Mobilizing SAP

SAP & SYBASE MOBILITY
CO-INNOVATION PARTNERSHIP

SYBASE®

SAP Global Partner

SAP & Sybase Mobility
Co-Innovation Partnership

"Our customers demand mobile access to proven business applications to stay connected to their customers, suppliers, partners and employees to drive innovation and productivity."

— Bill McDermott,
Member of Executive Board,
President, Global Field
Operations, SAP AG

▶ **Sybase**, an industry leader in delivering enterprise and mobile software, and **SAP**, a leading provider of enterprise software, are partnering to deliver SAP® Business Suite software to iPhone, Windows Mobile, BlackBerry and other devices. This collaboration will **change how users access critical business information anytime, anywhere.**

In March 2009, Sybase and SAP announced a strategic Co-Innovation Partnership to extend SAP to mobile workers on a wide array of mobile devices, using Sybase Unwired Platform as the foundation. The first two mobile solutions built on this architecture are Sybase Mobile Sales for SAP® CRM and Sybase Mobile Workflow for SAP® Business Suite. These mobile solutions are built by Sybase to meet the needs of SAP customers, are fully certified and supported by both SAP and Sybase, and leverage the proven mobile infrastructure strengths of Sybase Unwired Platform and SAP NetWeaver®.

Sybase Mobile Sales for SAP® CRM

Mobilizing Customer Relationship Management (CRM) systems automates sales processes, increases productivity and enhances customer service. Sybase Mobile Sales for SAP® CRM equips sales professionals with the capabilities they need to view and track opportunities, contacts, leads, pipeline activity and more from anywhere, anytime.

KEY BENEFITS

Value to the Business
- Improves sales effectiveness and responsiveness
- Provides immediate awareness of relevant customer information
- Improves overall sales decision-making due to access to timely data
- Increases ROI on SAP CRM investment through easy and frequent use

Value to the IT Organization
- Extends the reach of SAP sales applications
- Supports heterogeneous devices through a single mobile platform
- Enforces enterprise-class security
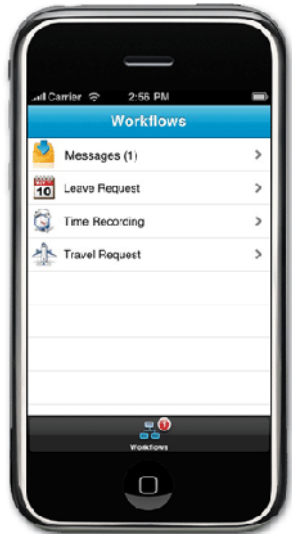- Enables easy deployment, support and management

*Individual sales reps experienced a **24%** year-over-year improvement in revenue in best-in-class companies after deploying a mobile SFA solution.*

— Aberdeen
Mobile SFA, March 2008

iPhone
BlackBerry
Windows

LEARN MORE

▶ Watch Demo

▶ Read Solution Brief

▶ Read White Paper

0:05 / 6:22

Sybase Mobile Workflow for SAP® Business Suite

Frequent business processes require immediate action, but today are generally only accessible via laptop computers. With this offering, mobile workers can now receive and manage SAP notifications and alerts on their mobile device of choice, in addition to quickly completing pre-defined processes, such as requests and approvals for travel or leave.

iPhone
Windows
Symbian

KEY BENEFITS

Value to the Business
- Speeds decision-making and responsiveness on alerts, notifications and approvals
- Leverages highly convenient and familiar email inbox
- Provides direct interaction with SAP solutions
- Increases ROI on wireless email and SAP Business Suite solutions

Value to the IT Organization
- Extends the reach of SAP business applications and workflows
- Supports heterogeneous devices through a single mobile platform
- Enforces enterprise-class security
- Enables easy deployment, support and management
- Readily integrates with SAP Business Suite infrastructure

*More than **1 billion** workers will be using some form of mobile technology by 2011.*
— IDC
Worldwide Mobile Worker Population 2009-2013 Forecast, Doc # 221309, December 2009

LEARN MORE

▶ Watch Demo

▶ Read Solution Brief

▶ Read White Paper

Sybase®
Mobile Workflow
for SAP® Business Suite

0:03 / 6:14

Custom Mobile Solutions for SAP

Beyond the jointly developed solutions, Sybase also provides the tools to create custom solutions that mobilize any SAP package for either complete mobile applications or simple business processes deployed on a variety of mobile devices including iPhone, Windows Mobile and BlackBerry.

The foundation of Sybase custom mobile solutions for SAP is Sybase® Unwired Platform, a mobile enterprise application platform (MEAP) that greatly simplifies the development,

deployment and management of mobile enterprise applications. The platform addresses mobile application challenges such as back-end integration, development and support of mobile applications on multiple device types, and secure access and management of mobile devices.

KEY BENEFITS

Value to the Business
- Seamlessly extends a variety of back-end applications to mobile users
- Delivers the benefits of mobility across the entire enterprise
- Ensures a future proof investment in mobility

Value to the IT Organization
- Supports heterogeneous mobile device types
- Speeds mobile application development
- Enforces enterprise-class security
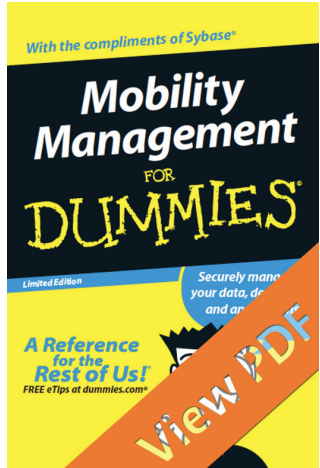- Enables easy deployment, support and management

*More than **95%** of organizations will chose MEAP or packaged mobile application vendors as their primary mobile development platforms through 2012.*

— Gartner
Mobile Enterprise Application Platform (MEAP) Magic Quadrant, 2009

LEARN MORE

▶ Watch Video

▶ Read Data Sheet

Mobility Management FOR DUMMIES

View PDF

Sybase allows our local IT administrators to manage mobile devices from a central location — to push out new applications, update applications, secure devices and do all of this without having to touch each device.

— Gary Harrison
Duke University Health System

Device Management & Security

Before deploying your mobile solutions, don't forget to determine how to manage and secure them. Sybase's market leading mobile device management and security solutions ensure that mobile data and devices are up-to-date, reliable, secure and encrypted.

What can a management & security solution do for me?
- Maintain hardware and software inventories
- Perform software distribution
- Manage anti-virus scan files
- Enable remote control for help desk personnel
- Perform remote system backup and restore
- Manage additional handheld devices
- Secure mobile users data with encryption
- Remotely maintain your enterprise IT policies for your mobile workers

KEY BENEFITS

- Improves end user productivity by keeping software and hardware up to date and running smoothly
- Saves thousands of dollars annually by eliminating shipping costs and loss of productivity
- Increases efficiency by lowering maintenance costs for remote imaging, updating software and maintaining security policies

LEARN MORE

▶ Watch Demo

▶ Read eBook

▶ Read Success Stories

Sybase is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. Our enterprise mobility solutions have powered mission-critical systems on a diverse set of device types across a variety of industries worldwide.

To learn more about the Sybase & SAP solutions or custom mobile applications for SAP, please contact Sybase.

SYBASE®

SYBASE INC.
WORLDWIDE
HEADQUARTERS
ONE SYBASE DRIVE
DUBLIN, CA
94568-7902 U.S.A.

1 800 8 SYBASE

www.sybase.com/sap

CONTACT US