the added expense of purchasing a third party database, or the extra effort to set up a new database for your application, making your solution more competitive in the market. You can also retain the profit margin from the database licenses that would otherwise go to a database vendor. With an embedded database you can price accordingly and see your top line revenue go up.

Improve your customer's out-of-the-box experience

Because an embedded database installs under the covers along with your application, you can eliminate the time consuming task of setting up an external database. This can be especially important in the evaluation stage because it allows your prospective customer to focus on the value of your application without having to potentially purchase an external database or deal with the hassle of installing and configuring one.

Reduce sales cycle

By removing the database from the equation, sales opportunities are not held up while your prospect evaluates what version of what database they would like to use, or even worse, wait to hear from another department that needs to give the final approval on the database.

"SQL Anywhere has the full-featured functionality of an enterprise database with excellent out-of-box performance. It supports a rich set of data types, indexes, optimization plans and complex queries, enabling our eBusiness applications to run effectively on a laptop."

— Hansen Lieu,
Product Manager, Architecture,
Siebel Systems, Inc.

BUSINESS BENEFITS OF EMBEDDING SQL ANYWHERE

SQL Anywhere is trusted by thousands of enterprises and application vendors as the embedded database powering solutions for server, desktop, remote office, and mobile environments. SQL Anywhere's traditional strengths, such as ease-of-use and robust reliability, along with its high performance out-of-the-box, delivers a unique solution-high performance with a minimal maintenance and cost. That's why companies like Intuit, Veritas, FedEx, and Pepsi Bottling Group are turning to SQL Anywhere to deliver data center performance in zero-administration environments.

Proven technology

SQL Anywhere is an award-winning data management solution from Sybase iAnywhere with over 15 years of research and development behind it. Over 20,000 developers, 12,000 customers and 1,000 application partners have deployed more than 10 million seats of SQL Anywhere worldwide, making it one of the most trusted embedded databases. Yet many people don't even know they're using SQL Anywhere because it's easy to keep a highly embeddable database a secret!

Award-winning technical support

As a subsidiary of Sybase Inc, Sybase iAnywhere has the resources of one of the world's largest independent software companies behind it, including award-winning technical support. Sybase won the WebStar Service Award for two consecutive years, as well as an InfoWorld award for best technical support, with SQL Anywhere newsgroups singled out for particular mention.

Partner program with business benefits

Sybase iAnywhere ensures the lowest possible total cost of ownership for application partners embedding database technology. Our pricing and license terms are tailored to meet the deployment needs of your business model. Through the Sybase iAnywhere Alliance Program, we empower application partners with a comprehensive set of programs and services to help you compete and be successful in today's markets. Technical services, including development software, training, specialized support plans and consulting, help speed development and time to market.

- * **Simplified Pricing;** As a SQL Anywhere OEM partner, you receive a discounted, two-year guaranteed price, giving you a fixed cost and simplifying your internal budgeting.
- * **Simplified Administration;** A master disk of SQL Anywhere gives you complete control over all aspects of manufacturing and distribution, eliminating the requirement for individual order placement or having to provide details about your customers.
- * **Global Distribution Rights;** A single contract allows you to embed SQL Anywhere and distribute it with your product worldwide.
- * **Partner Support Offerings;** Receive support and training from development to deployment through a variety of plans that range from per-incident to Direct-to-Expert.

ABOUT SYBASE IANYWHERE

Sybase iAnywhere enables success at the front lines of business. The company holds worldwide market leadership positions in mobile and embedded databases, mobile management and security, mobile middleware and synchronization, and Bluetooth® and infrared protocol technologies. Tens of millions of mobile devices, millions of subscribers, and 20,000 customers and partners rely on the company's "Always Available" technologies, including SQL Anywhere, Afaria, OneBridge, and the AvantGo® mobile Internet service. Sybase iAnywhere is a subsidiary of Sybase, Inc. (NYSE:SY). Visit www.Sybase iAnywhere.com for more information.

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