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Sybase Delivers Extreme Analytics Out of the Box With New Analytic Appliance

Enterprise Data Warehouse Customers Can Now Easily and Affordably Deploy Sybase Analytic Appliance on IBM POWER Systems with the microstrategy Business Intelligence Platform to Quickly Access Vast Amounts of Corporate Data

CHICAGO – TDWI World Conference Spring – Booth #507 – May 12, 2008 – Sybase, Inc. (NYSE: SY), the largest enterprise software and services company exclusively focused on managing and mobilizing information, today announced the new [Sybase® Analytic Appliance](#), configured and tuned to provide extreme analytics and alleviate overburdened enterprise data warehouses, data marts and reporting systems. Combining category-leading technologies including [Sybase IQ](#), [Sybase PowerDesigner®](#), IBM® POWER™ Systems and MicroStrategy 8™, Sybase Analytic Appliance has all the benefits of a custom-built enterprise data warehouse (EDW), but is easy, fast and affordable—up to one third of the price of other leading solutions.

[Sybase Analytic Appliance](#) on IBM POWER Systems provides fast time-to-value by providing a unified appliance console, pre-configured hardware, software and storage in one compact and power-efficient unit, with single vendor support. The appliance requires lower initial and ongoing investment because, unlike its traditional row-based and parallel-computing counterparts, stored data in column-oriented Sybase IQ is compressed by up to 70 percent of its input size, creating the most optimal and elegant appliance solution. In addition, Sybase Analytic Appliance does not require labor-intensive index tuning, reducing overall maintenance costs. Its point-and-click console simplifies appliance administration and monitoring.

Senior Forrester Research analyst James Kobiulus writes: “Appliances are taking up permanent residence in the heart of the enterprise data center — the data warehouse (DW). The reason? They are preconfigured, modular devices that support quick deployment for DW killer applications — most notably, accelerating online analytical processing (OLAP) queries against large, multidimensional data sets. Information managers should now factor DW appliances into data center deployments.” *

During the past several years, exploding data volumes and intensified analytics workloads have overwhelmed and inhibited the performance of the average EDW, data mart and reporting system. As a result, IT administrators have resorted to extreme measures to produce the detailed analysis needed to remain competitive in today's marketplace, including costly software and hardware upgrades. However, complex queries would still take hours, days or even weeks to process, fueling demand for out-of-the-box appliance solutions that could off-load analytics applications.

“The Kyobo Life value innovation project was part of our effort to establish transparent management and efficiency. We accomplished this with Sybase IQ on IBM POWER Systems and have seen very positive results,” said Lee Hae-Seok, Managing Director of Kyobo Life Insurance's Information System Division.

“Sybase analytic solution running on IBM POWER Systems gives our mutual clients a winning combination: high performance analytics with built-in resiliency and energy efficiency,” said Scott Handy, Vice President World Wide Marketing & Strategy, IBM POWER Systems. “As the hardware platform for Sybase analytic solution, IBM POWER Systems servers and storage provide outstanding performance, capacity and unparalleled availability that ensure that data is quickly accessible around the clock for essential decision-making applications.”

“MicroStrategy delivers user-friendly reports and dashboards to help business people make insightful, data-driven decisions,” said Sanju Bansal, MicroStrategy's COO. “The new Sybase Analytic Appliance with IBM hardware and the MicroStrategy® Business Intelligence Platform™ provides customers enhanced time-to-value.”

“In today's highly competitive business climate, customers expect high-powered analytics to effectively help them make timely and well-informed decisions around their business as they grapple with ever-increasing data volumes,” said David Jacobson, senior director of marketing for Sybase. “While first-generation appliances alleviated EDW performance bottlenecks, IT costs associated with integration and deployment negated many of the benefits. By combining category-leading, best-of-breed technologies from Sybase, IBM and MicroStrategy, the Sybase Analytic Appliance delivers a smarter, more cost-effective solution for complex ad hoc queries and reports--providing a one-stop shop for extreme analytics, right out of the box.”

Key features of the [Sybase Analytic Appliance](#) include:

- **Powerful Analytics Server:** [Sybase IQ](#) is the industry's leading column-oriented database, used

by more than 1,200 customers worldwide. Sybase IQ requires no special tuning or indexing to deliver query results that are 10- to 100 times faster than traditional row-oriented relational databases.

- **Fast Data-Loading for Timelier Analysis:** ETL is fully integrated into the system, enabling new data to be rapidly loaded into Sybase Analytic Appliance and ensuring that analyses and queries employ fresh, current data.
- **Leading Data Modeling Tool:** The appliance offers fast time-to-value by reading the source data warehouse schemas and automatically generating the target appliance schema. Optional data models for the financial, healthcare, banking, insurance and telecommunications industries [are also available.
- **Superior Server and Storage Technology:** Based on IBM POWER Systems technology and POWER6, customers can benefit from off-the-shelf components to add capacity easily. The appliance also offers a high-availability architecture with redundant hot-swap components and Level 5 RAID for resilient data protection.
- **Top Business Intelligence Software:** A 10-user license of MicroStrategy 8 business intelligence software for reporting, analysis and monitoring is included, allowing users with even basic skills to create a broad range of reports simply.
- **Unified Appliance Console:** The integrated console includes DBA and system management tools and provides easy-to-use GUIs for permissions, monitoring, diagnostics, trouble-shooting and other administrative functions. For companies that require zero-administration, remote management services are also available.
- **Fast Backup and Restore:** Sybase Analytic Appliance provides high-speed backup and restore for system reliability.

Availability and support

[Sybase Analytic Appliance](#) - Early Adopter Edition is available today. Three editions—Starter, Standard and Enterprise, depending on customer requirements—are scheduled for general availability this summer. Cost for the Sybase Analytic Appliance averages \$27K per terabyte. [Sybase Analytic Appliance is sold and supported by systems integrator mLogica, an expert on IBM hardware, Sybase software and MicroStrategy business intelligence software.](#)

For more information on Sybase Analytic Appliance, please visit:

<http://www.sybase.com/analyticappliance>

For more information on Sybase IQ, please visit:

<http://www.sybase.com/products/datawarehousing/sybaseiq>

About Sybase, Inc.

Sybase is the largest enterprise software and services company exclusively focused on managing and mobilizing information. With our global solutions, enterprises can extend their information securely and make it useful for people anywhere using any device. The world's most critical data in commerce, communications, finance, and government runs on Sybase. For more information, visit <http://www.sybase.com>.

* "Appliance Power: Crunching Data Warehousing Workloads Faster And Cheaper Than Ever", Forrester Research, Inc, April 4, 2008

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For more information, please contact [Sybase Public Relations](#).

SYBASE IQ

A highly optimized analytic business intelligence engine for analytic business intelligence, data

warehousing and reporting solutions.