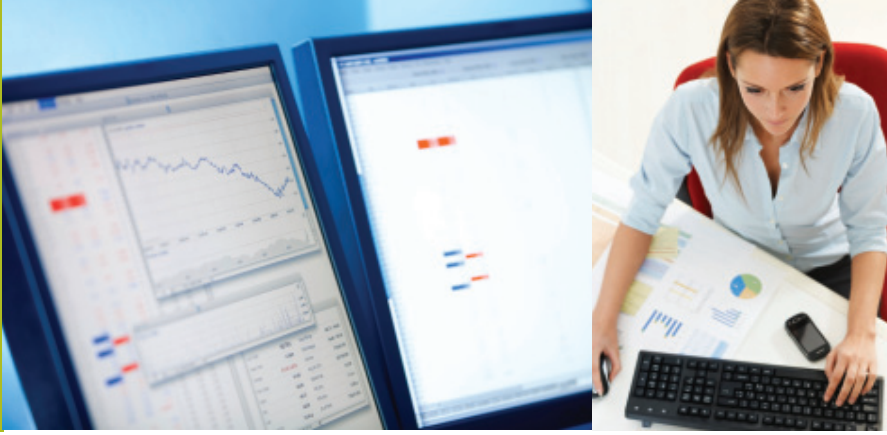


Turbocharge Business Analytics with Sybase[®] and SAP[®] BusinessObjects[™]

Optimize business analytics across the enterprise with industry leading solutions for data preparation, data management, and analysis & visualization

SOLUTION OVERVIEW





SOLUTION FEATURES & BENEFITS AT A GLANCE

- Implement analytics projects quickly with best-in-class products engineered to work together out-of-the-box
- Optimize performance from sources to answers with a complete business analytics solution
- Drive adoption across the enterprise with solutions designed to scale to many users
- Simplify upgrades with synchronized product releases and maintenance updates
- Utilize integrated global customer support for fast problem resolution

Truly high performing companies leverage analytics across their entire organization and place a high value on the insights gained, according to Thomas Davenport, author of the book *Competing on Analytics*. When companies create a culture of information exploration and analytics, they are far more likely to be high performing. And the use of analytics across the enterprise drives competitive differentiation.

Yet information workers usually receive either too little relevant information or too much unusable data. This results in lost productivity, flawed decisions that lack fact-based insight and delayed responses causing a loss of momentum and agility. Getting the right information to users throughout the organization is crucial to success with business analytics:

- CEOs and General Managers look to predictive analytics solutions to make forward-thinking decisions, and want informed business decisions made in minutes and hours, not days or weeks
- Line of business analysts and managers want to delve into the information available to them to better understand their businesses
- Reporting departments need to report information faster, delivering key KPIs, reports, dashboards, and ad hoc analytics sooner
- CIOs and IT managers are tasked with delivering less costly business analytics implementations, providing more timely responses to decision support requests from the line of business, and more efficient resource utilization of business analytics infrastructure

A new analytics platform is required that can scale beyond advanced analytics of massive data by a small group of users to an elastically expandable platform capable of supporting all potential enterprise users and processes — for reporting, dashboarding, ad hoc analysis and predictive modeling.

Getting the right information to users across the enterprise requires an analytics system that addresses data preparation, data management, and analysis & visualization. Enterprises have been left to piece these systems together using solutions from different vendors, causing lost time, lots of money and little business insights. But all of that changes with combined offerings of SAP® and Sybase®.

SAP and Sybase have integrated their business intelligence, data integration, and data warehousing products into a complete business analytics solution for all the activities of data preparation, data management, and analysis & visualization, with self-service access to relevant information.

Data Preparation activities traditionally consume about 70% of the time and resources for analytics projects and include extracting, transforming, cleansing and loading data, and ensuring adequate data quality processes:

SAP® BusinessObjects™ Enterprise Information Management (EIM) solutions and Sybase Replication Server® to rapidly clean, transform and load data from a variety of database sources, and Sybase PowerDesigner® to architect the data environment.

Data Management activities consist of designing schemas, determining data storage architecture (i.e. near-line, archival storage), optimizing data access, managing workload performance, and maintaining operational efficiency:

Sybase IQ to store, efficiently manage and analyze massive volumes of data, no matter the schema, the application needs or the user counts.

Data Visualization and Analysis relates to decision-making activities, including reporting, data mining, ad hoc analysis, and just-in-time decision-making. Data analysis is completed by various users from a wide range of tools and types of algorithms or queries:

SAP BusinessObjects Business Intelligence (BI) platform for reporting, dashboarding, and ad hoc analytics.

Having earned leader status in their respective Gartner Magic Quadrants, each of the SAP and Sybase products are integrated into a complete end-to-end business analytics solution. Together they provide a unique and integrated set of best-of-breed tools for business intelligence, analytics, visualization, data integration, and data management.

CUSTOMER CASE STUDY

Spice Telecom is the second largest telecommunications provider in the Indian province of Punjab, and has over three million subscribers.

In order to remain competitive and increase profitability, Spice knew that it needed to improve its usage of data and analytics, and that this was going to require an investment in new information technology systems.

After evaluating potential alternatives, the team chose Sybase IQ and SAP BusinessObjects BI platform to build an analytics data warehouse and have the best visualization tools for running multidimensional analyses. Spice has seen at least a 10 times performance improvement in its dashboards, reports and analyses times over the traditional data warehouse and disparate reporting tools previously used.

Deployment of the combined solution took approximately five months. At the same time Spice started using the data integration capabilities of the SAP BusinessObjects EIM solutions to extract and transform data from multiple sources and load it into Sybase IQ. With the new solution, Spice Telecom is now able to collect and analyze a much greater volume and variety of data, including more in-depth information from its call data records. These analyses allow Spice Telecom to spot customer trends that were not visible before, and to understand the behavior of their customers at a much more granular level. This enables Spice Telecom to prevent more customers from churning to its competitors, and to upsell additional products and services.

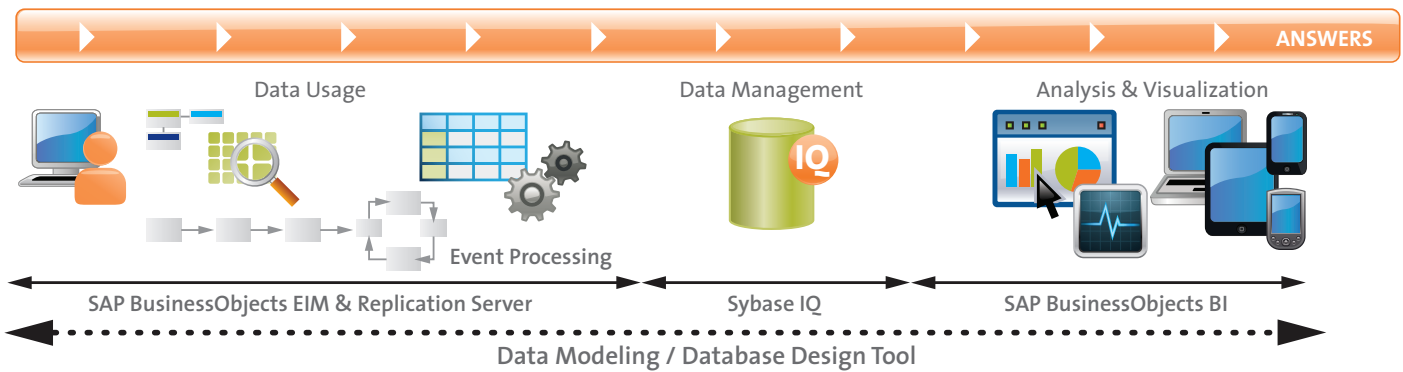


Turbocharge Business Analytics with SAP & Sybase Solutions Together

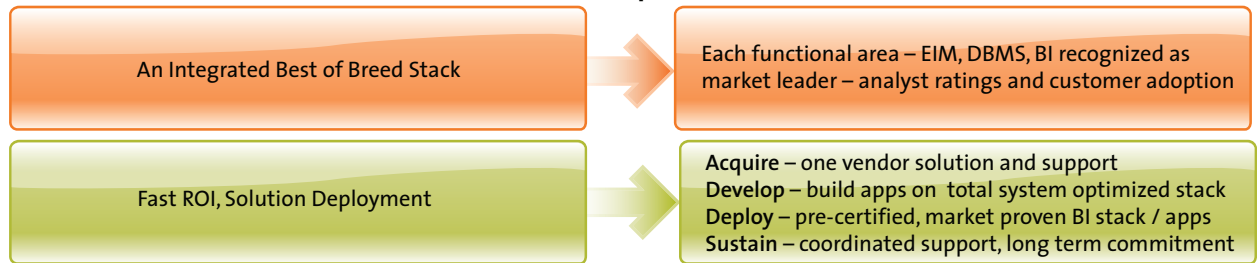
BNP PARIBAS SECURITIES SERVICES USES WEB-BASED REPORTING TOOLS IN THE SAP BUSINESSOBJECTS BI PLATFORM AND SYBASE IQ AS ITS DATA WAREHOUSE. MARC GUILLARD, A LEAD DBA AT THE COMPANY SAYS, "WE NOW HAVE TWO INTEGRATED SYSTEMS CAPABLE OF HANDLING LARGE AMOUNTS OF TRANSACTIONS AND REPORT REQUESTS. WE ALSO HAVE PLENTY OF ROOM TO GROW IN THE AMOUNT OF DATA WE CAN PROCESS AND THE HISTORICAL INFORMATION WE CAN STORE."

Together, SAP BusinessObjects BI platform, SAP BusinessObjects EIM solutions, Sybase IQ, Sybase PowerDesigner, and Sybase Replication Server provide a highly optimized analytics platform for customers to:

- **Answer questions at the speed of thought.** With a performance optimized analytics solution, enterprises can answer complex questions using larger data sets 10 to 100 times faster than traditional solutions. Furthermore, Sybase IQ provides in-database analytics to execute complex data mining algorithms in the database, dramatically improving the performance of the SAP BusinessObjects BI platform.
- **Unlock business analytics across the enterprise.** With Sybase IQ's ability to support many simultaneous workloads and workgroups, users of SAP BusinessObjects BI can gain insight into business operations at every level. Furthermore, individuals are empowered to transform their decision making by creating decision-ready information and by accelerating collaborative decisions with the right people, tools, and standards.
- **Integrate information more quickly.** Deliver integrated, accurate and timely data with SAP BusinessObjects EIM solutions. Use Sybase Replication Server to load data from source transactional systems into Sybase IQ to reduce latency to minutes or seconds. And architect the environment using the #1 data modeling tool, Sybase PowerDesigner.
- **Reduce the burden placed on IT.** With less effort required to load data, accelerate queries, back up databases and maintain databases, IT departments can reduce the burden to maintain their business analytics environment. Furthermore, there are fewer hardware requirements because of the SAP/Sybase optimized solution, and product support is handled by one global SAP/Sybase support team.
- **Simplify vendor management.** SAP and Sybase provide a single vendor for high performance business analytics software, with a simplified acquisition, maintenance, upgrades and support process and the integration of five leading best-in-class products that work together.



Value Proposition



Data Preparation

SAP BusinessObjects EIM solutions provide a trusted foundation for data integration, data quality, data profiling, and text data processing. Complementing SAP BusinessObjects EIM solutions, Sybase Replication Server moves transactions from heterogeneous databases immediately into Sybase IQ. Lastly, Sybase PowerDesigner complements SAP BusinessObjects EIM with industry-leading modeling and metadata management techniques that support all architectural environments. Together, customers have a complete suite of tools to integrate data from across the enterprise into a central data store.

SAP BusinessObjects ENTERPRISE INFORMATION MANAGEMENT SOLUTIONS

SAP BusinessObjects Enterprise Information Management (EIM) solutions provide comprehensive information management functionality that can help you deliver integrated, accurate, and timely data — both structured and unstructured — across your enterprise.

The latest release of SAP BusinessObjects EIM gives customers the capacity to extend data views with text data processing to analyze unstructured text data sources, assess and improve data quality with a comprehensive solution that supports data within any industry, locality, or data domain, provide instant traceability with impact analysis and data lineage capabilities, and use data quality dashboards to monitor and trend how well data adheres to governance rules and standards.

SYBASE REPLICATION SERVER

Sybase Replication Server with Real-Time Loading provides high performance loading from Sybase ASE, Oracle, IBM DB2, and Microsoft SQL Server databases to a Sybase IQ data warehouse. Customers can move beyond nightly batch loads to continuous loads throughout the day, delivering operational system changes to Sybase IQ servers, minutes after transactions occur.

SYBASE POWERDESIGNER

Sybase PowerDesigner, the industry-leading modeling and metadata management tool, offers a model-driven approach to empower and align business and IT. PowerDesigner’s innovative Link & Sync Technology enables enterprises to visualize, analyze and manipulate metadata to streamline communication and collaboration.

Data governance, business intelligence, integration and consolidation efforts benefit from metadata management as PowerDesigner establishes a single version of key information assets. PowerDesigner’s enterprise-wide impact analysis reduces time, risk and cost associated with changes throughout your information architecture.



Data Management

SYBASE IQ

The transformative power of business analytics can only be realized when enterprises move beyond supporting just the power users, to also enable the broader community of decision makers and to integrate analytics directly into core operational processes. Broader adoption across the organization requires a solution that can meet the needs of all stakeholders within the business groups and IT department.

Data management is typically the bottleneck to pervasive adoption of business analytics within the enterprise. Traditional Enterprise Data Warehousing (EDW) solutions commonly deployed today are proving inflexible in addressing the growing adoption of business analytics within enterprises, having disappointed today's generation of users and customers who expect answers and insights from all their data at 'Google speed'. With Sybase IQ enterprises can now:

- Run queries 10, 100, even 1,000, times faster than traditional data warehouses
- Store and analyze 10 times more data increasing the amount of accessible information from months to years
- Ask complex questions across huge data sets with massively parallel processing
- Expand the number of concurrent users from dozens to hundreds and even thousands
- Integrate analytical analysis and predictive models into business processes, enterprise applications, and proprietary reporting systems
- Eliminate sprawl of disparate analytics servers by virtualizing data marts and warehouses onto a PlexQ™ grid
- Cut maintenance costs up to 75% with a simplified IT infrastructure

Sybase IQ delivers superior performance for mission-critical business intelligence, analytics and data warehousing on any standard hardware and operating system. The first column-based database in the market, Sybase IQ is recognized by industry analysts as a leader in data warehousing and specialty analytics databases, with more customers than all the other specialty data warehousing leaders combined. Key features and functions of Sybase IQ include:

- **Column-based data store** – Dramatically accelerate queries and increase the amount of historical data that can be stored and analyzed
- **In-database analytics** – Execute advanced statistical models and data mining algorithms within the database for massive performance gains
- **Text & multimedia analytics** – Store and analyze unstructured data including documents, email, Web content, images, audio, video and other data formats
- **Sybase IQ PlexQ** – Unleash the power of thousands of cores running on hundreds of servers using an analytics grid with a shared-everything MPP architecture
- **Distributed Query Processing (DQP)** – Execute individual queries across many machines in a PlexQ grid for Massively Parallel Processing (MPP), yet automatically balance workloads during peak periods
- **Logical servers** – Band together physical servers in a PlexQ grid into virtual groups in order to isolate the impact of different workloads and users from each other
- **Hardware & operating system independence** – Leverage existing capital investments, enterprise agreements, and skill sets with support for virtually all hardware and OS configurations
- **Developer APIs** – Allow IT departments to integrate data analysis into proprietary applications, core business processes, and Web environments
- **Administration tools** – Ease the management of Sybase IQ database environments across the enterprise

Sybase IQ has been proven in the most challenging reporting and business analytics environments, effectively handling large volumes of simple and complex queries from thousands of concurrent users analyzing petabytes of data.

Analysis & Visualization

SAP BusinessObjects BUSINESS INTELLIGENCE (BI) PLATFORM

Agile and dynamic organizations require decision making and innovation at every level. Therefore, your IT department must have a flexible means of sharing and making available business intelligence content throughout the entire organization — not just for selected processes, applications, or people. With SAP BusinessObjects BI solutions, your organization can provide relevant information to anyone – from the CEO to business analysts, field-based staff, suppliers, and partners. With the release of the SAP BusinessObjects BI platform, SAP continues to build on its pioneering BI technology.

The platform advances user autonomy to a new level with a semantic layer that presents business data under a single umbrella, enabling business users' access to data regardless of where it resides. With relevant business content within their reach, your business users require less support from IT. Additionally, the platform's modular footprint allows you to tailor the software to your specific IT infrastructure and allows for a simplified deployment and a faster time to value.

The SAP BusinessObjects BI platform provides your IT department with a flexible means of sharing BI content throughout the entire organization, empowering your users to make effective, informed decisions. The platform enables a wide range of business benefits:

- Improved business user autonomy by exposing data in plain business terms and increasing the range of data accessible by business users
- Better-informed participants that support better decisions by making information consumption simpler, personalized, and dynamic
- Faster deployment and optimized use of IT resources with one unified BI and enterprise information management infrastructure
- Tighter integration with your existing IT infrastructure, tapping any data source and application regardless of format or location
- Reduced IT workload with simplified maintenance and administration options
- Increased responsiveness by improving the overall ability for IT departments to delegate information requests to business users

SAP BusinessObjects BI platform can empower your organization to provide relevant information to anyone — from the CEO to business analysts, to field-based staff, suppliers, and partners. This flexible, scalable platform includes features and functionality that include:

- **Auditing** – Allows administrators to analyze SAP BusinessObjects BI platform usage
- **BI launch pad** – Presents BI information through a portal for users inside and outside an organization.
- **BI widgets** – Delivers at-a-glance business intelligence to a desktop in the form of widgets
- **BI workspace** – Assembles and unifies the relevant information that users review frequently
- **Information design tool** – Acts as a graphical design tool used to create the rich semantic layer (universes)
- **Life-cycle management** – Manages the promotions of BI content throughout its typical life cycle — development, testing, and production
- **Platform administration** – Provides a central management console with an intuitive and comprehensive interface to manage, control, and configure an entire BI deployment
- **Portal integration** – Integrates content directly with Java-based and Microsoft SharePoint portals.
- **Publishing** – Distributes personalized BI content to a mass audience in an automated and efficient manner
- **Software development kits** – Includes native Java EE and Microsoft .NET software development kits and a comprehensive set of Web services that expose BI capabilities

The SAP BusinessObjects Business Intelligence (BI) platform is a flexible and scalable information infrastructure that is designed to help you more easily discover and share insights for better business decisions.

COMSCORE, A PROVIDER OF DATA-BASED INFRASTRUCTURE SERVICES AND SOLUTIONS FOR THE E-COMMERCE MARKETPLACE, TURNED TO SYBASE AND SAP TECHNOLOGY TO DEVELOP ITS CUSTOMER KNOWLEDGE PLATFORM, THE INDUSTRY'S FIRST SOURCE OF ONLINE BUYING ACTIVITY. RIC ELERT, VICE PRESIDENT OF ENGINEERING SAYS, "WE NEED TO MAKE SURE WE CAN ECONOMICALLY SCALE TO LARGE AMOUNTS OF DATA AND SUPPORT DATA-INTENSE REPORTING WHILE NOT INCURRING SIGNIFICANT COSTS. SYBASE IQ'S MULTI-NODE CAPABILITIES MAKE THIS POSSIBLE AND GIVE US EASY TO MANAGE QUERY, DATA-LOAD AND DATA-MINING FUNCTIONS."

Summary

Together, SAP and Sybase provide a comprehensive set of industry-leading solutions for data preparation, data management, and analysis & visualization that provide the technology foundation to drive the adoption of business analytics across the enterprise. With SAP and Sybase together enterprises can:

- Answer questions at the speed of thought
- Unlock business analytics across the enterprise
- Integrate information more quickly
- Reduce the burden placed on IT
- Simplify vendor management

To learn more about how the integrated SAP and Sybase offerings for business analytics can improve your organization please contact your SAP or Sybase sales representative or call **1-800-8-SYBASE**.

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