

Combined Competencies Mean Superior Results

Why SAP Sybase Adaptive Server Enterprise Is the Preferred Database Technology for SAP Business Suite

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Most organizations do their due diligence when researching and selecting strategic enterprise software. However, this software is only part of the picture. The underlying database platform is another critical ingredient, as it will provide the support for your enterprise application. Choosing this platform wisely will pay forth performance, reliability, and cost-control benefits.

For customers who depend on SAP Business Suite to help optimize operations with a comprehensive collection of modular, cohesive applications, their database platform of choice should be SAP Sybase Adaptive Server Enterprise (SAP Sybase ASE).

For more than 25 years, SAP Sybase ASE has been one of the most well-adopted enterprise database platforms. With more than 30,000 customers in demanding industries such as finance, telecommunications, and health care, it has earned its reputation as a proven foundation for high-performance, mission-critical applications.

SAP is continuing to invest in SAP Sybase ASE to ensure ongoing innovation for performance, scalability, reliability, and administration. Following SAP's acquisition of Sybase, the database platform now integrates with SAP Business Suite. Using SAP Sybase ASE as the database foundation for SAP Business Suite deployments provides impressive advantages for SAP customers, including:

- Enhanced optimization
- Superior savings
- Significant administrative and support efficiencies

Let's explore these benefits in more detail.

Benefit #1: Enhanced Optimization

As a result of collaborative teamwork between SAP and Sybase engineers, there is now tight integration between SAP Business Suite and the foundational SAP Sybase ASE database platform. This coordination brings several benefits, such as enabling automated setup and configuration for SAP Business Suite applications and the related SAP Sybase ASE database. The integration also means that users can perform administrative activities through a single user interface.

To offer even greater benefits, SAP Sybase ASE can also integrate with other SAP products, such as:

- SAP HANA for real-time, in-memory analytical and transactional workloads
- SAP Sybase Replication Server to protect and distribute information across the enterprise
- SAP Sybase IQ for big data and advanced analytics

Meanwhile, SAP Sybase ASE continues to serve as a strategic component of the overall SAP data management platform.

More than 30,000 customers in demanding industries such as finance, telecom, and health care have chosen SAP Sybase ASE. The database has earned its reputation as a foundation for mission-critical applications.

Benefit #2: Superior Savings

When selecting a strategic database platform, many enterprises fixate only on initial costs, and thus neglect to factor in long-term total cost of ownership (TCO). This can lead to unfortunate surprises and unnecessary expenditures.

In contrast, SAP Sybase ASE was designed to keep costs low, but not at the expense of service levels. SAP Sybase ASE is particularly attractive when you factor in its relatively low ongoing or recurring costs, especially when compared with other enterprise-grade database infrastructures.

For example, according to a recent Sybase-sponsored report by IDC, SAP Sybase ASE's total costs were 28% less than other relational databases (see **Figure 1**).¹ These cost savings were present across the entire spectrum of database expenditures, such as: licensing, storage, power, and IT staff.

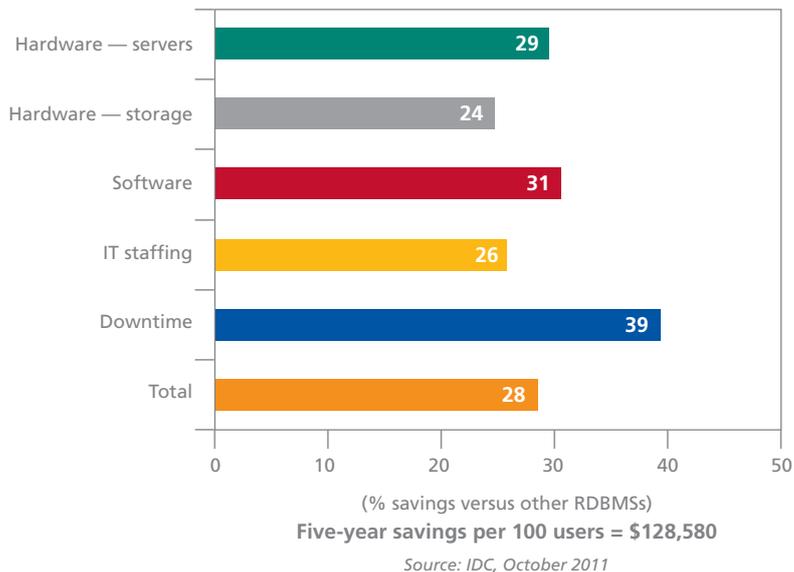
Bloor Research has also confirmed the superior TCO results of SAP Sybase ASE.² Bloor's analysis showed that SAP Sybase ASE offered a more cost-effective solution in 85% of surveyed criteria, including infrastructure costs, administration, reliability, security, support, scalability, resource utilization, and ease of installation and ongoing maintenance. In fact, Bloor found that, when compared to a competitor's database product, SAP Sybase ASE:

- Has 28% lower licensing fees
- Requires 32% fewer database administrators
- Has 32% lower support costs

Benefit #3: Significant Administrative and Support Efficiencies

Data serves as the foundation for ongoing business operations, regardless of the organization's size or the industry in which it operates. This reality means that businesses compete with one another — explicitly or implicitly — on the quality of their information technology. Since SAP Business Suite software contains core, mission-critical enterprise applications, any downtime or other unplanned outages to key database

SAP Sybase ASE Five-Year Savings Per 100 Users



infrastructure or vital enterprise software will have significant ramifications.

By selecting SAP Sybase ASE database technology as the foundation of the SAP Business Suite environment, customers benefit from integrated product development, testing, and support processes. This means:

- Synchronized product release cycles to help future-proof investments and eliminate much of the inherent risk that occurs when upgrading software
- A single source of support for the solutions, abolishing the inevitable finger-pointing that occurs when core technology is supplied by different vendors
- Integrated tooling to allow administrators to manage the application and database platforms from a single user interface
- Built-in database tuning capabilities and a unified scheduler to help synchronize tasks to when system load is optimal

Combined Expertise for Tangible Benefits

With its long history of success, SAP Sybase ASE remains core to SAP's database strategy. Enterprises that deploy SAP Sybase ASE with SAP Business Suite will benefit from the performance optimizations, cost savings, and streamlined product development, testing, and support provided by SAP. To learn more, visit www.sap.com/ase. ■

FIGURE 1 ▲ Companies reported that SAP Sybase ASE's total costs were 28% less than other relational database management systems (RDBMSs), resulting in a savings of more than \$128,000 per 100 users over five years

¹ IDC white paper sponsored by Sybase, "Calculating the True Cost of RDBMS Ownership and How Sybase ASE Stacks Up: A Guide for SAP Business Suite Users" (December 2011; www.sybase.com/detail?id=1095827).

² Bloor Research, "Sybase ASE Total Cost of Ownership: A Comparison to Oracle" (September 2011; www.sybase.com/detail?id=1094762).