

Sybase helps customers build
a trusted data infrastructure



SYBASE



Powering customer success



Organizations today must capture, store, secure, analyze and make decisions based upon terabytes—even petabytes—of customer and marketplace data. And they must manage this explosion in data growth on a robust, reliable infrastructure while also containing operational costs.

These challenges can seem overwhelming. To grow and prosper, you need a data management infrastructure that delivers high performance, high availability, virtually unlimited scalability, and rock solid security, with simplified administration and a low total cost of ownership.

That sounds like a lot to ask for from any solution, but our customers tell us that's what ASE delivers—superior enterprise data management. So, while we're proud of our technology and the many innovations we've made throughout our history, we're most proud of the stories we hear from customers about the successes they've achieved using Sybase solutions.

On the following pages you'll find a number of these stories featuring customers across a variety of industries who use Sybase enterprise data management technology to solve formidable and evolving business challenges.

I hope you will find these stories both interesting and instructional. In them, you may see how Sybase can help power your success too.

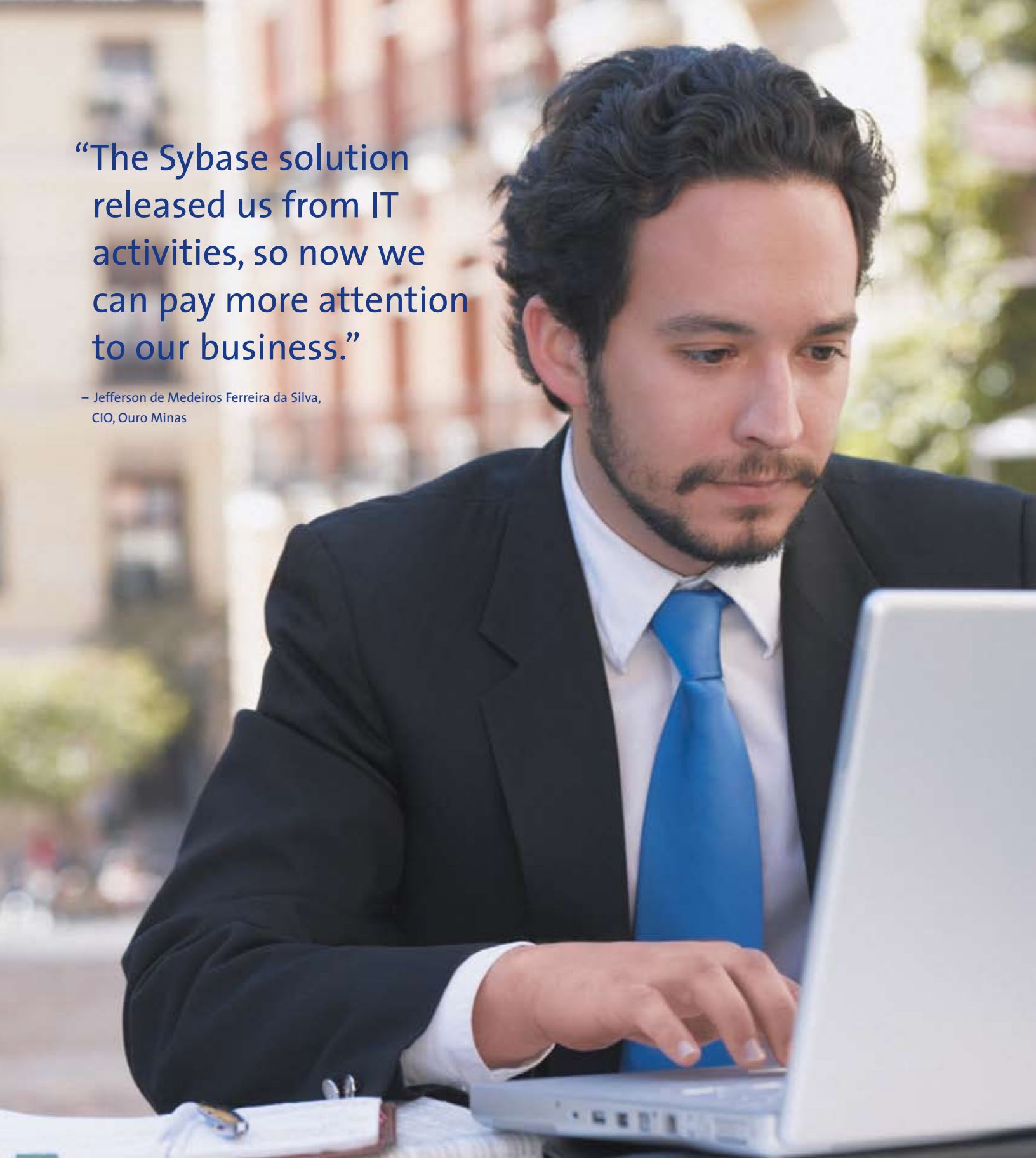
Sincerely,

A handwritten signature in black ink, appearing to read 'B. Vink'. The signature is stylized and fluid.

Brian Vink
Vice President, Product Marketing
Sybase, Inc.

“The Sybase solution released us from IT activities, so now we can pay more attention to our business.”

– Jefferson de Medeiros Ferreira da Silva,
CIO, Ouro Minas



PORTIMA

Portima is a cooperative organization that was established to facilitate the sharing of information between 14 major insurers and 3,500 insurance brokerages in Belgium. Its initial, pre-Internet solution, implemented in 1986, proved adequate at the time, but by the late 1990s, the technology was inhibiting efficiency and competitiveness. Sybase technology allows Portima to:

- Develop a standardized and streamlined office management solution
- Implement this solution using an ASP software model
- Manage thousands of remote servers
- Lower the total cost of ownership
- Increase productivity

Prior to the implementation of the hosted solution (called BRIO), brokers ran their own servers. That meant that in creating BRIO, Portima would have to manage 2,200 separate databases efficiently from a central location. Moreover, BRIO would have to be capable of handling 6,000 concurrent users, over two million transactions per day and 150 tables of complex data.

To address these demanding data management requirements, Portima selected Sybase Adaptive Server® Enterprise (ASE). ASE was chosen for its superior performance, reliability, scalability and security features. Portima also implemented Replication Server to create real-time database back-ups for its brokerage customers.

“Thanks to the ASE-powered BRIO application,” says Claude Rapoport, IT Manager at Portima, “brokers’ productivity has improved. They no longer have to worry about configuring servers, creating back-ups or installing updates. This allows them to focus more on their core business.”

OURO MINAS

Ouro Minas, a multi-award winning, five-star hotel in Brazil’s third largest city, prides itself on delivering extraordinary customer service. Information technology plays a very important role in keeping track of and anticipating its guests’ preferences. To that end, the hotel implemented the Volux hotel management system, created by Objetividade Consultoria Ltda (OCL), using Sybase Adaptive Server Enterprise (ASE) and PowerBuilder technology. The Volux system:

- Provides the combined functionality of ERP, CRM and business intelligence systems
- Allows hotel employees to access guests’ histories and preferences from multiple locations, ensuring seamless guest interactions
- Simplifies billing, purchasing and other administrative activities

“At Ouro Minas,” explains hotel CIO, Jefferson de Medeiros Ferreira da Silva, “technology helps us know more about our clients, and therefore, deliver the best possible service. We knew we needed a powerful and unique management system and we knew the database would be critical to its performance and reliability. We evaluated a number of databases and concluded that Sybase Adaptive Server Enterprise was the best option for us.”

Using the Sybase-powered Volux system, Ouro Minas sales representatives across Brazil have access to relevant, updated information. Information gathered in every interaction with Ouro Minas guests and prospects is entered into the system where it can be accessed as needed by hotel staff to ensure delivery of the best possible customer service.

To optimize the effectiveness of the system, Ouro Minas recently migrated to ASE 15. Even with three gigabytes of data including ten years of client registration and supplier information, the migration was seamless.

“I am impressed by the stability of the Sybase solution, which currently handles over a million transactions a day with a response time of less than one second in 90 percent of cases... We have been satisfied with every aspect of Sybase’s performance.”

– Claude Rapoport, IT Manager, Portima

TELFORT

Telfort is a Dutch provider of mobile telecommunications for private, business and wholesale customers. The company, formed in 1996 by BT and Nederlandse Spoorwegen, has more than 2.2 million customers and annual revenues of over US\$647 million. Each day, the company filters customers' usage data from several source systems to produce mobile telephone and data communication bills. The results:

- Reduces daily data filtering time by ten hours
- Improves transaction processing performance
- Increases the amount of time available for routine maintenance, report generation and other administrative activities

“ASE 15's performance was so much better that we were able to filter an entire month's worth of data in only six days. Since our migration to ASE 15, we have much more time for database management and reporting.”

– Herman de Bruin,
functional database manager,
Telfort

Telfort accomplished these goals by migrating to Sybase Adaptive Server Enterprise 15.

Prior to moving to ASE 15 at the suggestion of its consultant, Caggemini, Telfort's daily filtering process took nearly 24 hours.

“Before the migration,” explains Richard Aardenburg, technical database manager at Caggemini, “all data streams were filtered sequentially. ASE 15's parallel processing capability enabled us to shorten this operationally critical procedure by a good ten hours to the complete satisfaction of Telfort.”

Thanks to careful analysis and preparation by Caggemini, the migration from to ASE 15 took just half a day. The performance improvements attributable to ASE 15 were dramatic. The data loading time was cut from three and a half hours to 20 minutes. The actual filtering process shortened by 50 percent.

BLUECROSS BLUESHIELD OF TENNESSEE

BlueCross BlueShield of Tennessee (BCBST) needed to overhaul its business model and IT systems to control skyrocketing health care costs. Using Sybase Adaptive Server Enterprise (ASE), BCBST created a solution that provides the flexibility and reliability it needs to continue serving its customers for years to come:

- Increases claims processing throughput by 25 percent
- Serves two million members and processes 25,000 claims per day
- Provides ad hoc query responses up to 500 times faster

BlueCross BlueShield of Tennessee (BCBST) provides healthcare coverage to 2.7 million people including employees of Wal-Mart, Olan Mills, the Tennessee Valley Authority, the State of Tennessee and more.

When the organization found that its existing information systems could not easily support the unique and rigorous demands of managed care, it decided to transition from its long-standing, mainframe-based information system to a more agile and user-friendly managed care information system. After an exhaustive evaluation process, BCBST chose a solution based on Sybase Adaptive Server Enterprise (ASE) and Erisco Managed Care Technologies from IMS Health.

“We chose the Sybase/Erisco system because it outperformed the others we evaluated in terms of scalability, functionality and horsepower,” said Bob Worthington, senior vice president of corporate and information services at BCBST. “It also enabled us to get up and running quickly. Within seven months, we were in full production.”

BCBST's production Sybase ASE database scales to 1.2TB of data, with 2,400 concurrent users per day during peak periods. BCBST also maintains a physically separate Sybase ASE archive database containing 200 gigabytes of data.

Sybase ASE enables BCBST to increase claims processing throughput, improve cash flow, reduce training time, increase scalability and functionality, expand rapidly into the managed care business and quickly introduce and manage new product lines.

CHINA RAILWAY EXPRESS

To help support China's growing market economy, China Railway Express (CRE), the largest transportation services network in China, needed to improve its information sharing and freight tracking capabilities across its entire national network. By implementing Sybase Adaptive Server Enterprise (ASE) on Linux, as well as other Sybase technology, CRE:

- Ensures 24x7 operations
- Provides online shipment tracking services
- Improves decision-making and operational efficiency

Working with Sybase and Turbolinux, CRE implemented the National Logistics Information Platform to enable comprehensive, online freight tracking and decision support for logistics management. This highly efficient information management solution is used in more than 400 parcel operations, 230 railway stations and all 18 Ministry of Railways (MOR) bureaus. The core system runs over the MOR's intranet. The customer shipment tracking application can be accessed over the Internet.

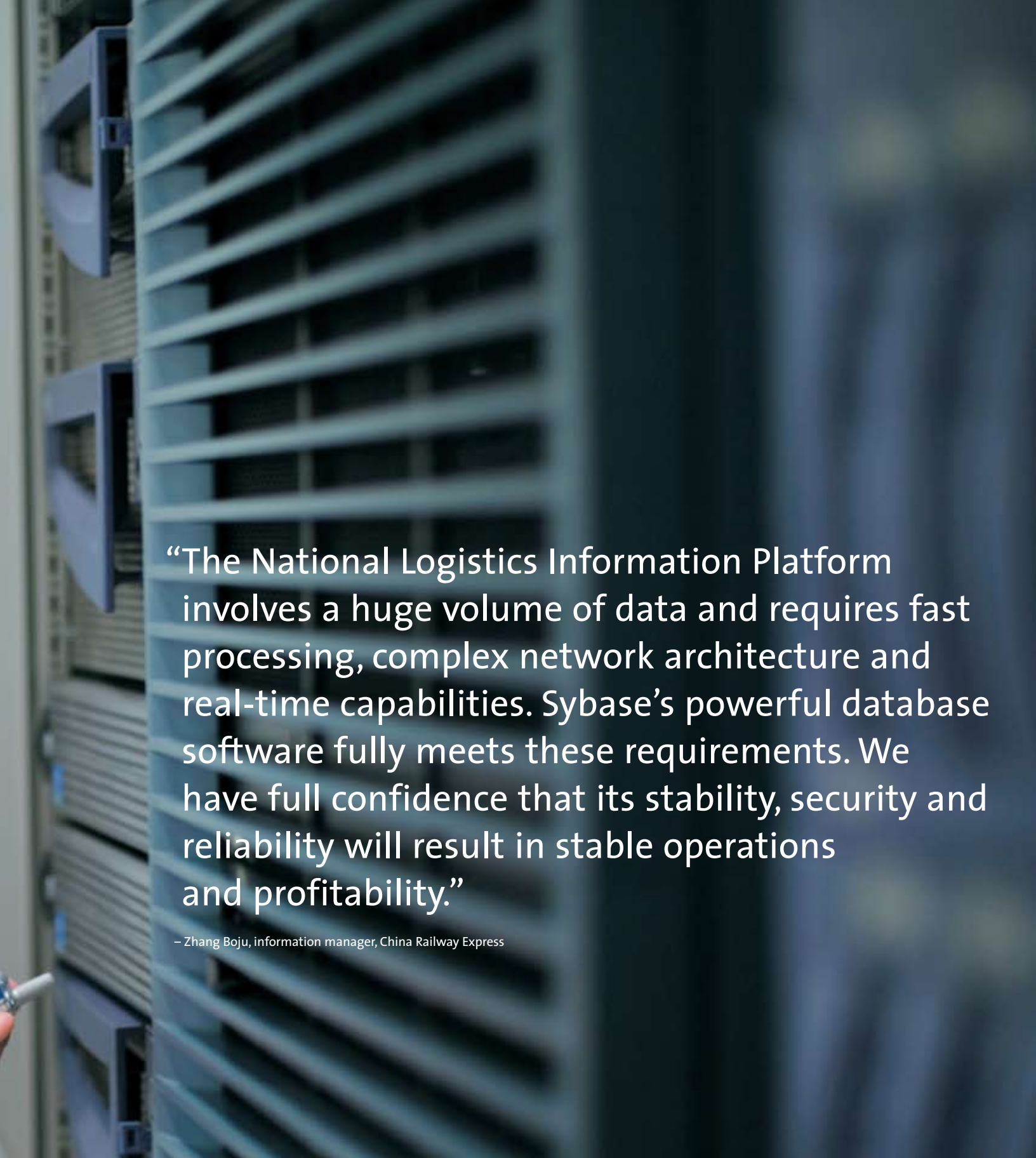
Using the ASE and Turbolinux High Availability options, CRE has created a high-availability cluster system on a Linux platform. Sybase Replication Server, running in CRE's data centers, allows real-time synchronization of data between the production transaction processing systems and back-up systems. This also relieves the load on the production system, by allowing users to run queries against the back-up system. With this Linux-based configuration, CRE ensures that critical business applications are available 24x7 and that CRE achieves a low total cost of ownership.

“The Sybase/Eriscosolution supports our real-time and batch-processing needs and provides the flexibility and reliability we need to continue serving our customers' needs well into the future.”

- Bob Worthington, senior vice president of corporate and information services, BlueCross BlueShield of Tennessee







“The National Logistics Information Platform involves a huge volume of data and requires fast processing, complex network architecture and real-time capabilities. Sybase’s powerful database software fully meets these requirements. We have full confidence that its stability, security and reliability will result in stable operations and profitability.”

– Zhang Boju, information manager, China Railway Express

“This project is definitely a success. We’ve been able to improve our user’s experience with queries as well as improve our operational efficiency. This helps us meet our stated goals and preserve our IT resources.”

– Peter Brandt, Associate Director of Data Collections and Reporting, New South Wales Health

NEW SOUTH WALES HEALTH

The New South Wales Department of Health (NSW Health) provides a comprehensive range of health and health-related services to some seven million residents. In doing so, NSW Health manages a very large volume of healthcare-related data. Challenged with ever-growing data stores and increasingly complex information demands, the department turned to Sybase enhance its transaction database and data warehouse systems. This performance enhancement project delivered dramatic results:

- 76 percent reduction in data loading time
- Query response times slashed from five minutes to 45 seconds
- Data compression rate of over 70 percent
- Simplified administration and reduced overhead costs

NSW Health’s Sybase Adaptive Server Enterprise (ASE) and Sybase IQ systems have served the department very well over the years, providing the department with the information it needs to deliver quality healthcare.

Nothing lasts forever, however, and NSW Health found itself in a situation in which its analytics hardware had reached its end of life. This negatively impacted system performance and the department’s ability to accommodate additional data growth. To address this problem, NSW Health engaged Sybase Professional Services (SPS).

SPS devised a novel way to extract business critical information from ASE and deliver it to Sybase IQ without extensive or customized ETL processes. This involved using a new data flow schema and a specific query to load flat files directly from ASE into Sybase IQ. SPS completed the project in just three months, meeting the organization’s stated goals while extending the life of its existing hardware. The new solution provides NSW Health more flexibility and is easier to manage. Most important, users can access the most current and relevant data for improved reporting and use in research endeavors.



ADDISON LEE

Addison Lee, the market leader in moving people and parcels in London, found itself a victim of its own success. Explosive growth exposed the limitations of its call center infrastructure and booking systems. With operating costs rising and IT systems unable to scale to handle that growth, the company turned to Sybase to help it create a new, resilient platform:

- Ensures 24x7 business continuity
- Saves hundreds of thousands of dollars in potential lost revenue
- Improves call center staff efficiency while reducing the demand for resources
- Supports continued business and data growth
- Provides the infrastructure for mobile business extensions
- Increases customer satisfaction

Addison Lee's technology partners, Sybase and BT, developed a new platform powered by Sybase Adaptive Server Enterprise 15. The ASE 15 database provided enormous scalability—to petabytes of data—to support the company's continued growth and 24x7 operations. It also employed Sybase Replication Server and Open Switch to establish a separate ASE hot standby database, thus ensuring a seamless failover in the event of a primary system failure. These Sybase technologies were deployed on two IBM System p servers running Red Hat Enterprise Linux.

METROPOLITAN HEALTH GROUP

When Metropolitan Health Group (MHG) learned its legacy database system was being discontinued, it seized the opportunity to improve its systems by migrating its legacy applications and client information to Sybase Adaptive Server Enterprise (ASE) and Sybase IQ, resulting in a system that:

- Handles very high transaction volumes
- Slashes report generation times
- Stores data more efficiently
- Meets strict service level agreements, avoiding potential financial penalties
- Lowers its total cost of ownership

MHG provides medical scheme administration and managed healthcare to more than 600,000 individuals covered by 21 medical schemes in South Africa. MHG's administrative services include management of membership information, processing as many as 200,000 medical claims per day, premium management, marketing and communication, financial and actuarial services.

To deliver these services and meet strict service level agreements (SLAs) with its customers, MHG relied on its legacy data management system, until support for that system was discontinued.

Research and evaluation led MHG to select Sybase ASE as its operational data management system and Sybase IQ to power a data warehouse. "ASE's reliability, scalability and ability to handle high transaction volumes with great performance and a low total cost of ownership (TCO) were compelling factors in our selection," explains John Everitt, MHG's Database Manager.

MHG recently upgraded its installations at its satellite offices to Sybase 15 to take advantage of key new features including on-disk encryption, partitioning and improved query processing performance. Due to the success of this upgrade, it is now in the process of upgrading its core servers at its head office.

“Repeat business is very important. In our line of work you really are only as good as your last job. Our Sybase/BT solution will help us provide better service to our customers ... We are already looking at using our new system to deploy innovative applications such as applications that will allow customers to place bookings on their mobile phones and receive automatic SMS updates.”

– Peter Ingram,
IT Director, Addison Lee



“Thanks to Sybase, we have a database that provides outstanding performance. Operations that took hours on our previous database now take just seconds or minutes. Sybase has also provided us with the high availability our business requires.”

– Gil Zippori, director of information systems, Super-Pharm

SUPER-PHARM

Super-Pharm is one of Israel's leading retail chains. It is essentially a supermarket and pharmacy in one, providing its customers with a convenient one stop shopping experience. Given its growth and aspirations to be the country's leading pharmacy chain, it upgraded its point-of-sale (POS) and data management systems that:

- Ensures continuous availability and high performance
- Supports 2,500 concurrent users
- Enables real-time data review and the generation of complex reports
- Reduces licensing and maintenance costs

The company chose NetPOS as the user interface. For high performance transaction processing, data storage, high availability and business analytics, Super-Pharm chose Sybase Adaptive Server Enterprise (ASE) and Sybase IQ. Super-Pharm also deployed Sybase Replication Server® and SQL Anywhere® to create a back-up for disaster recovery.

The system enables work at all of the chain's branches to continue even if there is a breakdown of communications between a particular branch and the Super-Pharm network hub. With Sybase IQ to power its reporting system, Superpharm. can now generate complex, data-heavy reports.

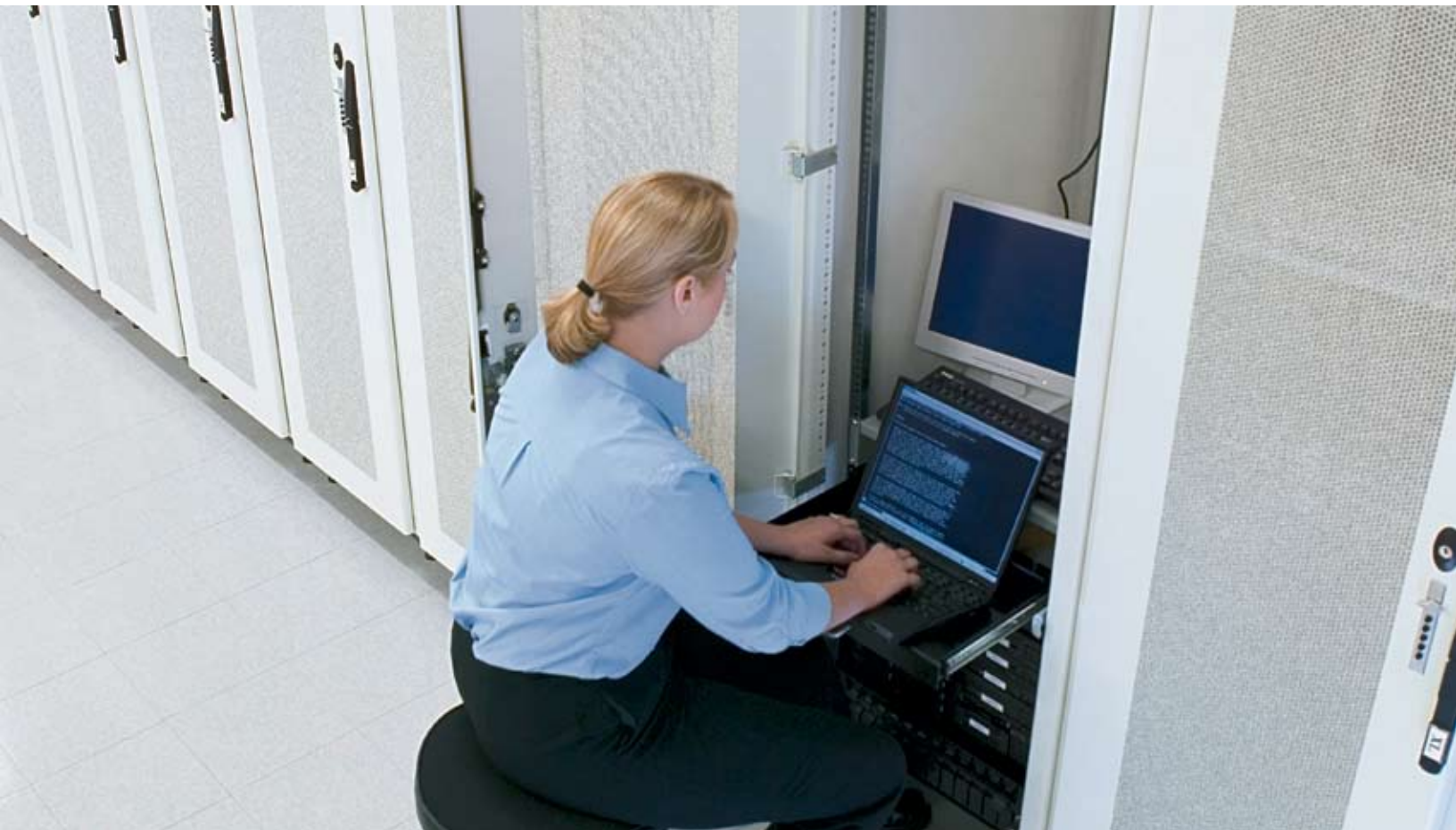
WANGFUJING DEPARTMENT STORE

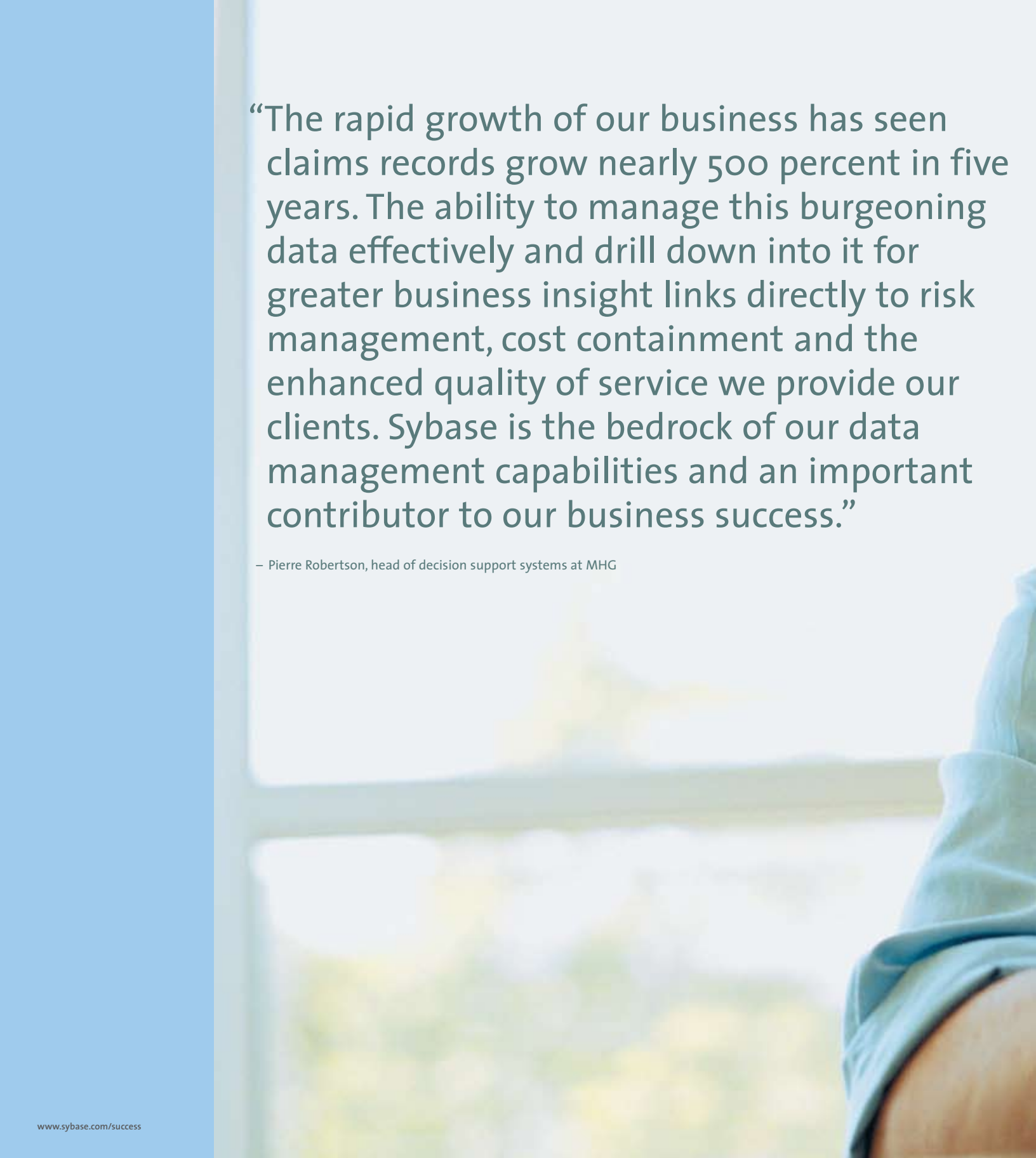
The Wangfujing Department Store Co.Ltd., one of the largest retail groups in China, needed an advanced enterprise information management system to support its operations throughout China more effectively. Specifically, the company needed a system that would enable it to analyze very large volumes of data so it could respond quickly to market opportunities.

Using Sybase Adaptive Server Enterprise (ASE), Sybase IQ and Replication Server, the Wangfujing Department Store built an advanced enterprise information system that:

- Enables more than 100 times faster query processing than traditional RDBMS
- Supports large data volumes
- Ensures seamless integration with other databases and existing information systems
- Provides maximum protection for existing IT investments
- Lowers total cost of ownership
- Increases the company's competitive edge

The new system employs ASE to collect sales and inventory data from the company's many store locations across the country. Replication Server synchronizes that data in real time with a centralized ASE database in Beijing. From there, it is loaded into Sybase IQ, enabling headquarters staff to perform detailed analyses and run reports.



A person wearing a light blue shirt is sitting on a balcony, looking out at a blurred cityscape and water. The scene is bright and sunny, with a clear sky. The person's arm and shoulder are visible in the foreground on the right side of the frame.

“The rapid growth of our business has seen claims records grow nearly 500 percent in five years. The ability to manage this burgeoning data effectively and drill down into it for greater business insight links directly to risk management, cost containment and the enhanced quality of service we provide our clients. Sybase is the bedrock of our data management capabilities and an important contributor to our business success.”

– Pierre Robertson, head of decision support systems at MHG





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