



## Sybase Continues to Push the Analytics Envelope with the Release of the Sybase Analytic Appliance

### *AdOn Network Finds Sybase Analytic Appliance Fast, Easy to Use and Cost Effective*

**Las Vegas – Sybase TechWave 2008 Conference — August 5, 2008** — Sybase, Inc. (NYSE: SY), the largest enterprise software and services company exclusively focused on managing and mobilizing information, today announced the immediate availability of the Sybase® Analytic Appliance, configured and tuned to provide extreme analytics and alleviate overburdened data warehouses, data marts and reporting systems. [Sybase Analytic Appliance](#) combines Sybase IQ—the industry leader in column-based database used by more than 1,400 customers worldwide—with category-leading technologies including Sybase PowerDesigner®, IBM® Power™ Systems and MicroStrategy. Sybase Analytic Appliance has already demonstrated success amongst its early adopter program with its ease of implementation and ability to quickly analyze vast amounts of corporate data at an affordable price point.

AdOn Network, a leader in providing innovative advertising solutions for advertisers and publishers, is an early adopter who is beginning to realize the benefits of the [Sybase Analytic Appliance](#). “The Sybase Analytic Appliance delivers the comprehensive and pre-configured solution that we have been looking for to both manage and analyze our growing volume of data,” said Bhaskar Ballapragada, Chief Technology Officer of AdOn Network. “We believe it to be very cost-effective, both in terms of initial investment and ongoing maintenance, and value the fact that it combines market-leading solutions from industry leaders to ensure scalability and continued investment return for the future.”

Ranked 72nd in Entrepreneur Magazine’s “Hot 500” list of America’s fastest growing businesses, AdOn Network enables thousands of clients to create and manage their own ad campaigns using contextual, behavioral and geo-targeting approaches to reach their customers. As its client portfolio grew, the company turned to the Sybase Analytic Appliance to analyze substantial amounts of Web traffic data from multiple forms of online advertising. By leveraging the appliance, the company will be able to provide its broad portfolio of online advertising solutions to their clients in a more efficient and effective manner. As a result, AdOn Network will enable their publishers to maximize their ad revenue and their advertisers to distribute timely, targeted and effective promotions. In addition, the company will realize fast time-to-value, reducing development time from eight months to just two weeks.

“AdOn Network is a wonderful illustration of why the market for appliances has reached new heights, particularly for companies whose business is contingent upon delivering quality and timely data and analysis to serve its customers,” said David Jacobson, senior director of marketing for Sybase. “With exploding data volumes hindering the performance of the average data warehouse, companies are turning to the Sybase Analytic Appliance to alleviate analytics workloads in a cost-effective manner that is also easy to deploy and maintain.”

[Sybase Analytic Appliance](#) on IBM Power Systems 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. The appliance 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. Further, Sybase Analytic Appliance requires lower initial and ongoing investment because, unlike its traditional row-based and parallel-computing counterparts, stored data in column-based Sybase IQ is compressed by up to 70 percent of its input size, creating the

most optimal and elegant appliance solution in the marketplace today. Finally, Sybase Analytic Appliance does not require labor-intensive index tuning, reducing overall maintenance costs, and its point-and-click console simplifies appliance administration and monitoring.

### Under the hood of the Sybase Analytic Appliance

Key features of the Sybase Analytic Appliance include:

- **Powerful Analytics Server:** Sybase IQ is the industry's leading column-based database, used by more than 1,400 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® 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, troubleshooting 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 is available today in three models—Series 100, Series 200 and Series 300—depending on customer requirements. 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>.

Join us August 4-8 at Mandalay Bay Resort and Casino in Las Vegas for [TechWave 2008](#), Sybase's annual user conference. For more information, visit <http://www.sybase.com/techwave>.

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