

# Extended Alliance with Red Hat® Introduces New Database Appliance





## SYBASE® ON LINUX®

Customers choose Sybase for the same reasons they choose Linux and Linux applications—lightning-fast performance, lower cost of ownership, and the many benefits of open technology. Sybase was first to deliver an enterprise-class DBMS on Linux in 1999 and today, Sybase provides the most comprehensive combination of products and services supporting Linux in the industry.

*“Sybase and Red Hat have many joint customers and a long history of teaming to provide industry-leading solutions,”* said Tim Yeaton, senior vice president of Enterprise Solutions at Red Hat. *“With clustering and integrated virtualization in the Red Hat Advanced Platform unlocking incredible cost savings for enterprise infrastructures, the pairing of Sybase ASE as an appliance solution is a natural.”*

For the first time, enterprises will get the flexibility of on-demand IT resource management combined with the industry’s best data management solutions for Linux. Sybase and Red Hat join together to provide next generation database appliance on Red Hat Enterprise Linux 5 with the integrated virtualization required for maximum database performance. Sybase Adaptive Server Enterprise’s attractive price point, performance and innovative technology combined with Red Hat’s leadership in Linux will unlock incredible cost savings and enhance manageability without sacrificing enterprise-class performance and reliability.

To enable seamless support, Sybase announced plans to become a member of the Red Hat Cooperative Resolution Center, which enables mutual customers of Red Hat and Sybase to call either company and be assured that the two will work closely together to resolve concerns. Additionally, Sybase’s membership in the Red Hat Cooperative Resolution Center will allow the parties to have joint labs, end-to-end testing, cross support training and defined escalation procedures.

## WHY AN APPLIANCE?

Appliances will deliver compelling customer value by dramatically reducing maintenance costs as well as enhancing manageability. Why? Appliances are pre-configured through a common installer, and the configuration will have been tested by Sybase and Red Hat to ensure optimum performance. Patches will be applied together and are pre-certified for both operating system layers and data management environments. And you are not getting some special or limited product. Appliances will be built from the standard commercial deliveries of Sybase products combined with Red Hat, Enterprise Linux; number one name in enterprise-strength Linux. These parts are 100% compatible with the standard commercial releases of the products because they are the same computer code. They are not diluted, reduced or “starter” products to get you to buy more—these components are the real deal.

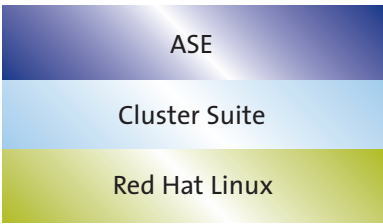
Combining Linux with an appliance model delivers even further value. Linux eliminates the need for expensive proprietary hardware systems and Red Hat Integrated Virtualization incorporates xen, the leading open source virtualization technology. This will allow customers to package several data management environments on the same server increasing the utilization of newer multi-core systems.

With appliances, your data is protected. Combined with the Red Hat Cluster Suite, which is part of Red Hat Advanced Platform, data management applications can be re-started in a second virtual environment on either the same or second server so that should systems fail, your data is automatically up and running in minutes rather than hours.

Imagine receiving a CD kit, and within hours having a pre-built database environment running on Red Hat Advanced Platform with built-in protection and virtualization. That is the simplicity of an appliance.

## INTRODUCING THE ADAPTIVE SERVER ENTERPRISE DATABASE APPLIANCE

Sybase and Red Hat have joined together to provide the next generation in cost effective data management, the Adaptive Server® Enterprise database appliance. This offering, combines data manager, operating system, cluster file system, and system virtualization allowing easy to manage database loads, while lowering your overhead costs. By providing a common, certified set of system layers, with combined system maintenance procedures and tools, the database appliance saves you time by simplifying installation and management.



**WHAT MAKES UP THIS APPLIANCE?**

The database appliance will consist of three key parts which formerly you would have to acquire, install, and manage separately:

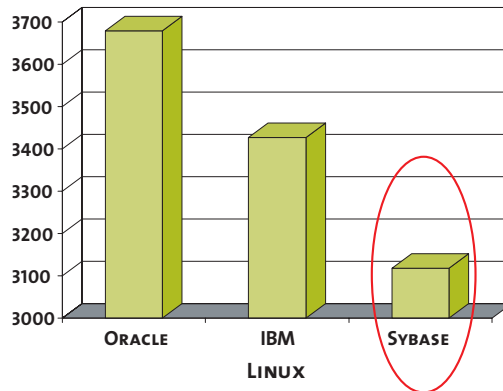
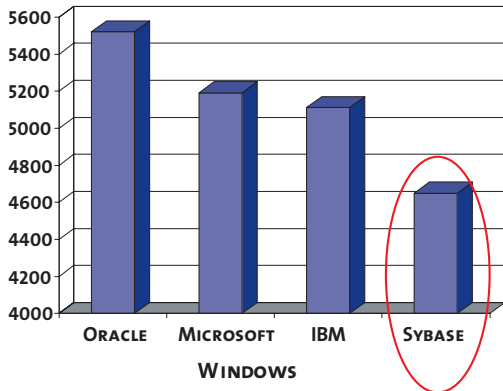
1. The Sybase Adaptive Server Enterprise 15 for Linux
2. Red Hat Enterprise Linux 5
3. Red Hat Cluster Suite

This entire suite will be packaged as a single appliance with a common installer for intelligent configuration of your data management environment. This tool also manages creating new database environments in virtual machines to allow you to easily partition loads and projects on the same appliance. With the Red Hat Cluster Suite technology, the database environment is protected with easy failover to secondary systems. And because the operating system is Linux, you can expect great cost savings on commodity hardware featuring processors from IBM, Intel and AMD.

With Sybase ASE 15 as your data manager, you get a rich powerful system for managing enterprise data. Designed for the world's most demanding workloads on Wall Street and in financial markets around the world, Sybase ASE gives you world-class performance and reliability at a fraction of the cost per transaction of other systems. Sybase ASE 15's advanced optimizer and partitioning technologies ensure you can manage the largest data sets with ease, and assure the response times your customers demand.

Leading analysts recognize that Sybase ASE on Linux simply costs less to operate—15% to 37% less than other solutions.

**Sybase ASE simply costs less to operate – 15% to 37% less than alternative solutions**



A Standish Group study highlights ASE's annual total cost of ownership advantage in running a portfolio management application.

**NO PAIN — ALL GAIN**

The Adaptive Server Enterprise database appliance will give you mission critical computing at a fraction of the cost. With leading platform provider, Red Hat, to power the operating environment, common installation and maintenance, and world-class support, you have a real choice in enterprise computing. The database appliance will save you money, reduce business risk by allowing you to create fault-tolerant environments, and reduce the time and effort to maintain your data management systems. Virtual environment technology ensures that you can easily transfer loads in your business without worrying about the common risks of moving database environments between hardware systems. With the Adaptive Server Enterprise database appliance, your data will be safe and secure in a scalable, high performance environment.

**ALL DELIVERED WITH SEAMLESS SUPPORT**

Sybase and Red Hat have joined the TSANet (Technical Support Alliance Network) to enable customers to save time, money and resources by giving access to a secure communications infrastructure for resolving technical customer support issues quickly and efficiently.

In addition to this first line of support, Sybase has committed to Red Hat's new Cooperative Escalation Center to provide higher levels of seamless support. Red Hat has simplified the standard support Service Level Agreements (SLA), by creating a joint customer support center to solve issues, regardless of whether it's Red Hat technology or a partner solution. The Center will enable customers to experience the benefits of the close, collaborative partnerships that Red Hat has established with other leading technology providers by having a quicker route to resolution. Red Hat will work with the support staff of the customer's vendors to solve a problem, regardless of whether or not Red Hat software was the cause.

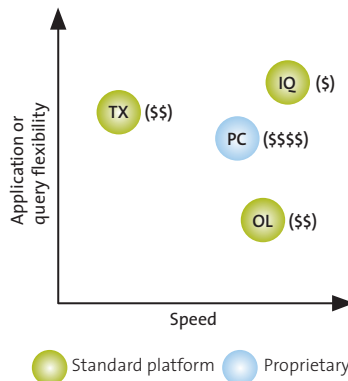
*"Sybase ASE together with Linux provides the most cost effective solution, 15 percent to 37 percent less than alternative solutions," said Jim Johnson, founder and chairman, the Standish Group. "We believe the support of Red Hat Enterprise Linux with virtualization will enable Sybase and Red Hat to provide the most cost effective solution."*

- #1 TPC-H price—performance in 100GB and 300GB categories
- Customer database sizes—40+ TB in production
- Audited 1,000 concurrent complex query users against 10TB
- Audited benchmark with 1 trillion rows, 155TB input data

## FUELING THE NEXT GENERATION OF DATA ANALYTICS

Coming in the second half of 2007, Sybase IQ will be certified for Red Hat Enterprise Linux 5. Sybase IQ, a highly optimized analytics server, handles the most challenging data warehousing requirements with ease, meeting the demand for business intelligence, advanced analytics, predictive modeling, stringent regulation compliance and fast reporting. Compatible with standard hardware, operating systems and leading analytics applications, Sybase IQ offers extraordinarily high performance at a fraction of the cost of alternatives. Designed from the start for analytics, Sybase IQ produces its incredible results because of a unique architecture combining a column-based data structure with patented indexing and a scalable grid. The more pressurized the requirements—hundreds or thousands of concurrent users, complex ad hoc queries, very high data volumes and a high rate of change—the more customers notice Sybase IQ's strengths. Sybase IQ also provides a reduction in disk and CPU requirements compared to traditional database management systems, which have to be retrofitted to support data warehousing and analytics.

### Data Management Technologies for High-Demand Analytics



**Transactional database (TX):** Flexibility in querying, but large data stores, complex queries, large user loads. Examples: Microsoft SQL Server, Oracle, IBM

**Parallel computing (PC):** Speed, flexibility in querying, but significant hardware expense. Complex query from one impacts all. Examples: Teradata, Netezza

**OLAP (OL):** Speed in querying, but low flexibility. Examples: Hyperion, Microsoft, Cognos, Business Objects

**Sybase IQ:** Speed and flexibility in querying. Low hardware expense for standard platform. Linear scalability in support of large user populations.

With the Sybase/Red Hat alliance customers will benefit from:

- Seamless delivery, eliminating the need for separate OS and database installation and patches
- Incredible value of Red Hat Advanced Platform with integrated server storage and network virtualization as well as local and web-based manageability
- Seamless customer support through Red Hat's Cooperative Resolution Center
- A database appliance certified on Red Hat Enterprise Linux 5 with virtualization
- A highly optimized analytics server will be delivered on Red Hat Enterprise Linux 5, in the second half of 2007



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