

SYBASE MAKES MOBILE AND HANDHELD ENTERPRISE COMPUTING A REALITY

Submitted by: Pleon

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..Sybase reveals the business benefits of flexible and mobile working at FutureWork '99..

Sybase, the market leader in mobile database technology, is sponsoring this year's flexible and mobile working conference and exhibition, FutureWork, at the NEC, Birmingham on 21 and 22 September. The Sybase booth will be located at stand number D40.

The highlight of activity at the show will be a presentation on 22 September at 10.00am in Hall 10, by Terry Stepien, senior vice president and general manager, Mobile and Embedded Computing Division, Sybase Inc. The presentation will outline the ways in which handheld devices and mobile computers can leverage the efficiency of remote workforces, by connecting them seamlessly to corporate enterprise applications.

In addition, Sybase will have two systems integrators, experienced in the implementation of mobile applications on handhelds and laptops connected to enterprise systems. These companies are Synamic and Concise, and they will be available on the Sybase exhibition booth to discuss the issues IT Directors face when implementing and managing mobile applications.

Keynote Presentation, Terry Stepien

"Imagine you are one of a growing number of road warriors, working from a car, from a plane, or telecommuting from home," commented Stepien. "Despite your on-the-road status, you still need to access, update and download information from your corporation's enterprise database. Sybase's market-leading SQL Anywhere Studio helps customers extend corporate data across the enterprise, from intelligent and handheld devices, to desktops, to workgroup servers."

The Future in Managing Mobile Communications

At FutureWork, Sybase will be talking about its recently unveiled e-Anywhere strategy. e-Anywhere is designed to power next-generation e-Business solutions, either browser

or non-browser based, targeting a range of portable computing devices, including laptops, handhelds, smart phones and intelligent appliances.

Sybase plans to extend its technology to facilitate the synchronisation, collection, and distribution of an enterprise's e-Business information at any time, from any location, thus enabling mobile professionals to work more efficiently. The e-Anywhere strategy will enable not only the synchronisation of data between mobile and enterprise systems, but also the synchronisation of applications and web-based information.

Symbol Technologies will also be available on the Sybase booth, demonstrating its SPT1500 palm terminal and SPT1700 rugged pocketable computing, running the Sybase Ultralite database for hand-held devices, illustrating how mobile workers can be enabled with a low cost device running applications that integrate with the enterprise.

"Sybase technology can enable corporations to meet the demand of their remote workforce and reap the benefits of using handheld devices for universal access to enterprise data," said Alison Henderson, European marketing director, Sybase's Mobile and Embedded Division.

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About Sybase's Mobile and Embedded Computing Division

Sybase's Mobile and Embedded Computing (MEC) division is committed to helping organisations realise the promise of "information anywhere." Sybase SQL Anywhere Studio is designed to enable users to seamlessly synchronise data across the enterprise - from laptops, handheld computing devices and pagers to intelligent appliances. Through its Business Solutions Alliance Program, Sybase works with partners to jointly address the widespread demand for applications tailored to the mobile and embedded market.

About Sybase, Inc.

Headquartered in Emeryville, CA, Sybase, Inc. is one of the largest global independent software companies. The company helps businesses integrate, manage and deliver applications,

content and data anywhere they are needed. Sybase's products, combined with its world-class professional services and partner technologies, provide a comprehensive platform for delivering the integrated solutions businesses need to be successful. Leveraging its existing strengths in enterprise data management and enterprise application development, Sybase, Inc. is focused on delivering end-to-end solutions for mobile and embedded computing, data warehousing, and Web computing environments. Sybase customers represent the industries leading the global economy, with strong concentrations in financial services, public sector, telecommunications and media, and health care. The company's Web address is <http://www.sybase.com>.

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