

SYBASE®

Sybase Afaria

Comprehensive Management and Security for the Mobile Enterprise

PRODUCT BROCHURE





"By 2013, mobile phones will overtake PCs as the most common Web access device worldwide. The total number of PCs in use will reach 1.78 billion units in 2013. By 2013, the combined installed base of smartphones and browser-equipped enhanced phones will exceed 1.82 billion units and will be greater than the installed base for PCs thereafter."

– Gartner Press Release "Gartner Highlights Key Predictions for IT Organizations and Users in 2010 and Beyond" January 2010

"Smartphone use in the United States increased to 33.7 million in August 2009, up from 20.7 million in August 2008."

– comScore Inc.

COMPREHENSIVE MANAGEMENT AND SECURITY FOR THE MOBILE ENTERPRISE

Enterprise mobility is not just about creating convenience for employees. It is about the effective management of people, processes and technologies that allow employees to access key information from the right device, at the right time, and from any location.

Today, employees in every industry are moving freely from one location to another with their mobile devices. With this freedom, comes the reality that a lot of sensitive and proprietary data exists outside the secure walls of corporate headquarters.

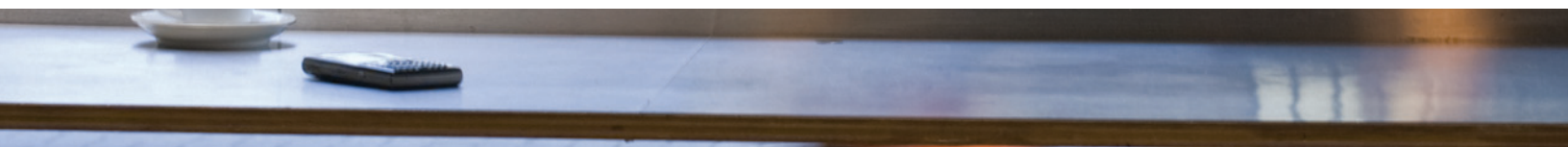
Enterprise data exists in various settings outside of the office, from laptops to handheld devices. Yet enterprises frequently leave responsibility for the management and security of these critical assets in the hands of end users who are, for the most part, neither security nor information management experts.

This abundance of roaming data is why having the right enterprise mobility management software is both a competitive differentiator and a risk mitigator.

Mobile information workers need to be able to use their mobile devices to send email, open PDFs and schedule meetings on the go. Task workers, meanwhile need access to the most up-to-date customer information, and they require fast approval to proceed with business processes such as work orders. These varied mobile computing demands have led to the availability of a wide range of mobile devices, from smartphones to tablets to ruggedized laptops. According to a commissioned study conducted by Forrester Consulting on behalf of Sybase¹, 28 out of 30 IT professionals interviewed anticipate that the number of mobile devices they support will continue to increase through 2010, despite the recession. Meanwhile, as the workforce continues changing, IT is feeling more pressure from executives at all levels of the organization to support additional mobile platforms and personal mobile devices.

¹"Understanding The Critical Role Of Device Management And Security In Your Business' Mobile Strategy", a commissioned study conducted by Forrester Consulting on behalf of Sybase, May 2009.

To succeed, enterprises need a comprehensive strategy that allows IT to control and protect mobile assets. Enterprise mobility management tools can empower end-users while protecting and securing new processes, applications and assets across the enterprise. IT managers can keep mobile workers working and enterprise data secure with a sound mobile strategy and industry-leading enterprise management mobility solutions.



MANAGE AND SECURE YOUR MOBILE SYSTEMS WITH SYBASE AFARIA

Sybase Afaria is recognized as the most powerful, flexible and secure option for managing mobility across the enterprise. Afaria simplifies the complexity of managing a wide range of devices over any network.

Afaria ensures the management and security of mobile devices over any network for any size of deployment. In addition, Afaria is highly customizable to meet the varying needs of every enterprise and can be deployed in either a hosted or on-premise implementation.

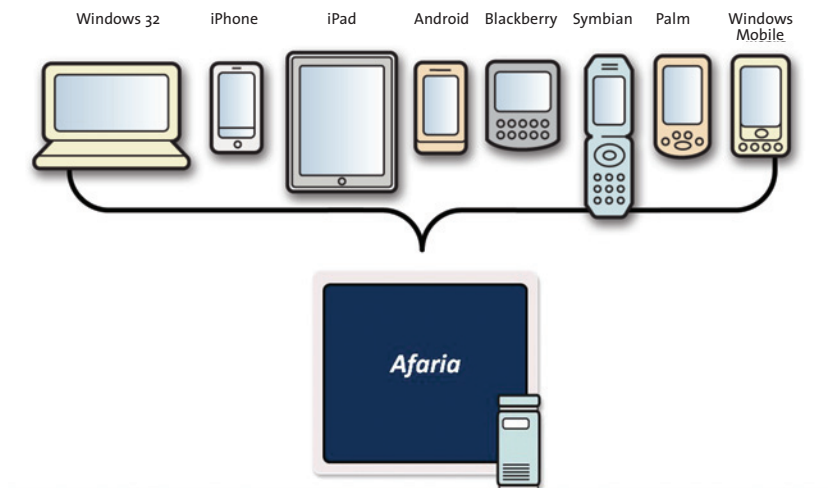
Whether workers are using personally-owned consumer devices or task-specific ruggedized devices, Afaria allows IT to manage mobility with complete confidence.

Afaria supports mobile workers, wherever they are, by:

- Ensuring productivity by minimizing connection time and delivering up to date information wherever it's needed.
- Assuring employees that their mobile technology is reliable so they can focus on getting their work done
- Managing the mobile workers' devices and applications as if they were in the office.

Afaria supports enterprise IT by:

- Delivering control across all mobile devices, data and applications from a single console.
- Keeping the security responsibility away from end users and within the control of appropriate IT personnel.
- Automating business processes.



► MOBILITY MANAGEMENT 101

1. **Be prepared to support numerous mobile devices** – While the PC market is dominated by one operating system, organizations can choose from several smartphone operating systems, including iPhone, iPad, Android, Windows Mobile, BlackBerry, and more. Managers must be ready to support any of the many devices, which are now providing enterprise users with several application options and a simpler user experience.
2. **Plan ahead** – Managers must plan for security requirements as well as determine how to configure, deploy and update data and devices. With this awareness on the front-end, end users will be assured of a much smoother and more pleasant experience.
3. **Establish guidelines** – End users are most likely already visiting several Web sites, checking personal email, storing music, games and other files on their mobile devices. It is paramount that IT educate users about what is acceptable and what is not. A list of policies should be developed and distributed to all employees. Policies should be developed for the numerous types of users—from top executives to contractors and interns.
4. **Leverage technology** – Use technology, processes and procedures that will allow you to centrally manage numerous devices from a single interface for simplicity. Centralized management allows managers to provision devices, track hardware inventory and software licensing and manage appropriate access to applications and data through whitelists and blacklists.
5. **Ensure proper security and encryption** – Strong data encryption and security are critical for data stored on a device and data that is transmitted over the air. Devices and access should be protected by passwords and managers must have the ability to lock or wipe lost or stolen devices. Be certain your security protection continues if a device is off-network or if its SIM card is replaced.



AFARIA BENEFITS

- Provides enterprises with a single solution to manage all mobile workers, including task and information workers
- Eases the complexity of deploying, managing and securing mobile data, devices and applications
- Simplifies IT operations
- Increases productivity of end users
- Improves the bottom line

Centralized Control of Your Mobile Enterprise

IT departments must ensure the security of today's mobile networks as the number and types of devices increase. In addition to security, IT must also consider connectivity and remote network performance for information and task workers who require access to enterprise applications such as CRM and ERP. The implications of managing the performance and storage capabilities of handheld devices while retaining high levels of technical performance and employee productivity are immense.

Afaria meets these requirements by offering a cross-platform support environment (see "Ubiquitous Support"), which centrally manages and maintains a wide range of software and hardware settings including:

- Device identification
- Network settings
- Connection profiles
- Regional settings
- Alerts

The parameters of these variables are continually checked against centrally defined configurations and can be reset whenever necessary.

Another valuable component of the Afaria mobile device management solution is its ability to track how software licenses are deployed and used. Afaria automatically generates reports that describe information about the last time an application was accessed, and it performs comprehensive inventory scans of hardware and software assets – including their current contractual dispositions.

Organizations are able to remain in compliance with license agreements while enforcing service level agreements. For firms that face strict regulatory issues and risk management penalties (such as organizations in healthcare, finance and government contracting), Afaria can help them meet compliance requirements.



Afaria Improves Efficiency and Lowers Costs

Beyond security and compliance, Afaria gives mobile employees the freedom to more efficiently perform the job they were hired to do and not struggle with technology. It allows employees to shift between responsibilities performed at their desk and outside of the office, such as sending email, accessing applications, scheduling meetings and retrieving customer data.

To increase efficiency, Afaria enables users to work remotely, instead of always being connected to headquarters. Afaria can react to changes in the state of a device—monitoring memory, files, folders and registry settings for changes—and can trigger other processes such as backing up a device when the battery level drops or launching a specific application when a user signs on.

Afaria supports various software and inventory management capabilities, which allows the IT team to track where devices are located and what software has been installed. This visibility gives IT the ability to better manage and control future software deployments, therefore lowering costs.

Prevent Mobility Missteps

Mobility is becoming much more prevalent in businesses. Mobile management is an area senior IT managers must focus on during the next few years, even as these environments get more complex. Indeed, more than half the firms surveyed by Forrester Consulting support multiple operating systems and an additional 10 percent say they have plans to support multiple operating systems in the future.

Managing all these devices efficiently, cost effectively and securely will be critical to any company's success. These facts underscore the importance of a comprehensive enterprise mobility management strategy that allows managers to put measures in place that will control and protect mobile assets.

As part of Sybase's mobility platform, Afaria is an enterprise-grade, highly scalable and flexible solution that enables IT to control a host of key functions.

UBIQUITOUS SUPPORT

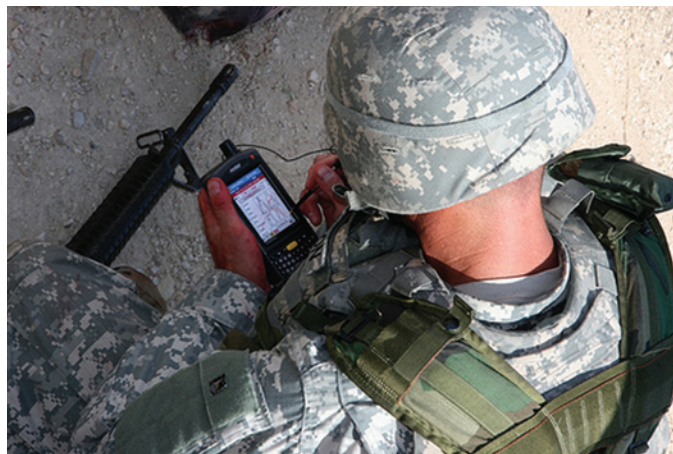
Afaria supports a wide variety of client types from a single Web-base console:

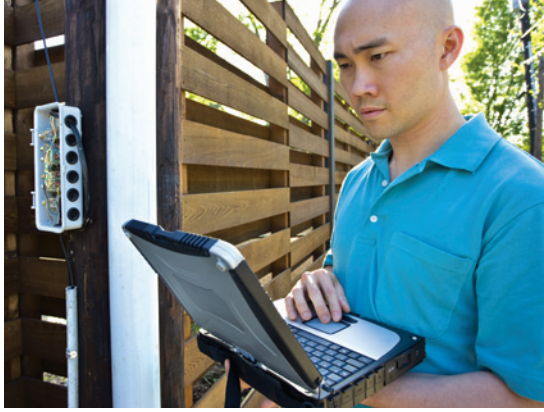
- BlackBerry
- iPhone
- Palm
- Android
- Symbian
- Windows Mobile
- Windows XP
- OMA-DM devices

MULTIPLE-LEVEL SECURITY

When thinking about security, remember that security is three-pronged and includes:

- **Availability:** Systems work promptly and service isn't denied to authorized dealers
- **Integrity:** Data isn't changed in an unauthorized manner and the system itself isn't manipulated
- **Confidentiality:** Information is not disclosed to unauthorized individuals during storage, processing or in transit.





AFARIA FEEDBACK

Duke University

Gary Harrison, IT application manager of the mobile computing group at Duke University's medical facility is using Afaria to centrally manage physicians' PDAs, including initial software distribution, updates and security.

According to Harrison, Duke's Health System has approximately 11,400 full-time employees. More than 5,000 of the staff are Duke University Health System physicians, researchers and faculty. Many of these employees rely on mobile technology to maximize their effectiveness and document their activities.

"Afaria allows our local IT administrators to manage mobile devices from a central location. They can push out new applications, update applications, secure devices and do all of this without having to touch each device," Harrison says.

The centrally managed solution allows:

- Clinicians to update data for more effective patient care
- Efficient recording and monitoring of medical student activities
- Information to be collected and securely exchanged between PDAs and back-end systems

McDonalds UK

Efficiency is a priority for Keith Frimley, UK IS business relationship manager for McDonalds UK. *"McDonald's operations consultants can now focus more of their time on helping restaurant managers and franchise holders improve standards across our estate as well as save significant time in capturing and reporting information via the mobile application,"* he says.

In other words, the consultants can focus on what they do best by:

- Entering inspection data easily
- Eliminating time wasted from typing handwritten notes after an inspection was complete
- Standardizing inspection criteria to allow for comparison

► To learn more about Sybase customers and their use of Afaria, please visit www.sybase.com/afaria