



BY ALAN KARLS

# *Sybase Nominates Smithsonian* **“Heroes”**

The Smithsonian Institution is seeking “heroes of the mind” in its annual “Search for New Heroes” award program. Begun in 1989, the program identifies people and organizations that are at the forefront of the technological revolution and records their “heroic” actions for others to build on.

**A**ndrew Cardno didn’t know he was going to be a hero; he was just responding to a business need.

Telstra—the sole official telecommunications provider of the Sydney 2000 Olympic Games—was faced with handling hundreds of thousands of mobile phone calls from visitors and athletes each day during the Olympics. The demand would vary geographically each day, depending on event location, and have sudden surges in different areas within the system. Telstra needed a technology that would provide real-time information on cell traffic to allow it to adjust its new mobile cell site system to meet demand.

Sybase nominated CompuDigm International in the 2001 Computerworld Smithsonian Search for New Heroes program for the solution it produced for Telstra. Established in 1989, the Smithsonian program identifies people and organizations that are leading the information technology revolution with solutions that change the world.

Since 1991, when Sybase began participating in the program, 185 Sybase customers have been nominated for the pres-

tigious award, 21 have achieved finalist status, and 4 have been category winners.

This year, Sybase has nominated people and firms for advances in healthcare and in war criminal tracking; in one-time event solutions and in trailblazing the future; in creature comfort and in worldwide commerce—in all cases, for making life better. That is heroism today.



**Andrew Cardno**

## **Diverse Solutions**

For the Olympics, Telstra saw the benefits of CompuDigm’s seePOWER, a revolutionary data visualization technology, powered by Sybase’s Adaptive Server IQ Multiplex, that converts data almost instantly into fluid visual contour images and thematic maps.

Cardno, CompuDigm’s president, adapted seePOWER to handle the challenge of the Olympics.

“seePOWER allowed us to quickly identify our network traffic surges and manage the huge volumes of information we needed in order to keep our system operating at peak performance,” says Anthony Goonan, New South Wales regional manag-

er for Telstra. "The visual maps let our network managers quickly make decisions on how to allocate our network resources to meet demand without spending extra time analyzing the data."

Despite demand averaging around 720,000 minutes of telephone conversations daily, Telstra handled all Olympic demands without incident.

Whereas Compudigm's endeavors were related to an event, e2Home received a nomination from Sybase for making science fiction concepts a reality. e2Home's challenge was to develop an intelligent home in which terminals and mobile phones control household devices. The resulting system has been successfully tested in a prototype and lab environment and will be installed in 450 apartment buildings at the beginning of 2001. Sybase has been integral in this exciting time for e2Home, says Malte Lilliestrale, e2Home's manager of strategic development, "When Sybase discusses future development and architecture, my colleagues sit down and listen."

Among Sybase's other nominees were organizations and individuals who had created new solutions for old and ongoing problems.

For example, the Michigan Department of Corrections (MDOC) had 16,666 probationers, 4,000 parolees, and 1,000 correction center cases scattered statewide among 83 counties, 3 administrative regions, and 42 prisons. It had a cumbersome, inefficient paper log process for tracking individuals. Agents had to research prior records, courts, law enforcement agencies, and prisons to calculate sentencing and attempt statewide uniformity of sentencing.

MDOC needed a more efficient and accurate system, so MDOC Project Manager Gary Stockman came to Sybase, which helped MDOC build a new system.

Up and operating in less than three months, the new sys-

tem gives agents access to real-time information and lets them analyze court sentencing practices, monitor the performance of parolees, and manage their caseloads more effectively. In addition, the system extends the information statewide to judges, court staff, district attorneys, and others who previously lacked access.

Says Stockman, "Previously, we never had a centralized database. But now agents are making better use of their time, getting better information on offenders, and doing a better job of prioritizing their workloads."


Like MDOC, nominee Citizenship and Immigration

Canada (CIC) needed a better way to track individuals, in this case, war criminals. Canada wanted to prevent them from receiving visas or landed immigrant status. CIC had a rudimentary system in which information on war criminals was stored on a mainframe-based system that required operators to search for information by exact name. Information was conveyed via fax and phone.

Ken Sosnoski, acting director of corporate systems, wanted to provide Canadian immigration officers complete and up-to-date information via a worldwide intranet. This new system will give CIC's 60 missions worldwide immediate access to the war criminal database in the mainframe and let them search for individuals by name, alias, event, date, organization, and location. The correlation between data items provided by the new system increases the value of the information. Users can deter-



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mine the connection between an individual and an atrocity based on information other than name alone.

“The new system,” according to Sosnoski, “provides value-added information on a worldwide basis that protects the people of Canada by preventing war criminals from entering the country.”

Another nominee had to keep track of ships, not people.

The busiest port in the world, Singapore M.P.A., has more than 800 vessels in port at any one time, with one arriving or departing every two minutes. The vessels need authorizations,

maintenance, and provisions and need to be loaded and unloaded. Service providers must keep apprised of ship traffic to prepare for and respond to customers needs. The port itself must track the movement and oversee the regulatory requirements of each ship and shipment.

Sybase nominated MPA for moving these operations to the Internet. The resulting system, MARINET, allows speedy processing of shipping documents and ordering of services and disseminates information by the minute to every player in the shipping industry. It provides wireless

## Sybase Smithsonian Awards Nominations

This year's nominees occupy a variety of fields

### **Banco Nacional de Mexico**

Developed a model of measurement, control, and management of risks in the credit portfolio, which permits the estimation of expected and unexpected losses.

*Mexico City, Mexico*

### **BeyondNow Technologies**

Developed RoadNotes, which allows home care nurses to record patient care and access patient care information via handheld pen-based tablets.

*Overland Park, KS*

### **Blue Cross Blue Shield of Rhode Island**

Rearchitected Blue Ribbon Call Center, its existing customer service system making it intranet-based and Y2K compliant in just 6 months.

*Providence, RI*

### **Citigroup**

Developed global integration of one of the largest banking, brokerage, and insurance organizations in the world.

*New York, NY*

### **GeoDyn Research Group, Inc.**

Developed FxView, a handheld application to provide soldiers and Marines in the field with up-to-date information to enable them to safely accomplish their missions.

*San Diego, CA*

### **Goldman Sachs**

Developed a global distributed information network wherein any person could publish data. The system inspects and classifies the data and distributes it to users who have subscribed to receive that type of data.

*New York, NY*

### **infofolio, Inc.**

Developed Mobile Enterprise Platform, which allows businesses to deploy full Internet data and content to mobile users.

*San Jose, CA*

### **MediNotes**

Developed Charting Plus, a wireless handheld system that allows physicians to create and access comprehensive medical documentation for their patient's medical history and complaints instantly across the clinic's local area network.

*West Des Moines, IA*

### **National Imaging Associates**

Developed an enterprise portal, RADMD, used by physicians and managed-care organizations to improve patient care.

*Upper Saddle River, NJ*

### **NJ Department Of Health**

Developed the first successful online system (EDRS), that registers deaths more efficiently.

*Trenton, NJ*

### **Prometric Thomson Learning**

Developed Driving Theory Test System, an automated testing system for the Driver Standards Agency in the U.K. that allows telephone registration and test scheduling, plus touch screen testing in 15 languages.

*Baltimore, MD*

interaction between MPA, shipping lines, and service providers.

MARINET, an immediate success, significantly reduces paperwork and increases efficiency and information flow. It has attracted more than 2,000 subscribers in more than 480 companies in its first months of operation.

North of Singapore, the Asian bond market in Hong Kong, which suffered severe setbacks in the 1998 financial crisis, needed a better way to do things. In a market that covered many countries, currencies, economic conditions, and forms of gov-

ernment, there was no centralized bond trading location or information. Transactions were done mostly by telephone or e-mail. Professional investors were unable to react quickly to protect their assets.

Sybase nominated Asiabondportal.com (ABP) for its work in developing a bond trading Web site that overcomes these difficulties and expands the trading process to more players.

ABP makes it easier to find information, obtain bond price information, do research on companies and bonds, and execute trades. It also provides daily news, research, and a comprehensive

#### **Prudential Bache Hong Kong**

Developed Message Management Gateway (MMG), an internet-based trading system that receives and sends stock trade orders from their customers to their trading system connected to the Hong Kong exchange.

*Hong Kong*

#### **PupNet**

Developed Pick-up-Point network, which introduces delivery and collections of goods at autonomous, secured, and controlled pickup points, located at strategic traffic interchanges close to consumers/receivers.

*Deurne, Netherlands*

#### **ReadyScript, Inc.**

Developed ReadyScript-Rx, which enables physicians' access to medication management databases to make informed decisions, and to record and transmit prescriptions via point-of-care wireless handheld devices.

*Newport Beach, CA*

#### **Survivors of the Shoah Visual History Foundation**

Developed a 180-terabyte multimedia database of Holocaust Witness and Survivor testimony for teaching tolerance.

*Los Angeles, CA*

#### **SYNAVANT, Inc.**

Developed PhasTrak, a handheld pharmaceutical sales force automation computer.

*Atlanta, GA*

#### **TAMSoft**

Developed a handheld sales force automation solution that allows sales representatives to manage their contact information and handle sales orders from remote locations.

*Liverpool, Australia*

#### **Texas Department of Mental Health and Mental Retardation**

Developed an application to capture facilities maintenance orders in handheld devices for subsequent electronic update of central files.

*Austin, TX*

#### **UNICEF**

Developed an applications to automate the program planning, budgeting, requisitioning, spending, and monitoring of all 161 UNICEF locations and consolidates them with the headquarters database, in New York.

*New York, NY*

#### **Verizon**

Developed CaseWorker, an online application that allows service representatives to enter customer problems into legacy systems.

CaseWorker streamlines and automates workflow for the repair process and allows customer self-service via the Internet.

*Silver Spring, MD*



Sybase customers are at the leading edge of creative systems solutions.

Asian bond database. Because it is based on Internet technology, it does not require leased lines, special hardware, or software.

“Bond trading in Asia will never be the same,” says Jiffriy Chandra, a fund manager. “The benefits of online bond trading via asiabondportal.com will be apparent to other investors once they have experienced the ease, convenience, and efficiency of ABP’s trading system.”

Another nominee was recognized by Sybase for developing more efficient and accurate patient care.

Historically, the use of paper-based prescriptions led to significant efficiency and accuracy problems. As many as 40 percent of all prescriptions require rework or phone calls between the pharmacist and doctor to clarify prescriptions or insurance information.

Sybase nominated iScribe, a healthcare technology company, for developing a handheld, wireless system that enables mobile healthcare professionals to work more efficiently, accurately, and safely at the point of care. The iScribe system saves physicians, pharmacists, and payors time and money by automating functions previously handled inefficiently with paper and pen, and by reducing redundant data entry and multiple telephone calls. For patients, the iScribe system may significantly reduce medication errors and even save lives.

“We recognize that physicians need many options to best fit the needs of their practice, including access to wireless prescribing services and critical information accessible at the point of care,” says Dana Cambra, VP of engineering at iScribe. “We provide physicians with an innovative tool that enables them to achieve tangible improvements in providing patient care.”

Other Sybase nominees and their groundbreaking solutions are detailed in the accompanying table.

The number and ingenuity of this year’s nominees make it clear that Sybase customers are at the leading edge of creative systems solutions that advance the use of technology for the benefit of mankind. They are heroes for today and tomorrow. □

## Sybase Shows Its Ad Muscle

A new ad campaign is under way that positions Sybase as an e-Business platform provider, based on its heavy-lifting Enterprise Portal infrastructure that companies need for doing business on the Web.

Among four new print ads is a head-on image of warships under power as evidence of a big-name Sybase customer, such as the U.S. Navy. This ad leverages Sybase’s influence among customers that have household recognition.

Three ads promote the e-Business platform message by showing the derby-hatted character created in previous advertising and set in a new environment summarizing the idea that “Everything works better when everything works together.” This boasts Sybase’s strengths as a bridge between diverse technologies and as a player in a wide range of business situations.

For instance, one of the ads advises potential customers, “Now all you have to do is connect the dots”—that is, use the Sybase Enterprise Portal to integrate whatever diverse properties exist within a company’s technological landscape. The other two ads are variations on this theme.

Paul Connolly, vice president of strategic marketing at Sybase, says the goal of the campaign is to alert decision makers that, true to its history, Sybase technology is open and can work with a broad range of data stores and applications.

“One of the hurdles we face is that Sybase is not seen as relevant to companies that identify themselves as Oracle shops or IBM shops or Microsoft shops—which, combined, make up the vast majority of our target market,” says Connolly.

“The reality is, the Sybase Enterprise Portal is a perfect fit for these environments and can be used to integrate just about any diverse information technology environment—thus the line ‘Everything works better when everything works together.’”

Three black-and-white full-page ads began running in the national *Wall Street Journal* in December. This year the ads will run across the U.S. in the *WSJ* and in *Forbes* magazine. In New York, local television ads supporting the financial services industry vertical market began running in February. □