

INFO

Session Changes

E235 – Birds of a Feather: Sybase on Mac OS X. The session previously scheduled for Thursday at 3:30pm, will now be held Wednesday at 3:30pm, Room 24C.

Not in Pocket Guide

E185 – PowerDesigner for Java. Wednesday, 1:30pm, Upper Level, 32B

Afternoon Breaks

Note: All afternoon break refreshments are served in the Exhibition Hall, from 2:30-4:00pm.

Identity Badges

Please remember to wear your identity badges at all times. Security will not allow entry to any conference activity without a badge.

Who Ya Gonna Call?

1-800-DATABASE, the database information resource.

Giveaways Galore

Keychains, mousepads, board games, pens, squeeze heads, Frisbees, toy airplanes, flying discs, Rubrik's cubes, calculators, luggage locks, candy, coffee mugs, water bottles, can holders, modem cables, all the items you've come to expect from conferences are available in the Exhibit Hall. And don't miss the special items.

Pick up a card from a participating booth, get all the icons stamped, and have a chance to win an Xbox, portable DVD player, and MP3/CD player and more. Also, Embarcadero Technologies, PowerObjects, Streaming Media, and Cerberus are offering t-shirts. ISUG offers small radios. At the Sybase e-Shop Booth, you can get binoculars and have a chance to win a PDA. The sgi booth gives you a chance at a 22" sgi F220 flat panel display.

Make sure you stop by all the booths and see what the sponsors have to offer. Their products are pretty good, too.

After Poking Fun at Ellison, Chen Shares Stage with Craig Conway

By Chris Forsyth

John Chen, Sybase chairman, CEO, and president, welcomed more than 2000 participants at Sybase TechWave 2002 yesterday, reminding them that Oracle's Larry Ellison had declared Sybase dead two years ago but, according to Ellison's latest pronouncement, Sybase has improved.

Chen's reference was to Ellison's recent Playboy interview in which he said Sybase doesn't matter. A few sentences later, however, Ellison declared that competition from Sybase had helped spur Oracle forward.

Chen gleefully scored off Ellison by saying he'd only heard about the interview since he reads few magazines, Playboy not being one of them. He also drew attention to the fact that since this year's TechWave drew a record number of sponsors — including bmcsoftware and sgi — and a record number of partners, the implication being that Ellison's point appeared especially foolish.

Chen also made the unusual gesture for his keynote by sharing the stage with Craig Conway, PeopleSoft president and CEO, as they unveiled a new relationship with a worldwide, strategic alliance of the two companies. Chen promised that next year he would be able to reveal how Sybase's geographic expansion will help benefit PeopleSoft particularly in Asia.

"PeopleSoft and Sybase clients include many of the largest global enterprises, spanning demanding markets like financial services, communications, and government," said Chen. "To succeed, these organizations need world-class solutions that affordably, quickly and securely connect customers, suppliers, partners, and employees. Sybase database, integration, and infrastructure expertise can help optimize PeopleSoft applications for these high-performance, high-availability environments."

Before introducing Conway to his audience, Chen said that Sybase and

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Customers Tell Tales

By Al Karls

A company can say what it wants about itself, but Sybase is happy to let its customers make its case. In Tuesday morning's keynote session, Dr. Raj Nathan, senior vice president and general manager of Sybase's Enterprise Solutions Division, spoke with three Sybase customers who stated much of their success was due to Sybase technology.

Vivian Schneck-Last, vice president with Goldman Sachs, said that with 10,000 servers, 20,000 databases, and 5,000,000 daily transactions, Goldman Sachs faced the challenge of being always-available and delivering real-time activity. Early on, Goldman-Sachs partnered with Sybase to develop Replication Server. "It's the hub of integration for us," she said. It allows

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Quote:

“This is my fourth TechWave. Sybase gets a lot of smart people here and you get a lot of great information.”

Randy Rogers
systems engineering lead
TRW, Virginia

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Simplicity Key to Sybase EP 5.0 Beta

A beta version of Sybase's next generation Enterprise Portal (EP) 5.0 is expected to be available later this month, Chuao Wang of Sybase's EP team told an audience at his Portlets in Minutes session at TechWave.

General availability for the product will be in Q4 this year, he said.

Sybase EP 5.0 is a ready-to-deploy solution that builds on technology ranked in the leader quadrant for the second year by GartnerGroup in its May 1, 2002 "magic quadrant" assessment of the market.

"Portals are supposed to be simple, that's the whole point," said Wang. "The end user view is simplicity," he added as he gave a hands-on demonstration of how to create a portlet, literally in minutes.

The result of its powerful portlet capabilities gives business end-users access to information they need to do their jobs – without a lot of IT intervention.



Customers

Continued

them to maintain balance and data transformation across the many languages and systems of their worldwide enterprise. She noted that through Sybase technology, the 20,000 databases are managed by only 70 DBAs.

Donald Heffernan, FSS chief information officer with the General Services Administration, sees Sybase's integration ability as key to his activities. The GSA Advantage system provides online ordering for over 10,000,000 products and services from over 10,000 vendors for agencies throughout the U.S. government. To work, the system has to be able to work with a wide variety of disparate systems. GSA

EP 5.0's simplicity offers a lower TCO and greater user productivity than other portal vendors, said Billy Ho, senior vice president and general manager of Sybase e-Business Division.

Gartner estimates that enterprises have spent up to four times the acquisition cost of portals on development, deployment, maintenance, and support expenses over the first two years of ownership.

Sybase EP 5.0 helps lower that cost dramatically by reducing the complexity of portal projects, simplifying and integrating development, deployment, maintenance, and monitoring.

As Wang's demo showed, Portal Studio allows users with little technical background to build even the most complex portlet in less than a day,

using point-and-click interface with easy access to templates, catalogs, and all information sources including Web, JSP, XML, HTML, databases and Web services.

Thom Lamb, president of the International Sybase Users' Group (ISUG), who attended the demo said EP 5.0 looks great. "They said it was simple but we could not see it was so," he said. "Now we can see it."

"The end user can create what they want and show programmers exactly what they want when programmers have to come onto the scene to bring the portlet into the corporate system. This means nothing is lost in the translation, because the programmers can see exactly what the end user wants. It's great," he said.

Keynote

Continued

PeopleSoft share 700 accounts around the world.

Taking his cue from recent accounting scandals involving CEOs, Conway declared that it "is a pleasure to be here." He paused, scanned his audience, and gave a knowing grin. "It is a pleasure to be anywhere today if you're a CEO," he said, drawing laughter and applause.

Before delivering his speech, Conway said that the alliance with Sybase "is great for the market. Sybase is part of the heart and lungs of the financial industry and has many customers there. Combining PeopleSoft technology and Sybase technology will be great for our customers."

Asked about sharing the stage with Chen, Conway said he attends and speaks at many conferences, but this is the first keynote he has accepted because of the significance of the occasion.

As part of the Sybase PeopleSoft alliance agreement, Sybase has Tier One Platform status for all PeopleSoft customer relationship management (CRM) and enterprise relationship process (ERP) modules.

"This puts Sybase Adaptive Server Enterprise (ASE) on equal footing with Oracle, IBM, and Microsoft databases, and that means enterprise customers seeking CRM or ERP applications can now get timely, high-quality solutions on the Sybase platform," said Marty Beard, Sybase vice president for Corporate Development.

"In addition, PeopleSoft will include Sybase's Enterprise Application Integration (EAI) products in its PeopleSoft Integration Architecture," he said.

Sybase joins IBM, WebMethods, and Vitria as part of this architecture, further reinforcing Sybase's growing position in the integration marketplace.

PeopleSoft will also deploy Sybase ASE for their internal sales demonstration system. This means that ASE will serve as, and be promoted as, the database platform for prospective PeopleSoft customers assessing a Unix deployment.

To ensure the success of the alliance, PeopleSoft and Sybase will commit significant resources to coordinate activities across technology, marketing, sales, and alliance functions.

Advantage runs on PowerBuilder, ASE, and Sybase mobile technology.

Mark Ramsey, director of data architecture, FedEx Services Corp., manages an infrastructure with perhaps the most demanding mobile functionality in the world and which has been a leader in providing business data directly to consumers. FedEx processes 100,000,000 business events per day through over 3,000 facilities worldwide. "Sybase prevents trouble in that," he said succinctly.

Nathan closed the session by thanking the audience for their support of Sybase. "I am a Sybase bigot," he said, "and I'm proud of that." Most in the audience could only agree.