AN OVERVIEW OF SYBASE MOBILITY SOLUTIONS FOR SAP

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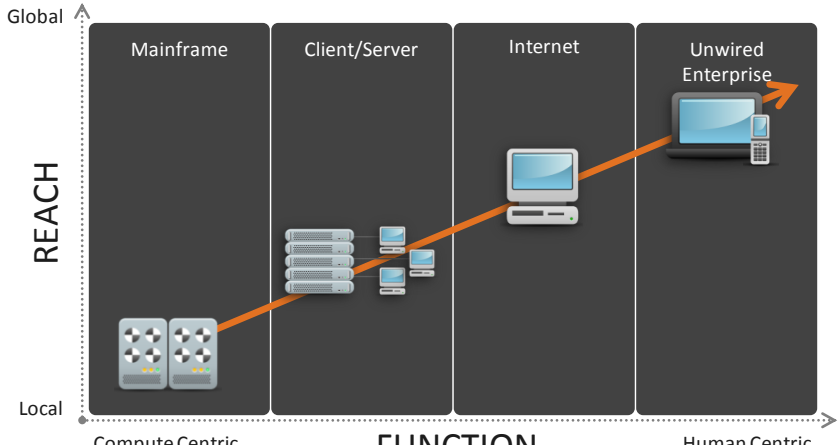
UNWIRED ENTERPRISE EVOLUTION



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TWO STAGES OF MOBILE

Mobile 1.0

Extend the enterprise

Mobile 2.0

Transform the enterprise

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MOBILITY IS THE NEW STANDARD

75% of all US workers will be mobile by 2013

% of global workforce that will be mobile information workers by 2013 **35%**

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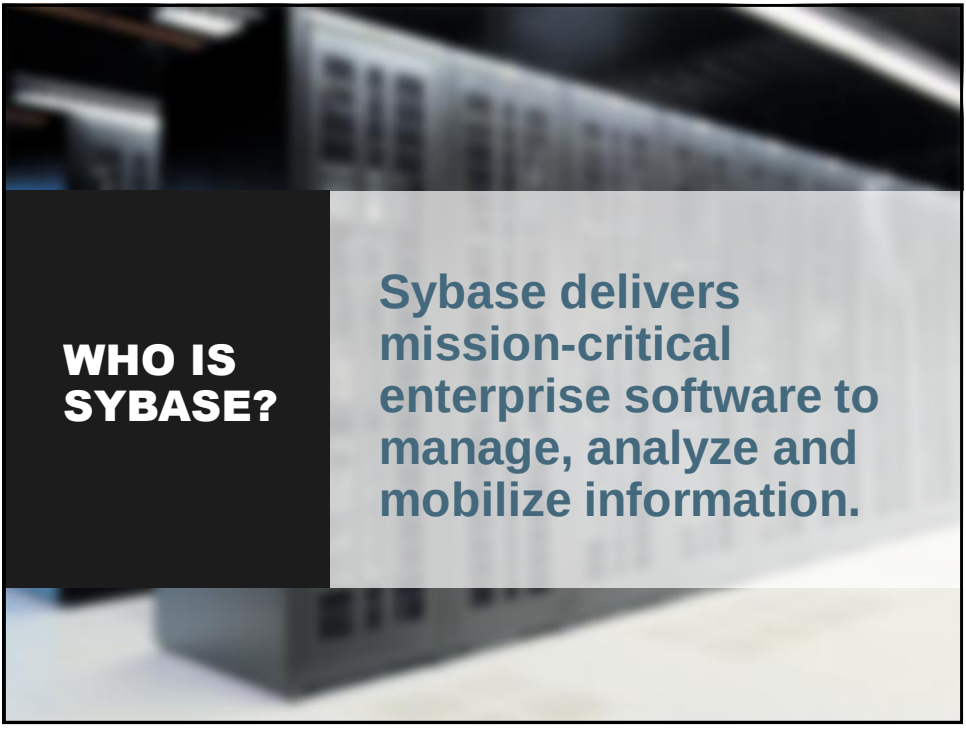
Source: "Worldwide Mobile Worker Population 2009–2013 Forecast", IDC



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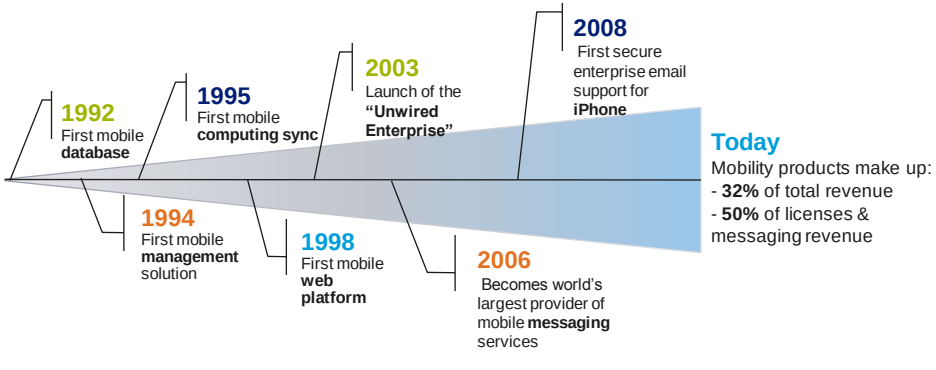
SYBASE IN MOBILITY

INNOVATION IN MOBILITY SINCE 1992



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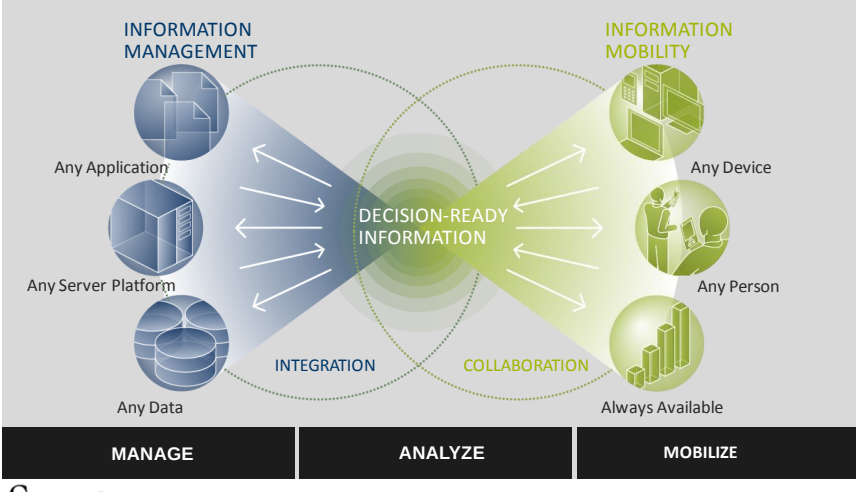
SYBASE'S VISION OF THE UNWIRED ENTERPRISE



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MOBILITY IS NOT JUST ABOUT ROAD WARRIORS ANYMORE

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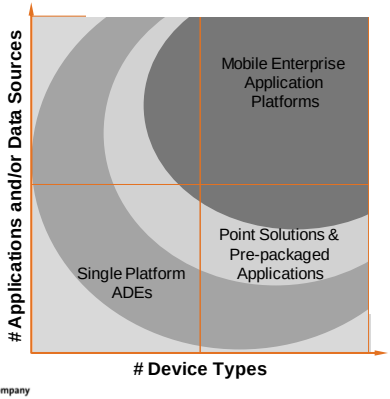
WHERE DOES SYBASE FIT IN THE MARKET?

Mobile Enterprise Application Platforms deliver the greatest value for enterprises seeking to deploy a large number of applications to a diverse set of devices



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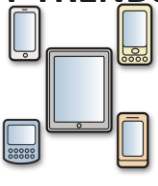
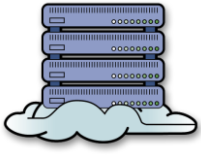
KEY TRENDS IN 2010 AND BEYOND

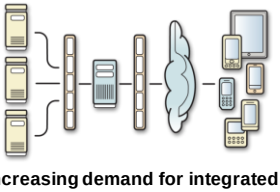


Consumerization of IT with Employee-owned Devices



Momentum of Managed Mobility Services

Increasing demand for enterprise applications



Increasing demand for integrated solutions versus point products

Shifts in Development Paradigm and Ecosystem

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WHAT DOES THIS MEAN?

MOBILITY

is the new edge we will use to connect to our world

but

COMPLEXITY

of developing and managing applications, data, and clients, has dramatically increased.

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TAMING COMPLEXITY THROUGH MOBILE DEVICE MANAGEMENT AND SECURITY

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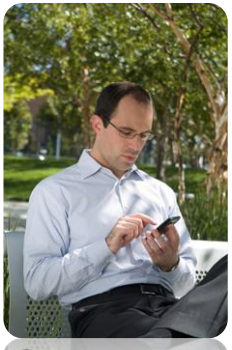
WHAT IS AFARIA?

Afaria allows IT administrators to centrally manage, secure and deploy mobile data, applications and devices.



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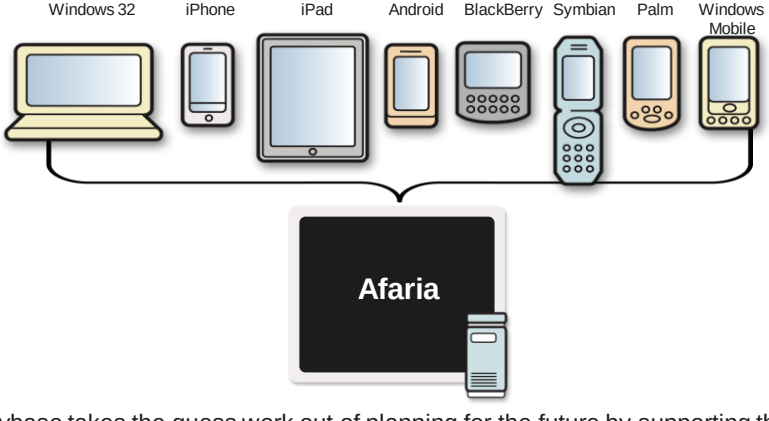
Managing Mobility Today and Tomorrow



Sybase takes the guess work out of planning for the future by supporting the wide range of mobile operating systems available today, and staying ahead of the curve on the devices of tomorrow.

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MANAGING AND SECURING THE DEVICE LIFECYCLE

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Skip Details

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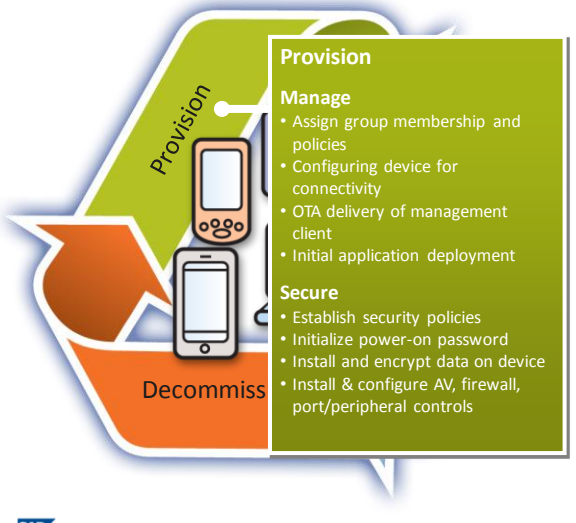
MANAGING AND SECURING THE DEVICE LIFECYCLE



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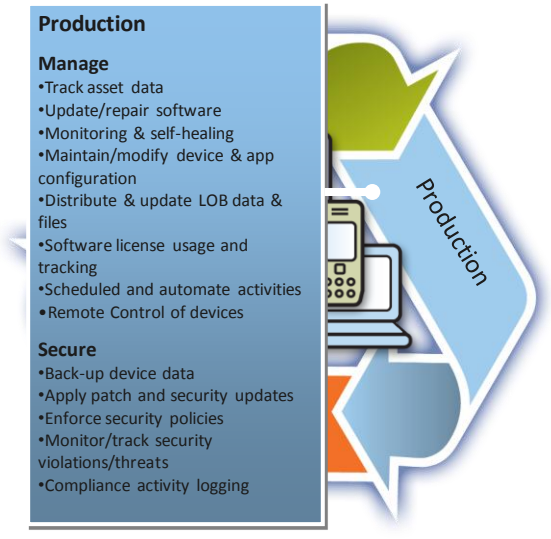
MANAGING AND SECURING THE DEVICE LIFECYCLE



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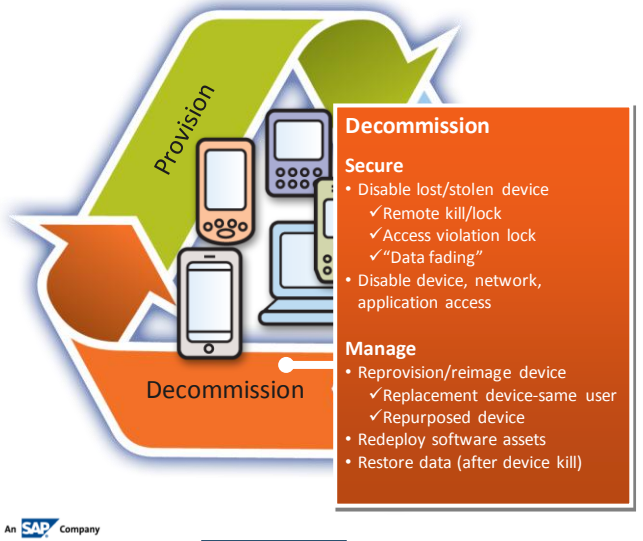
MANAGING AND SECURING THE DEVICE LIFECYCLE



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AFARIA BENEFITS

Remote Distribution

Save money and time
Ensure smooth provisioning and easy ongoing distribution of software and content.

Security

Keep your sensitive data safe
Guarantee reliable, enforceable security and maintain compliance with confidence.

Process Automation

Never touch a device again
Set up how you want to manage your users and devices, and let Afaria do the rest.

Proactive Management

Stop problems before they start
Manage devices, track licenses and control inventory without the need to rely on end users.

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THE INDUSTRY'S LEADING MOBILE ENTERPRISE APPLICATION PLATFORM

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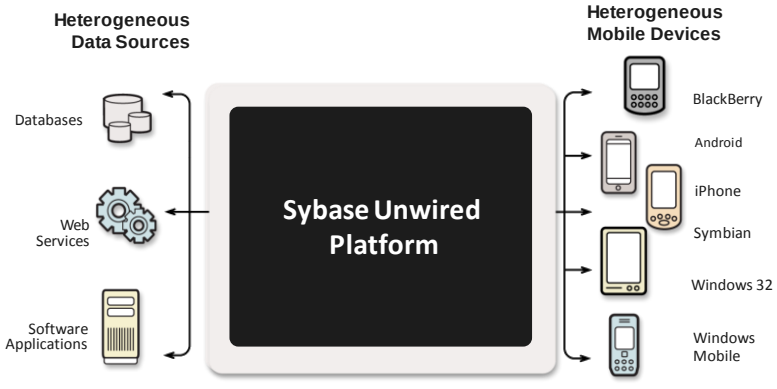
ADDRESSING MOBILE COMPLEXITY



A holistic, fully integrated approach to extending enterprise applications to mobile devices

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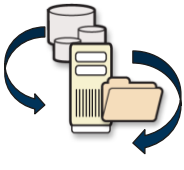
ADDRESSES COMPLEXITY

SYBASE UNWIRED PLATFORM ALLOWS YOU TO STRATEGICALLY ADAPT TO THE RAPIDLY CHANGING ENTERPRISE WORLD.

Enterprise Data Changes

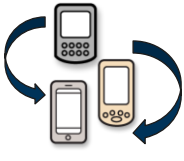


Offers seamless integration to a variety of back-end data sources

Consistent Development Platform

Enterprise-grade development environment leveraging existing skills and technologies

Device Technology Changes



Enables rapid deployment of mobile applications across multiple device types

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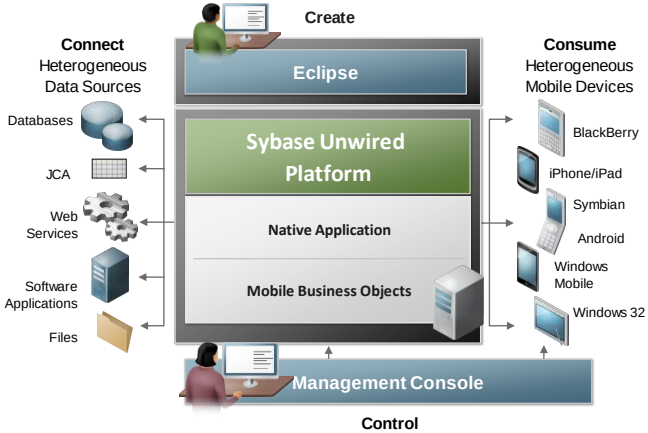
SYBASE UNWIRED PLATFORM ARCHITECTURE



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SYBASE UNWIRED PLATFORM BENEFITS

Lower TCO

SUP allows you to simplify and accelerate the creation of business process mobilization without the need for development resources

Faster time to market

Empower enterprise IT to quickly develop innovative applications to task and knowledge workers

Integrate

Mobilize your entire enterprise: applications, business processes, device management /provisioning, all within a single integrated infrastructure.

Stay Current

SUP is designed to provide steady updates from enterprise information resources directly to the end-user device, with no effort required from the user.

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SYBASE MOBILE SOLUTIONS FOR SAP

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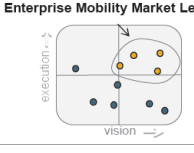
THE CO-INNOVATION STRATEGY

Embrace

- Focus on core strengths as a business process company and…
- Embrace enterprise mobility market leaders to deliver pre-packaged mobile applications

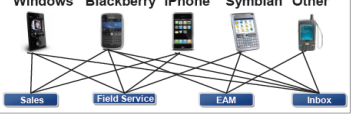


Co-Innovate

- Collaborate on the "end to end" solution delivery
  - Joint development, end to end testing, solution qualification, go to market, support

Accelerate

- Deliver multiple applications
- Running on multiple devices
- With rich user experience



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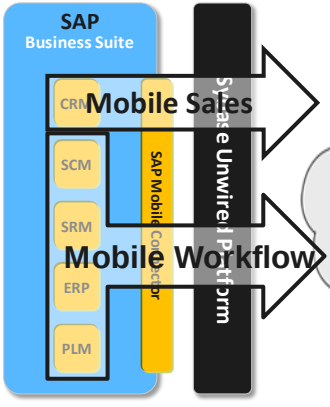
Mobilizing SAP



Sybase Unwired Platform extends SAP CRM, plus Workflow TO iPhone, Windows Mobile, Symbian(Workflow), & BlackBerry

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SYBASE MOBILE SOLUTIONS FOR SAP

- Productivity applications are built to meet the needs of SAP customers
- Leverage the proven mobile infrastructure strengths of Sybase Unwired Platform and NetWeaver Mobile®.

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SYBASE MOBILE SALES FOR SAP CRM

Activity Management

Account & Contact Management

Lead & Opportunity Management

Analytics & Reporting

Customization and Enhancement Capabilities

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SYBASE MOBILE WORKFLOW FOR SAP BUSINESS SUITE

Universal Worklist Workflows, Alerts & Notifications

Leave and Travel Requests

Clock-in and Clock-out Capabilities

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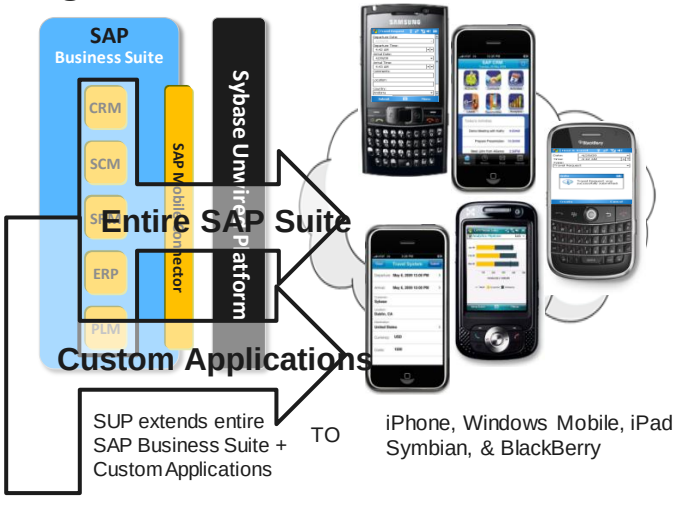
Mobilizing Entire SAP Suite and Custom Apps



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MARKET TRACTION

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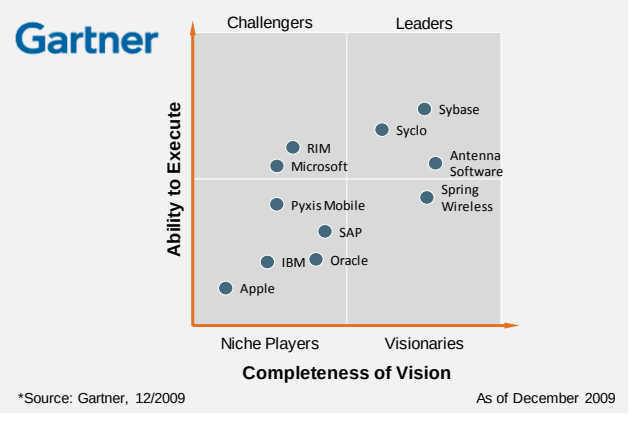
SYBASE LEADS THE MARKET

• Sybase recognized in the leaders quadrant for mobile enterprise application platforms for completeness of vision and ability to execute



*Source: Gartner, 12/2009 As of December 2009

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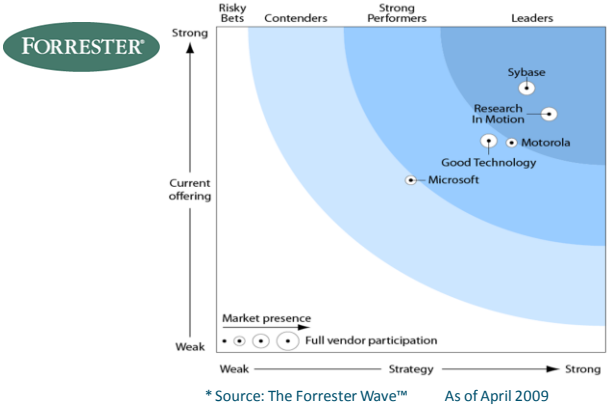
FORRESTER MDM SOLUTIONS



* Source: The Forrester Wave™ As of April 2009

Sybase recognized in the leaders circle for Mobile Device Management Solutions for strong strategy and product offering.

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SYBASE MOBILITY CUSTOMERS

TASTYKAKE BAKERY FRESH

DELTA

CVS CAREMARK

PBG

CATALINA MARKETING

Medtronic
Alleviating Pain · Restoring Health · Extending Life

Financial	Retail	Transportation & Logistics	Field Service & Utilities	Manufacturing	Healthcare
Prudential	Royal Doulton	US FOODSERVICE	Enel	Otis	Kindred Healthcare
BRINKS	Pilot	BNSF RAILWAY	COX COMMUNICATIONS	TOYOTA INDUSTRIAL EQUIPMENT	DUKE MEDICINE 75 EST. 1930
Lincoln Financial Group	Chick-fil-A	BRITISH AIRWAYS	PG&E	Mercedes-Benz	CERNER All Together
Deutsche Bank	KWIK TRIP INCORPORATED	EMBRAER	United Utilities	tellabs	HealthWyse
					BASF

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SUMMARY

- Transform the enterprise with mobile 2.0 strategies
- Tame mobile complexity with the leading device management and security solution
- Unleash the power of the enterprise with the leading mobile enterprise application platform
- Immediately mobilize SAP with Sybase “out-of-the-box” solutions
- Visit our booth to talk to our experts, watch a demo, and learn more

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Q & A

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THANK YOU

SENTHIL KRISHNAPILLAI
MATT CARRIER

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