

Sybase helps customers mobilize
information to the point of action



SYBASE®



Enabling success at the front lines of business



Businesses like yours are seeking new ways to increase end-user productivity at the point of action by delivering real-time access to valuable corporate information. When implementing a mobile business process, a major challenge is integrating multiple back-end data sources—which exist in today’s increasingly complex IT environment—and controlling the delivery of those information assets to a wide range of front-line devices easily and securely. At the same time, businesses want a scalable approach based on their existing investments that won’t require an expensive infrastructure overhaul or costly consulting services.

As a leading provider of mobile middleware software, Sybase iAnywhere is committed to helping our customers succeed. We help securely deliver information to frontline devices through bi-directional synchronization, local data management and device management capabilities. These capabilities allow users to access, input and update information regardless of where they’re located, while securely delivering the data back to enterprise information sources. By doing this, businesses are able to extend and enforce their existing security and management

protocols while raising the availability levels provided by mobile and wireless devices.

With over 15,000 corporate customers in 50 countries, including 81 of the Fortune 100, we recognize that all enterprises have complex issues to tackle. With Sybase® iAnywhere mobile technologies, companies can now take advantage of intelligence at the front lines, with the peace of mind that it won’t wreak havoc on their core data infrastructure.

Our customers have already achieved outstanding results. We’ve highlighted a few of these organizations to illustrate how the powerful combination of their vision and our technology creates unique competitive advantages. For more detailed customer stories, please visit our Web site at sybase.com/success.

We take great pride in our shared success, and hope these stories inspire you to take mobility to the edge in your business!

Sincerely,

A handwritten signature in black ink, appearing to read 'Terry Stepien'.

Terry Stepien, President, Sybase iAnywhere



“We’ve had individuals tell us that we are the most mobile institution they’ve ever seen, and that’s due in no small part to Afaria’s effectiveness.”

– Allen Coleman, IT Manager,
Mobile Computing Group,
Duke Health Technology Solutions

DUKE UNIVERSITY HEALTH SYSTEM

Duke University Health System created a mobile solution that enhances its patient care and:

- Enables mobile clinicians to securely update patient information
- Monitors medical student activities more efficiently
- Centrally manages, updates and sends new applications to PDAs

Duke University Health System (DUHS), a world-class health care network educating tomorrow’s leaders in medicine, wanted to provide doctors in the field with access to critical patient and research information. With Afaria® technology, DUHS ultimately realized an institution-wide mobility initiative while complying with federal regulations on patient confidentiality.

“The key to our ability to achieve this goal is having Afaria and its Security Manager module in place to allow our local IT administrators to manage the hundreds of mobile devices being used here from a central location—to push out new applications, update applications, secure devices and do all of this without having to touch each device,” said Allen Coleman, IT manager, Duke Health Technology Solutions. “[Afaria] does a very good job, and I’d highly recommend it.”

DUHS has expanded its mobile infrastructure to support medical students and residents, distribute reference applications and offer a directory with contact information for senior medical staff on call for emergencies.

Coleman added, “Afaria is the software distribution and device management solution that allows us to manage these applications and deliver the information our various end-user groups require to do their jobs effectively.”

MCKESSON CORPORATION

McKesson Corporation replaced its paper-based process with a mobile solution that:

- Reduces imaging costs by 50 percent
- Lowers delivery claims by 30 percent
- Decreases late and incomplete deliveries

For McKesson, the world’s largest provider of health care management products and services, pharmaceutical distribution is critical to business. When it needed to replace a slow, error-prone, paper-based delivery system, McKesson chose Sybase M-Business Anywhere™ technology.

M-Business Anywhere leverages McKesson’s existing infrastructure to enable its delivery drivers—many without continuous access to a wireless network—to synchronize their mobile devices to the company’s systems at the beginning and end of each day.

“Automating our supply chain processes with M-Business Anywhere dramatically improved our delivery accuracy,” said Tom Magill, vice president of logistics technologies at McKesson. “A major benefit is its ability to easily integrate with our existing back-office systems using open standards.”

With freer flow of information, McKesson has dramatically reduced incomplete and misdirected deliveries. It also used the new data to audit the delivery process and identify problems. That’s meant more on-time deliveries and satisfied customers.

BRENNTAG CEE

Brenntag deployed a solution that unwires its CRM solutions and:

- Cuts application development time from weeks to hours
- Enables executives to access business intelligence without a PC
- Extends the functionality of its BlackBerry solution

Brenntag CEE, the leading full-line chemical distributor worldwide, wanted an application that would allow key executives and managers to capture, share and access critical business information in an easy-to-read format on mobile devices.

Using Sybase Unwired Accelerator and RIM’s BlackBerry Enterprise Server, Brenntag implemented a mobile middleware solution that builds a solid bridge between the mobile workers in Central and Eastern Europe (CEE) and a centralized IT center, extending the reach of data and unleashing the power of information to every BlackBerry user.

“With Sybase’s Unwired Accelerator in conjunction with our BlackBerry solution, we have not only accelerated software development and deployment but even more our business process,” said Thomas Kafka, director of IT management at Brenntag. “Brenntag CEE managers decide upon near real-time information and have therefore improved quality of service to our customers.”

Brenntag can now access different data sources with the same software tool and deploy its new applications wirelessly to all or just a few specific BlackBerry devices. With Sybase, Brenntag only needs one easy-to-administer solution for all countries in the CEE region. “Competent consulting, fast implementation and user-friendly software made it easy for us to select Sybase,” Kafka said.

“Sybase’s Unwired Accelerator has shown us a new dimension of mobile working. It has unleashed the power of information to our management by extending the functionality of our BlackBerry solution—in an astoundingly short period of time.”

– Thomas Kafka, Director of IT Management, Brenntag CEE



“As pharmaceutical companies begin full implementation of RFID, Cesar Castillo will be well positioned to exploit the benefits of the technology by having already deployed the technology.”

– Dr. Rafael Moreno, Business Development Director, Cesar Castillo

SPORTS POTENTIAL, INC.

Sports Potential, Inc. created a mobile solution that eliminates its paper system and:

- Improves customer satisfaction by delivering real-time results
- Eliminates errors due to re-keying data collected on paper forms
- Increases productivity of test administrators

Sports Potential, Inc., a company that helps customers discover which sport best matches their body type and skills, needed to more effectively and efficiently manage its testing process. Using Sybase M-Business Anywhere, Sports Potential replaced its paper-based system, eliminating data collection errors and creating a more satisfying customer experience.

“We looked at several technologies for a solution that would allow us to offer this real-time capability,” said Dave Alyea, vice president of technology for Sports Potential. “Our conclusion was that M-Business Anywhere represented the best technology for our requirements.”

Now, test administrators can receive and transmit customer information from locations such as health clubs and schools to the company’s back-end statistical systems, which crunch the data. Results of the Sports Potential Assessment are then accessed on the facility’s computer.

According to Alyea, the Sybase technology enables test administrators to accomplish twice as much compared to the paper-based system.

“With M-Business Anywhere, we can provide almost instantaneous results,” he said. “The whole process is so fast that customers can see their results before they’ve even caught their breath from the endurance test.”

CESAR CASTILLO

Cesar Castillo developed an RFID system that enhances customer service and:

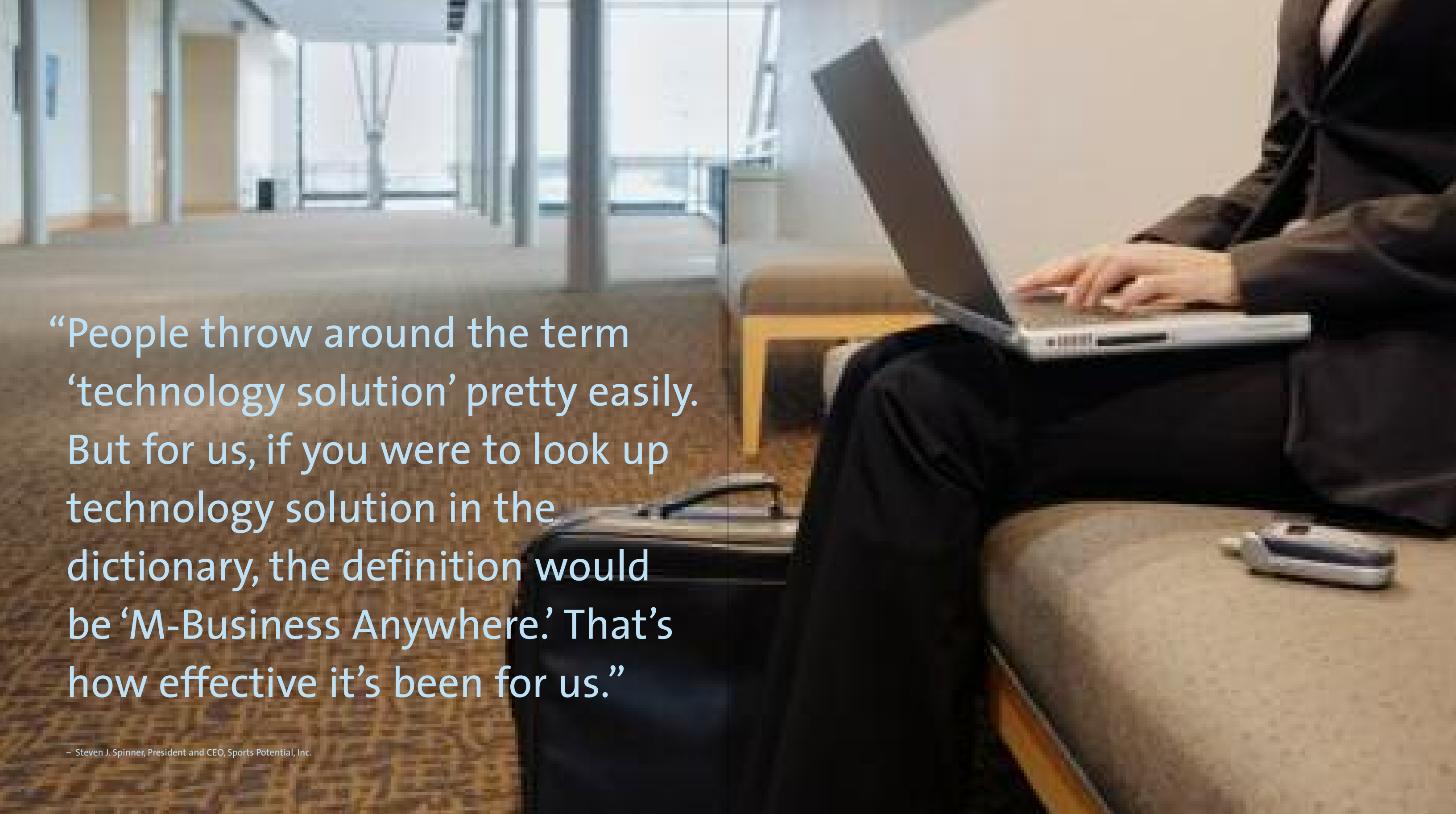
- Improves inventory management with more accurate data
- Scales operations cost-effectively by automating tasks
- Puts them ahead of the competition in adopting RFID

For Cesar Castillo, a distributor of pharmaceutical and consumer goods in the Caribbean, adopting RFID technology early allows it to enhance its internal operations and customer service—and get a head start on the competition.

With Sybase RFID Enterprise, Cesar Castillo integrated RFID technology into its existing warehouse management system and can now leverage data collected by RFID readers to improve business decision-making.

Over the next few years, Cesar Castillo expects business to more than double as its customer base expands. With such high growth expectations, Cesar Castillo and Sybase worked closely together to identify processes suitable for automation using RFID, so that it can scale cost-effectively. Although Cesar Castillo is in the pilot stage of RFID implementation, it expects the technology to yield clear benefits. As business continues to expand, Cesar Castillo believes that RFID can help improve inventory management, increase the accuracy of the data gathered in the warehouse and reduce the need for physical inventory checks.





“People throw around the term ‘technology solution’ pretty easily. But for us, if you were to look up technology solution in the dictionary, the definition would be ‘M-Business Anywhere.’ That’s how effective it’s been for us.”

– Steven J. Spinner, President and CEO, Sports Potential, Inc.

KAUAI MEDICAL CLINIC

Kauai Medical Clinic developed a solution that enhances patient care and:

- Reduces the number of adverse reactions, unfilled orders and missed appointments
- Helps secure proper reimbursement
- Decreases administrative burden and costs

One of the major challenges in medicine today is the successful and cost-effective treatment of patients with chronic diseases such as diabetes, heart disease and asthma. For this reason, Kauai Medical Clinic implemented the CareTrak disease management application, developed by Isprit Systems LLC and powered by Sybase SQL Anywhere™ technology.

With the SQL Anywhere-based solution, caregivers can now gather and access up-to-date patient records on tablet or notebook PCs, either directly from the system's consolidated database or from a recently synchronized local database residing on the user's mobile device.

"We looked at a number of solutions," said Don Traller, PA-C, director of the Health Management Program at Kauai Medical Clinic. "We found that there were a lot of [electronic medical record] products on the market, but only CareTrak was specifically geared toward chronic disease management. Since implementing CareTrak, our patient results have been extraordinary."

The Sybase-powered solution automates administrative tasks, such as assigning diagnostic and treatment codes, saving time and improving accuracy. It also helps enhance the treatment of chronically ill patients, improve clinical outcomes, reduce costs and ensure the continued operation of the clinic's Health Management Program.

BOSCH SECURITY PROJECTS

Bosch Security Projects created a PDA solution that:

- Replaces a bulky, slow paper-based system
- Enables technicians to easily track completed work
- Offers increased security levels for sensitive customers

Bosch Security, a global supplier of high-quality security systems to businesses and government organizations, wanted to improve how it maintained its sensitive intrusion and access control systems. Not only would the new solution replace an existing inefficient paper-based system, but it also had to satisfy a highly sensitive defense customer who needed speedy access to maintenance reports.

Using the OneBridge® mobile platform, technicians now receive work orders directly to their PDAs, and completed maintenance checks are confirmed by scanning a barcode on each item of security equipment while test results are recorded and synchronized with the back office.

OneBridge also eliminated the bulky paper-based system that slowed reporting and introduced errors. Now, test specifications are uniform and can all be updated centrally directly to PDAs. And technicians can easily keep up with completed work.

By including barcode scanners, the Sybase solution guarantees an item of equipment has been tested, offering much improved security levels for sensitive customers, improving customer service and customer satisfaction levels.

"SQL Anywhere is an excellent fit for our application. It provides a reliable, secure, fully functional database that does not require regular support from an in-house DBA, which is very important to a facility such as Kauai Medical Clinic."

– Ruth Gallagher, Director of Informatics, Isprit Systems LLC



DUBAI E-GOVERNMENT

The Dubai government makes itself accessible anywhere, anytime and:

- Leverages its Internet investment by mobilizing services
- Offers one online location for information and services
- Lowers total cost of ownership

When Dubai, currently one of the world's fastest developing cities, wanted to enable its citizens, visitors and businesses with mobile devices to communicate easily with government, it chose Sybase Unwired Accelerator.

Using Unwired Accelerator, the Dubai eGovernment mobile portal lets mobile users access more than 80 percent of the 1,900 public services offered by the Dubai government, including billing, job searches and a city guide.

"We have used the Sybase solution to capture the existing Internet services and repurpose them for the mobile channel rather than investing additional resources in developing technology for our mobile platform," said Salem Al Shair, eServices director, Dubai eGovernment. "That provided a number of benefits including a faster time to launch, a significantly lower total cost of ownership and the assurance of channel uniformity and cohesion."

Implementation of the mobile portal—the first of its kind in the Middle East—took just three months and is exceeding expectations. In less than a month after launch, it received nearly 30,000 hits.

"The launch of a mobile portal was imperative considering the jump in mobile penetration in Dubai—one of the highest in the world," Al Shair said.

AGSCO

AGSCO replaced its paper-based system with a remote sales solution that:

- Slashes synchronization time from hours to minutes
- Saved 26,000 man-hours in the first year of operation
- Improves order, inventory and invoicing accuracy

AGSCO, a leader in the agricultural industry since 1934, sells and distributes agricultural products to growers across rural North America. Its business meetings often take place in fields or coffee shops in small towns where there isn't Internet coverage or wireless communication infrastructure. Still, like all salespeople, AGSCO employees need instant access to business-critical information to maximize their effectiveness.

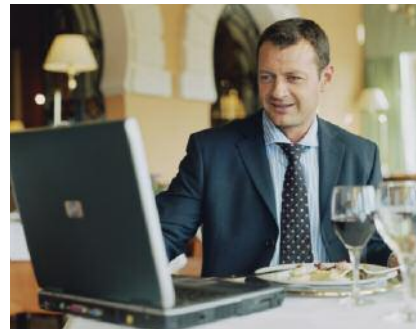
Using OneBridge, AGSCO equipped its sales force with handheld devices that work in either a connected or disconnected mode and synchronize with back-end systems periodically throughout the day.

"Processing orders using our new remote sales solution saves an enormous amount of time compared to our old paper-based system," said Bert Burkholder, IT director at AGSCO. "With the old system, the salesmen would spend two to four hours a day manually entering their transactions into the system. Thanks to OneBridge, now it's a matter of an automated synchronization, which takes a minute and a half."

The OneBridge-powered solution helps ensure more accurate information, dramatically reduces inventory losses and handles customer transactions in a single, streamlined process.

"We were looking to partner with a leader in the mobile and wireless domain and found Sybase to be the one partner who can fulfill not only Dubai eGovernment's existing requirements, but also our long-term vision of what eGovernment can become."

– Salem Al Shair, eServices Director, Dubai Government



“We’re very happy with our decision to work with Sybase. The technology and the assistance we’ve received from Sybase’s Professional Services team have enabled us to do things that would otherwise have been much more difficult and expensive given our business requirements.”

– Khaled El Emam,
Chief Technology Officer, TrialStat

TRIALSTAT

TrialStat mobilizes its data collection solution and:

- Cuts data capture costs by as much as 60 percent
- Dramatically reduces time required to deploy studies
- Eliminates the need for custom programming

TrialStat, a provider of data management solutions for clinical research, needed to extend its highly regarded data collection and management solution to mobile health researchers, who often worked in places without an Internet connection.

With Sybase M-Business Anywhere and SQL Anywhere, TrialStat found the technology it needed to both render its existing Web-based forms for mobile devices and allow field researchers to continue collecting data in the absence of Web connectivity.

“We’ve seen the time and effort required to deploy a study reduced dramatically thanks to our mobile solution,” said Peter O’Blenis, vice president of marketing at TrialStat. “A typical study in this industry can cost hundreds of thousands of dollars just for the data capture piece, and we’ve seen examples in which our platform, utilizing the M-Business Anywhere technology, has reduced that cost by as much as 60 percent. Also, the ability to make changes to forms quickly and without any professional services costs has saved our clients thousands of dollars in custom programming that would otherwise be required.”

OCHSNER CLINIC FOUNDATION

Ochsner developed a revolutionary solution that manages critical data at the point of care and:

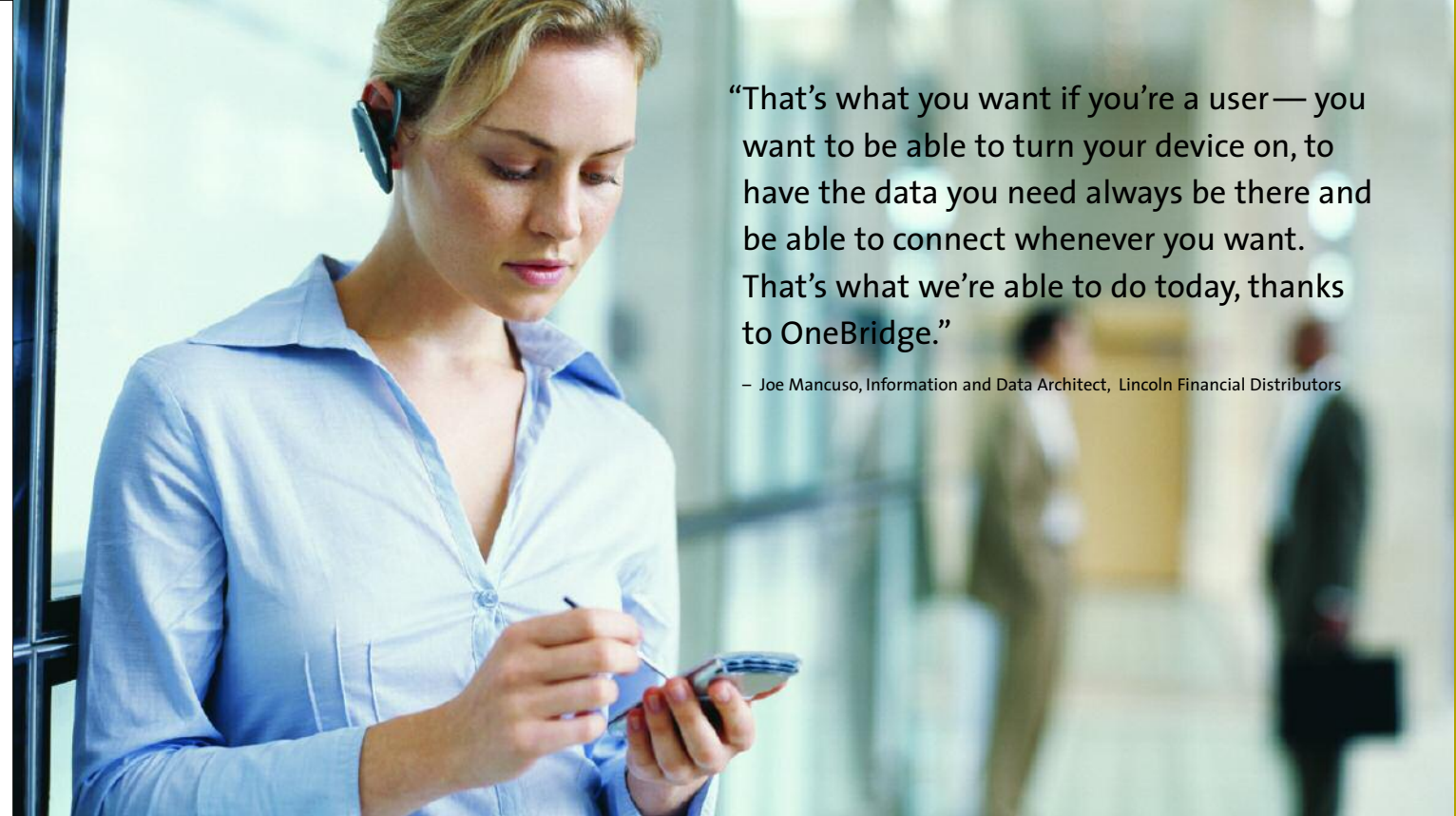
- Saves \$400,000 annually through more accurate billing
- Reduces transcription costs by \$60,000 per year
- Manages growth without an increase in resources or backlog

Ochsner Clinic Foundation, the largest private health care institution in Louisiana, needed a solution that would help it overcome a persistent three-week backlog for cardiovascular test results. Using Sybase PowerBuilder®, PocketBuilder™ and SQL Anywhere technologies, Ochsner developed and deployed a system that eliminates its backlog and generates more comprehensive and robust reports in seconds, saving the clinic almost half a million dollars each year.

Ochsner’s Cardiovascular Information System (CVIS) solution enables clinicians to enter test and procedure results directly into a patient’s record, which helps solve the problems associated with dictation. Reports are generated in seconds and physicians receive critical decision-making intelligence wherever they are.

“We provide better service, faster results and can answer questions not previously answerable,” said Andres Rubiano, director of cardiology informatics at Ochsner.

Ochsner’s cardiology unit has tripled its volume in seven years, reduced transcription costs and eliminated the backlog. Medical research data for the cardiology division is accelerated, with a now enormous database of clinically sound information, providing reliable answers to critical issues. This kind of rich data serves to benefit the division, Ochsner and, ultimately, the patient.



“That’s what you want if you’re a user — you want to be able to turn your device on, to have the data you need always be there and be able to connect whenever you want. That’s what we’re able to do today, thanks to OneBridge.”

– Joe Mancuso, Information and Data Architect, Lincoln Financial Distributors

LINCOLN FINANCIAL DISTRIBUTORS

Lincoln Financial Distributors mobilizes its CRM application and:

- Improves application usage by the company’s 245 sales representatives
- Reduces administrative tasks, allowing more face time with customers
- Increases productivity, revenue and customer satisfaction

Lincoln Financial Distributors (LFD), the wholesaling arm for Lincoln Financial Group, decided to mobilize its CRM application and create a proprietary version that would enable its sales force to access critical information and email from handheld devices.

Using OneBridge, Lincoln sales representatives now spend less time on administrative tasks and more on customers.

“They no longer have to worry about charging the device in order to avoid having to call the support team for rebuilds; the devices are always on,” said Elaine Widmer, second vice president at LFD. “And the CRM application synchronizes itself four times a day, making it easy for the wholesaler to use.”

Beyond the technology, LFD credits the Sybase Professional Services team for delivering a solution tailored to its unique business requirements.

“The bottom line is that having the ability to access and update important information from their BlackBerrys in real time makes our wholesalers more efficient and effective,” said Terry Mullen, senior vice president and head of sales at LFD. “It means more face time with customers, enhanced customer satisfaction and less office and administrative time.”



SYBASE®

Sybase, Inc.
Worldwide Headquarters
One Sybase Drive
Dublin, CA 94568 U.S.A.
1 800 8 SYBASE
www.sybase.com

To see more examples of Sybase customer success, visit www.sybase.com/success