



Sybase, an SAP Company





$$\text{StDev}(X) = \sqrt{\text{Var}(X)} = \sigma$$

Support $[0, +\infty)$

$$\sigma^2 = \ln(\dots)$$

$$-\frac{(\ln x - \mu)^2}{2\sigma^2}$$

$$F(x) = \frac{1}{2} + \frac{1}{2} \text{erf}(\dots)$$

Analysis and **Reporting**

Unmatched Query Performance

Storage efficiency of structured Data

Heterogeneous Environment

Unstructured Data

Data Warehouse Exceptional Performance

Flexibility Dynamic

Low operating costs

$$g(k) = \exp(\mu + \sigma^2/2) \phi\left(\frac{-\ln(x) - \mu - \sigma^2/2}{\sigma}\right)$$

$$1) e^{2\mu + \sigma^2}, e^{4\sigma^2}, e^{3\sigma^2}, e^{2\sigma^2} - 6$$

$$\text{entropy} \frac{1}{2} + \frac{1}{2} \ln(2\pi\sigma^2) + \mu$$

MANAGE, ANALYZE AND MOBILIZE INFORMATION

Sybase, an SAP company, is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. We are recognized globally as a performance leader, proven in the most data-intensive industries and across all major systems, networks and devices.

Sybase enables enterprises to manage high volumes and variety of data, analyze this vital information and mobilize it so people can conduct business, regardless of where they are located or what devices they are using. And since all Sybase solutions are built using open standards, organizations can leverage the IT investments they depend on today, along with the ones they'll need tomorrow.

SYBASE: DATA & FACTS

- Market leader – in data management, analytics, mobile messaging, and enterprise mobility
- Proven – 40,000+ enterprise customers and 91 of the Fortune 100 rely on Sybase
- Experienced – heritage in enterprise software since 1984
- Innovative – 148 patents awarded in data management and mobility; 185 patents pending
- Global – 4,000+ employees in 60 countries

OUR MARKET FOCUS

Sybase is the vendor of choice for a loyal, global customer base and is a leading presence in key vertical markets including financial services, telecommunications, manufacturing and government.

Twenty-four of the Top 25 global banks, and 50 of the Top 50 global banks and securities firms, rely on Sybase to deliver intra-day risk analysis, while processing hundreds of thousands of financial trades - in real-time and from any location.

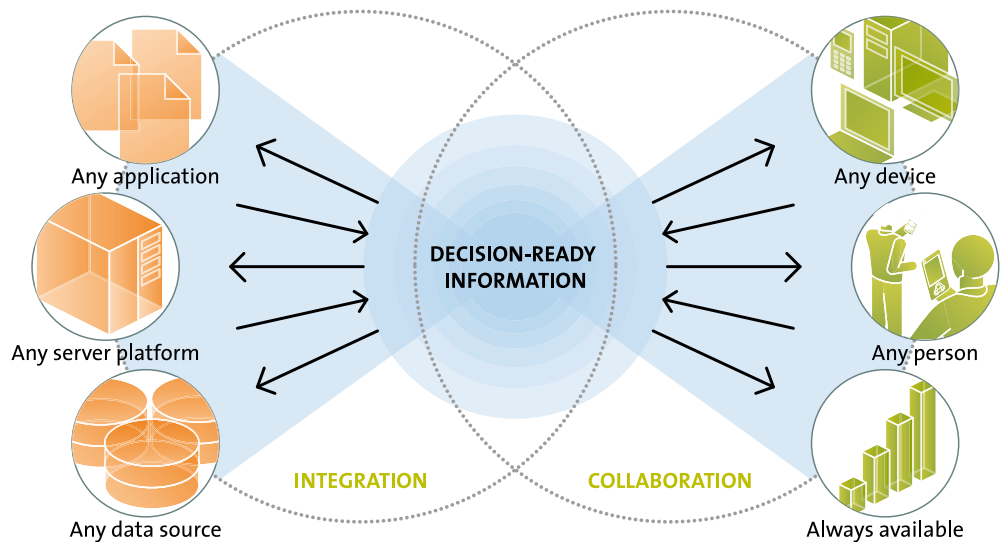
Capital markets firms choose Sybase for its risk management, compliance and trading solutions that are specifically tailored to fit their needs from real-time risk management, algorithmic trading, market aggregation, smart order routing, real-time pricing, as well as market surveillance monitoring and analytics. The telecommunications industry is using our mobile services to reach over 4 billion subscribers across 850 mobile operators, sending more than 1.4 billion messages per day; using our data management solutions to process billions of call data records' transactions.



“The Sybase technology clearly illustrated technological superiority, and we were assured exemplary assistance from the nearby Sybase offices. It really was a clear decision for us. [...] We now have a long list of enhancements to the Markit MSA service. Our user base is very active, and continually asks for more features. That’s the true measure of usefulness.”

Markit

VISION AND STRATEGY: THE “UNWIRED ENTERPRISE”



MANAGE

ANALYZE

MOBILIZE

Sybase delivers enterprise software for the Management, Analysis and Mobilization of data. We enable our customers to unwire their enterprises, where business-critical information can be securely moved back and forth from the data center to the end device, and delivered to the right person, anytime, anywhere. We offer:

- **Management and Design** of diverse and high data volumes in transactional intensive environments.
- **Analysis** of high data volumes with exceptional performance and flexibility.
- **Mobilization** for optimizing business processes giving data access anytime, anywhere.

DATA MANAGEMENT

Our Data Management Solutions enable the secure, fast and efficient management and accessing of business-critical information. Our solutions help with overcoming complexity and breaks through internal structures. Our Software Portfolio addresses four areas:

1. Adaptive Server Enterprise (ASE) is a high-performance relational database management system for mission-critical, data-intensive environments. Through the addition of Sybase Cluster Edition in combination with In-Memory Database technology ensures reliable disaster recovery, while at the same time giving you competitive advantage.
2. SQL Anywhere is a comprehensive suite of solutions that provides data management, synchronization and data exchange technologies that enable the rapid development and deployment of database-powered applications in remote and mobile environments.
3. Sybase Replication Server guarantees the replication of data in heterogeneous database environments.
4. Sybase PowerDesigner and PowerBuilder used for modeling, design and data management in business processes and application development.

Our Data Management Solutions are ranked amongst the market leaders:

- Integrated in 60% of stock trading processes on Wall Street
- More than 30,000 customers use Sybase database management solution
- Awarded "Best Enterprise Data Base Management Vendor" by Waters Magazine





“Decision makers can now check the performance of the first half of the day as early as midday. An analysis of 50,000 data records is something Sybase IQ handles on the fly.”

EMI
Media/Entertainment

DATA ANALYSIS

Sybase developed a purpose-built, analytics database that gives customers the power and speed they need to make actionable business intelligence a reality — even in real time:

- The pioneering column-based architecture in Sybase IQ has been proven in the most challenging real-world reporting and analytic workloads, effectively handling large volumes of ad hoc queries with hundreds of concurrent users for. Where Sybase IQ comes into its own is when performing complex analytics on both historical and latest market data. More than 1,800 customers worldwide rely on Sybase IQ.
- Sybase RAP is a market analysis platform, used by the financial services sector for trade and risk management decisions, using a combination of real-time and historical data. Sybase RAP combines the benefits of Sybase IQ with the ability to analyze real-time data “in memory”.
- Sybase CEP allows the fast use of live market and trade data. With Sybase CEP, Sybase goes one step further towards real-time intelligence to carry out analysis on streaming data.

In order to maintain their competitive advantage, organizations need to exchange business information quickly and securely between the back office and the employees on site. Through Sybase's industry leading solutions and innovative mobility platform, Sybase offers the basis for future growth and the highest levels of management and security:

- SAP Unwired Platform (formally Sybase Unwired Platform) is a mobile enterprise application platform that enables enterprise developers to simply and quickly build applications that connect business data to mobile workers on any device, at any time. Solutions like Sybase Mobile Sales for SAP CRM and Sybase Mobile Workflow for SAP Business Suite are based on this platform.
- Aflaria enables efficient management, maximum security and optimum data protection.
- iAnywhere Mobile Office enables your organization to securely extend enterprise email to mobile devices in a device- and carrier-agnostic solution, addressing the business needs of a global, mobile workforce.
- SQL Anywhere is a market-leading data management and enterprise synchronization solution suite that enables the rapid development and deployment of database-powered applications in remote and mobile environments.

Sybase 365 remains the unrivalled global leader for Mobile Messaging and Mobile Commerce Services: from news interoperability, to mobile content and commercial services for operators, brands, content providers, organizations and financial institutions.

- Secure, scalable, reliable, proven
- More than 20 years of enterprise mobility expertise
- Market leading technologies (according to Gartner, IDC, Forrester)
- Aflaria awarded "Leading Mobile Device Management Software" nine years in a row (IDC)
- More than 20,000 enterprise customers worldwide and thousands of leading mobility partners



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