

# A Better Database Choice for Your SAP Applications: Sybase ASE

Sumit Kundu / Sybase Product Management

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# Agenda

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Sybase ASE – A Proven and Trusted Solution

Database for SAP Applications – Critical Business Requirements

- What SAP customers want from a database

Sybase ASE – A Better Database Choice for SAP Customers

- How Sybase ASE addresses critical business requirements

Sybase ASE – Technology Leadership and Market Recognition

- Technology innovations
- Market status

SAP Applications on Sybase ASE – Availability Information

- Pilot program and other details

# Sybase ASE – A Trusted Data Management Platform

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**30,000+ CUSTOMERS** worldwide  
using Sybase data management systems

Powers **MORE THAN 90%** of the world's  
top global banks and securities firms

Over **1,250 NEW CUSTOMERS**  
for data management in 2010

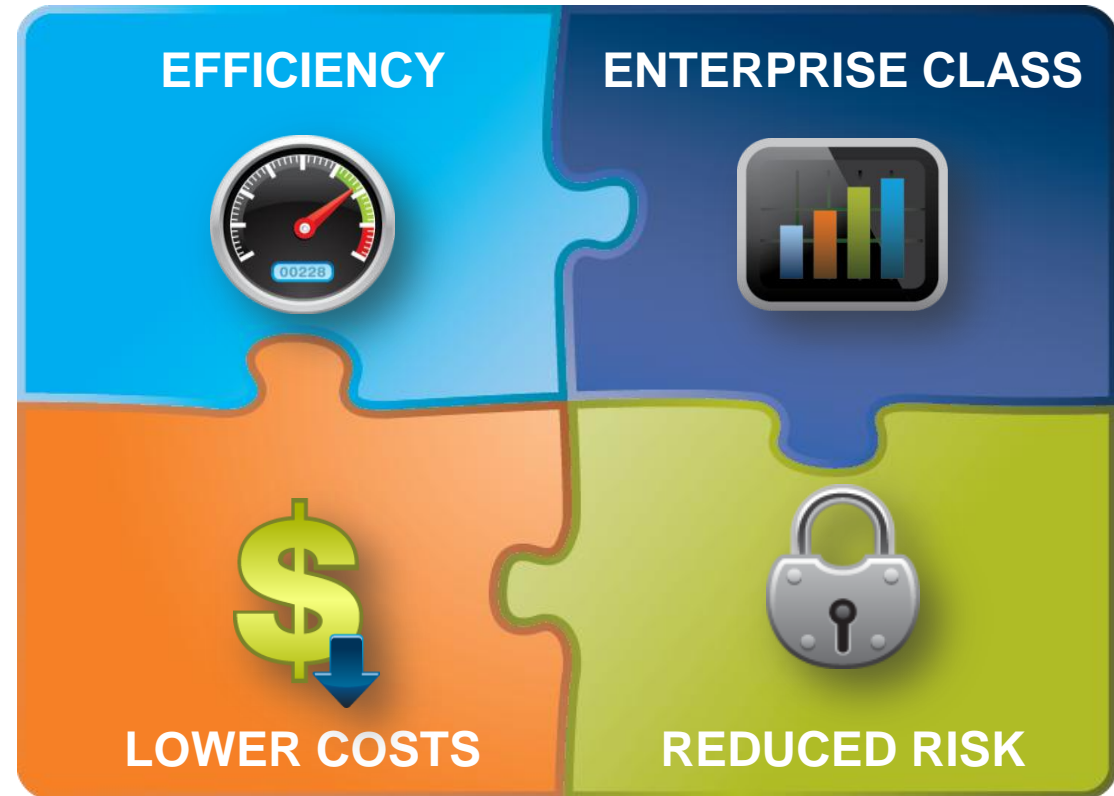
Customer **SATISFACTION RATING OF 97%**,  
as measured by customer surveys

Recognized by Forrester as **A LEADER IN  
ENTERPRISE DATA MANAGEMENT SYSTEMS<sup>1</sup>**

<sup>1</sup> The Forrester Wave™: Enterprise Database Management Systems, Q2 2009, Forrester Research, Inc., June 30, 2009

# What SAP Customers Want from a Database

- Business efficiency
- Low cost to acquire and maintain
- Enterprise-class functionality
- Reduced operational risk



***ABOVE ALL – NO DATABASE WORRIES***

# Sybase ASE – Provides Business Efficiency



- Co-innovation
- Integrated development
- Aligned product lifecycle
- Streamlined support



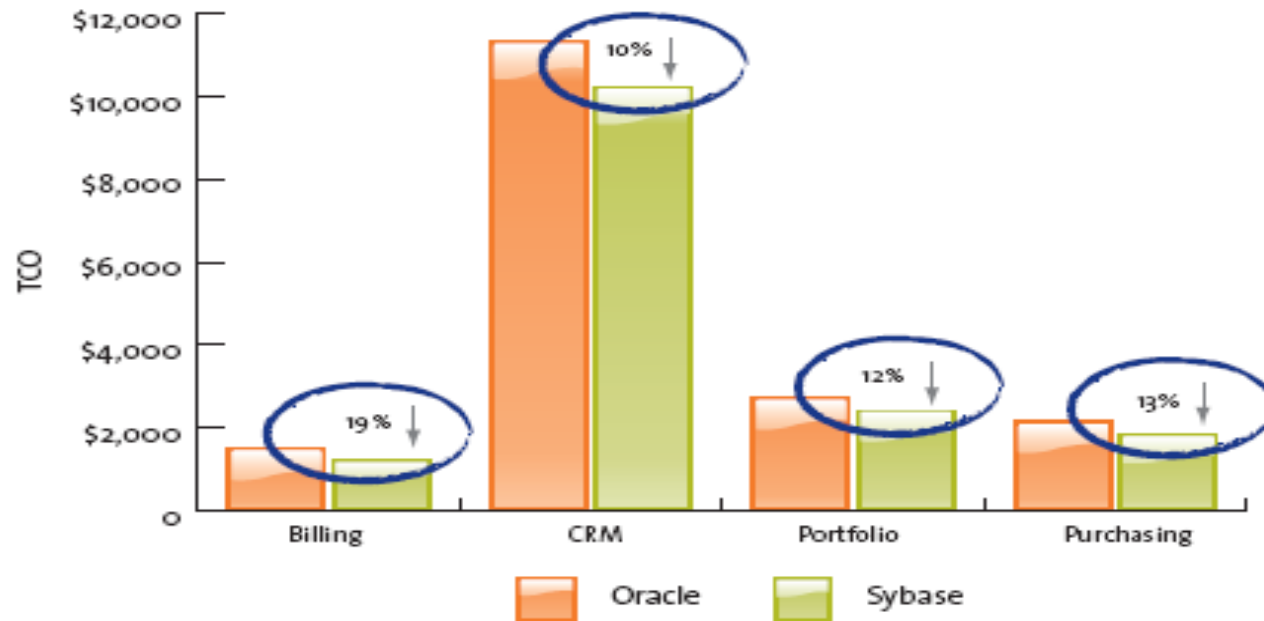
*Sybase's support has played a critical role in the deployment of our mission-critical application. **And Sybase's ongoing support is invaluable** in ensuring the continuous, seamless operation of our application. We consider Sybase a key partner in our success."*

*Don Nielsen, MGR DBA Group, Cargill*

# Sybase ASE – Lowers Costs



ASE operational costs are 10% to 19% less than Oracle



“We’ve  
**DRAMATICALLY  
REDUCED OUR  
OPERATING COSTS**  
from \$42 million to \$13  
million a year”

Don Nielsen  
MGR DBA Group  
Cargill Inc.



Make the Right Database Investment  
Compares Oracle vs. Sybase on Linux

- Reasonable licensing terms
- Smaller infrastructure footprint
- Lower system administration overhead
- Lower maintenance costs

# Sybase ASE – Proven for Enterprises



**Sybase ASE is a recognized leader in relational database management systems (RDBMS) for mission-critical applications**

*In healthcare...*



**30-40%**

faster than competitive  
RDBMSs

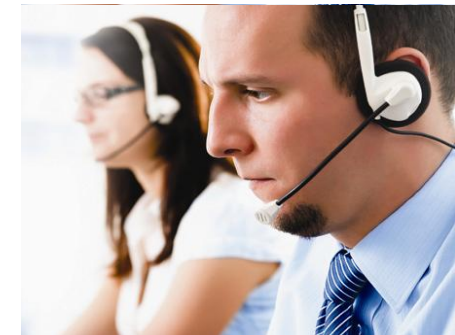
*On Wall Street...*



**2M**

transactions per minute

*In telecommunications...*



**1B**

transactions per day

# Sybase ASE – Reduces Operational Risk



London's premier taxi and courier company was growing at a fast clip – Addison Lee employed ASE for a new IT architecture for its call center.

“While all parties sat in the room we invited our managing director, completely unannounced, to come in and pull the plug on the server. Shocked faces were quickly replaced with smiles when the standby instantly kicked in. It was the only solution that successfully passed the test.”



Leveraging the Sybase data management backbone, Starz built its new download-on-demand subscription service using Sybase ASE.

“The small number of times we've had unexpected failovers, ASE always worked as expected. We are very pleased with the stability of the product.”



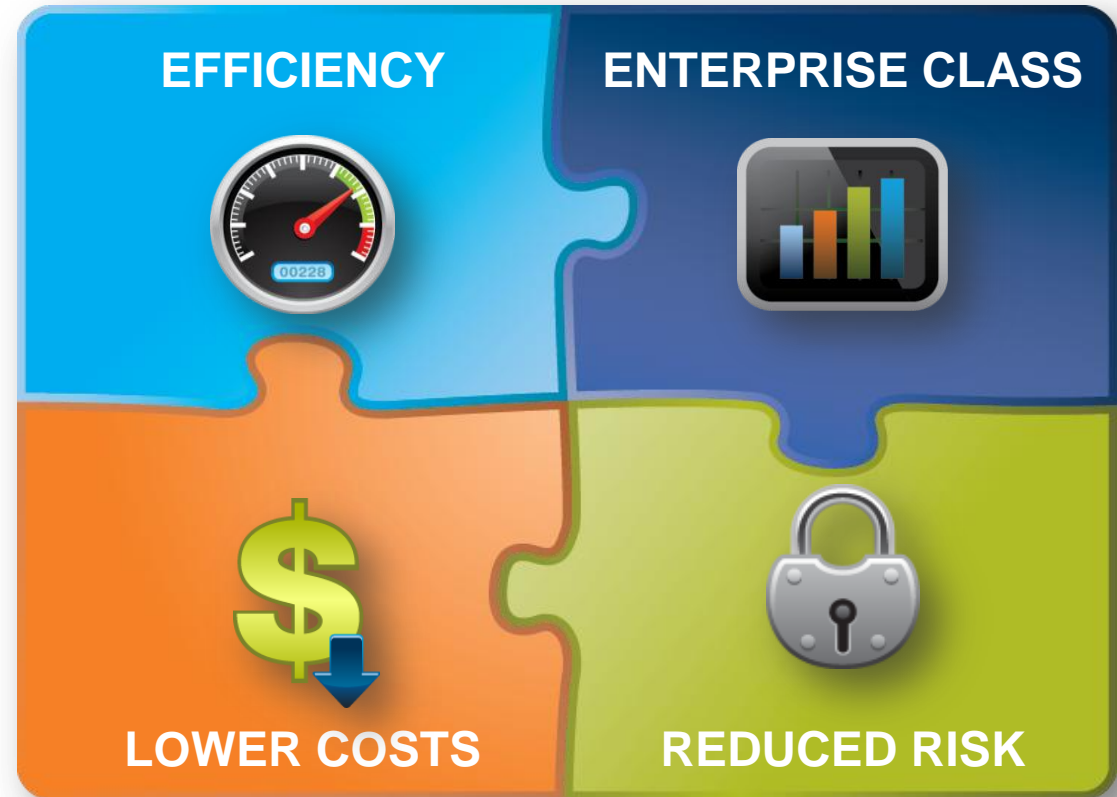
Revelex meets payment card industry (PCI) compliance and Safe Harbor requirements and ensures continued international business transactions.

“Sybase makes it easy to demonstrate compliance. We simply take the auditor through our various compliance aspects – such as how we store keys in a separate database, how our encryption algorithms work, our separation of duties, and our password-protected roles. Sybase helps us meet all of these standards”



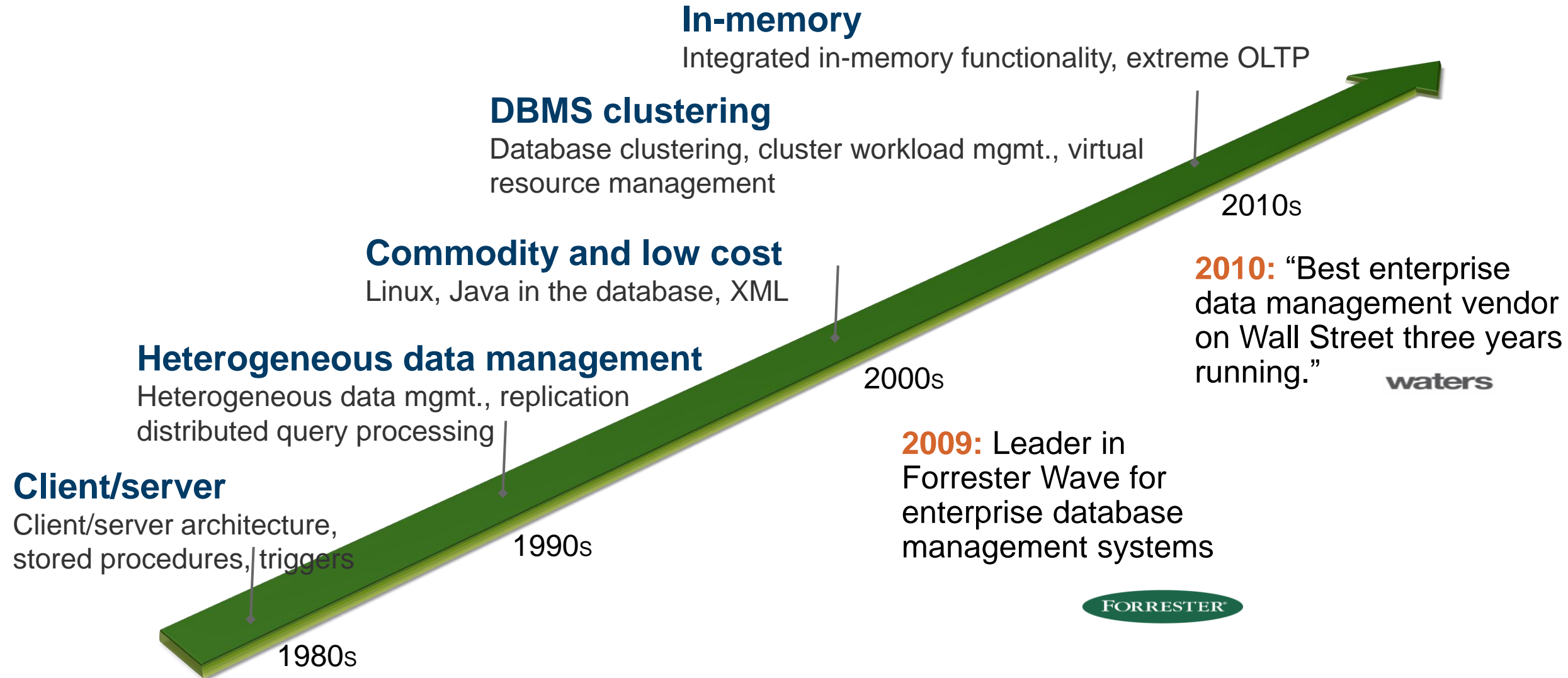
# What SAP Customers Want from a Database

- ✓ Business efficiency
- ✓ Low cost to acquire and maintain
- ✓ Enterprise-class functionality
- ✓ Reduced operational risk



***SYBASE ASE – THE SOLUTION FOR DATABASE WORRIES***

# Sybase ASE – A Record of Innovation

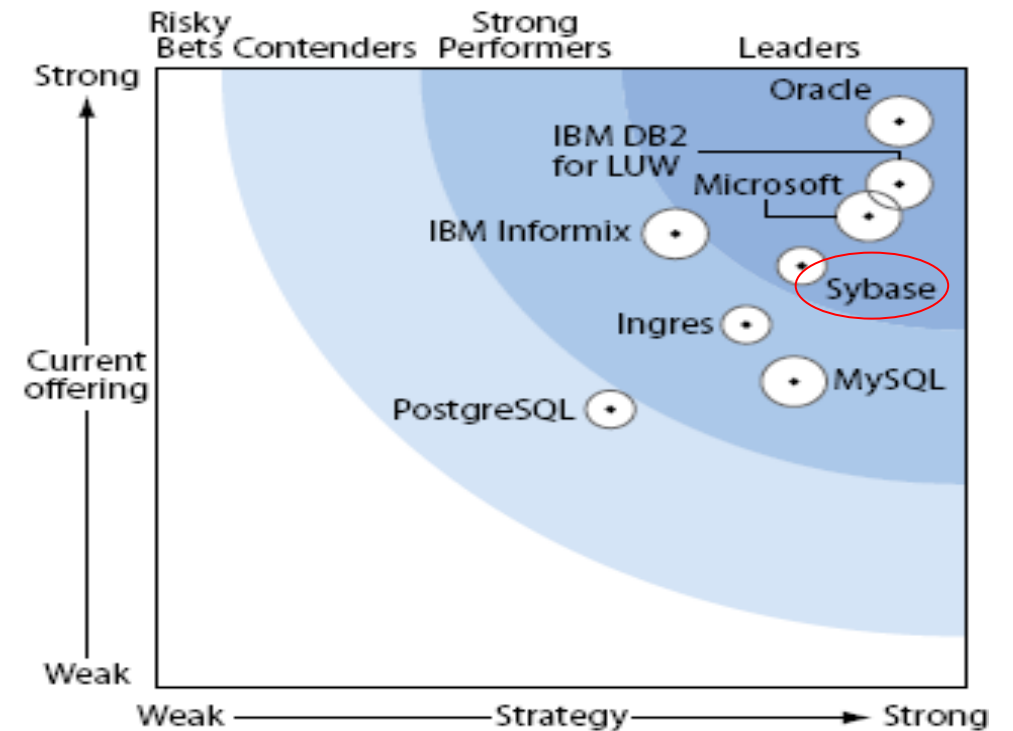


# Sybase ASE – Market Recognition

## Report from Forrester Research

ASE remains a strong choice for enterprises by delivering:

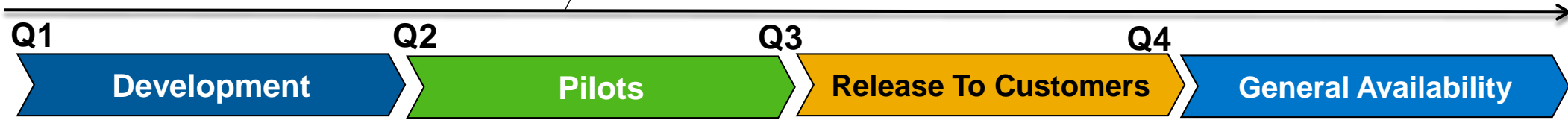
- A very **stable** product: Many large financial institutions run ASE
- **Strong technical support**: A majority of customers find Sybase ASE support better than other DBMSs
- **Secure** database product: Over the past 12 months, there were no database vulnerabilities reported
- Continued product **innovation**: ASE has focused on advanced features and innovations



Source: Forrester Research Enterprise DBMS Wave, Q2 2009

# Are You Interested in a Trial?

Delivering significant business value for SAP customers:



- SAP ERP Central Component (SAP ECC) 6.05 on ASE 15.7 in pilot phase now
- *Release to customers (RTC)* in June
- Other SAP Business Suite software to be available on ASE from RTC

"Sybase has deep DBMS competence, which provides a strategic complement to SAP's strength and leadership in enterprise application software." – Noel Yuhanna, Principal Analyst, Forrester Research



# Thank You!

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