

SYBASE®

SYBASE TECHWAVE 2004

Conference Program Guide

CELEBRATING 20TH YEARS OF INNOVATION

www.sybase.com/techwave2004

SYBASE
TechWave 2004
USER TRAINING & SOLUTIONS CONFERENCE

August 15–19, 2004

Gaylord Palms™ Resort & Convention Center
Orlando, Florida USA

WELCOME

Dear Colleague,

Welcome to Sybase® TechWave 2004—a conference designed around you—to help you keep *your* technology, *your* company, and *your* career advancing ahead of the competition.

During the next four days of keynotes, product demonstrations, and seminars you'll get an insider's look at Sybase—our strategy, technology, and product direction. Armed with that information, you'll have the tools to improve your company's competitive position, as well as your own knowledge, skills, and marketability.

To be sure, we believe Sybase TechWave 2004 will be productive and informative but we also think it's going to be an entertaining good time.

We invite you to kick off this year's conference by attending our Welcome Reception on Sunday evening, August 15 from 5:00 p.m. to 7:00 p.m. in the Gaylord Palms™ Atrium. It's a wonderful opportunity to meet our Sybase technical staff and mingle with your fellow attendees.

Then we encourage you to create your own technical curriculum from our extensive array of sessions that cover the full range of Sybase integration, database, and mobile solutions. Be sure to take advantage of all these conference features:

- **Technical Keynote Series:** Get the inside track on Sybase strategy, technology, and product direction.
- **Morning Courses:** Choose from over 30 courses that provide in-depth training via accelerated versions of Sybase Education courses. Many include all course books and lab materials.
- **Afternoon Technical Sessions:** This year there are over 150 sessions that cover a variety of topics and solutions.
- **Technology Boardwalk:** A quick stroll offers you valuable FREE one-on-one time with technical experts from Sybase and members of TeamSybase.

Thank you for joining us at Sybase TechWave 2004. We are very glad you came. We look forward to an exciting, productive, and informative week.

Best regards,



John Chen
Chairman, CEO, and President

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AGENDA AT A GLANCE

SUNDAY, AUGUST 15

10:00 a.m. - 8:00 p.m.
5:00 p.m. - 7:00 p.m.

Conference Registration Open
Welcome Reception

Convention Center Lobby
Gaylord Palms™ Atrium

MONDAY, AUGUST 16

7:00 a.m. - 6:00 p.m.
7:00 a.m. - 8:00 a.m.
8:00 a.m. - 9:30 a.m.

Registration/Information Center
Continental Breakfast
Opening Keynote: *Innovation Enables the Unwired Enterprise*

Convention Center Lobby
Osceola Ballroom Foyer
Osceola Ballroom

9:30 a.m. - 10:00 a.m.
10:00 a.m. - 12:30 p.m.
12:30 p.m. - 1:30 p.m.
1:30 p.m. - 5:00 p.m.
2:30 p.m. - 7:00 p.m.
5:00 p.m. - 7:00 p.m.

Break
Morning Sessions
Lunch
Afternoon Sessions
Exhibit Hall
Sponsor Reception

Convention Center Ballroom Level
Convention Center Ballroom Level
Osceola Ballroom
Convention Center Ballroom Level
Exhibit Hall F
Exhibit Hall F

TUESDAY, AUGUST 17

7:00 a.m. - 6:00 p.m.
7:00 a.m. - 8:00 a.m.
8:00 a.m. - 9:30 a.m.

Registration/Information Center
Continental Breakfast
Keynote: *Data Management for the Unwired Enterprise*

Convention Center Lobby
Osceola Ballroom Foyer
Osceola Ballroom

9:30 a.m. - 10:00 a.m.
10:00 a.m. - 12:30 p.m.
12:30 p.m. - 1:30 p.m.
12:30 p.m. - 3:00 p.m.
1:30 p.m. - 5:00 p.m.
5:00 p.m. - 7:00 p.m.

Break
Morning Sessions
Lunch
Exhibit Hall
Afternoon Sessions
Exhibit Hall

Convention Center Ballroom Level
Convention Center Ballroom Level
Exhibit Hall F
Exhibit Hall F
Convention Center Ballroom Level
Exhibit Hall F

WEDNESDAY, AUGUST 18

7:00 a.m. - 5:30 p.m.
7:00 a.m. - 8:00 a.m.
8:00 a.m. - 9:30 a.m.

Registration/Information Center
Continental Breakfast
Keynote: *PowerBuilder®—Past, Present, and Future*

Convention Center Lobby
Osceola Ballroom Foyer
Osceola Ballroom

9:30 a.m. - 10:00 a.m.
10:00 a.m. - 12:30 p.m.
12:00 p.m. - 4:00 p.m.
12:30 p.m. - 1:30 p.m.
1:30 p.m. - 5:00 p.m.
7:00 p.m. - 11:00 p.m.

Break
Morning Sessions
Exhibit Hall
PowerLunch
Afternoon Sessions
Special Event

Convention Center Ballroom Level
Convention Center Ballroom Level
Exhibit Hall F
Osceola Ballroom
Convention Center Ballroom Level
Universal CityWalk®/Universal's Islands of Adventure®

THURSDAY, AUGUST 19

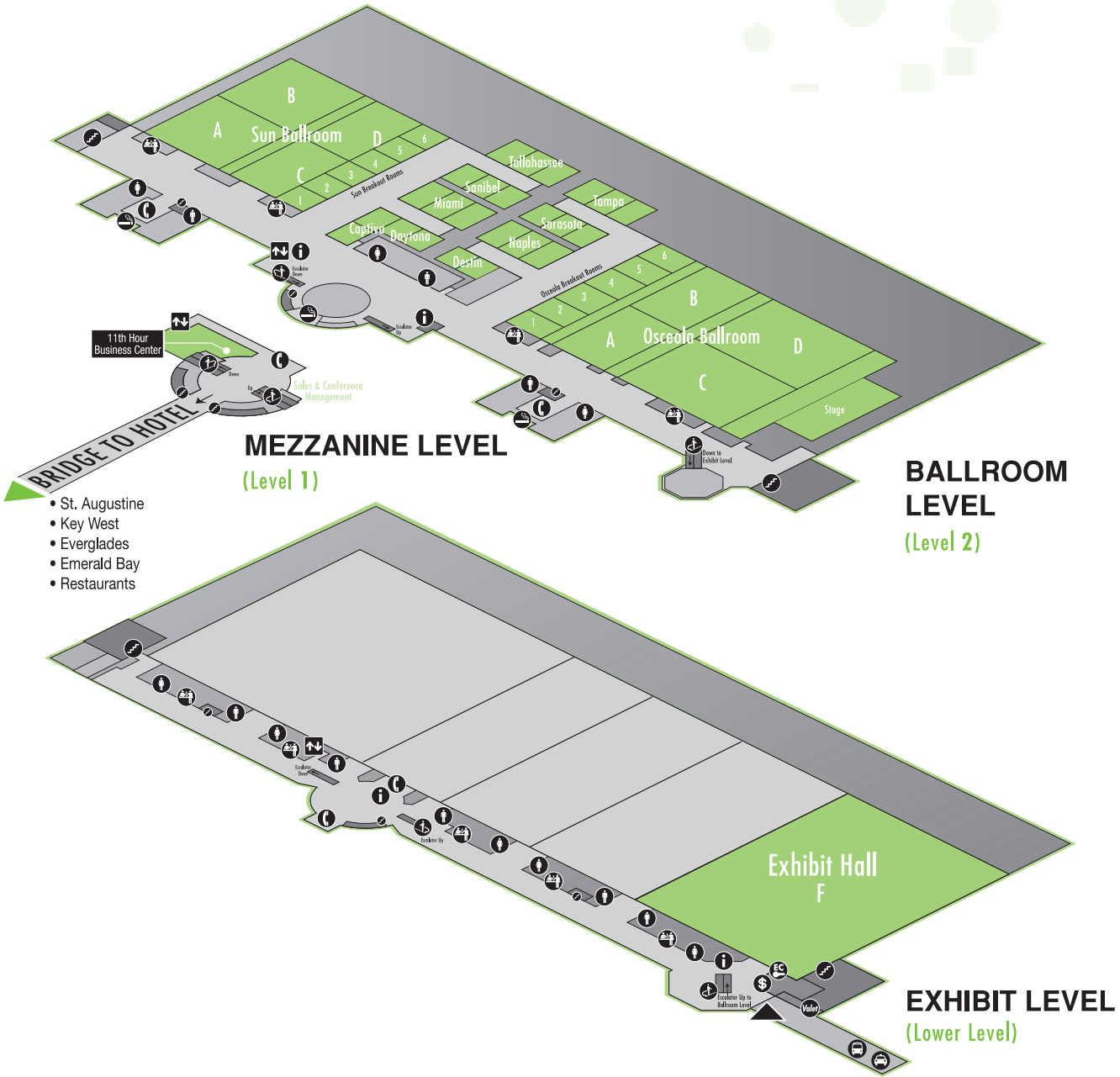
7:00 a.m. - 1:00 p.m.
7:00 a.m. - 8:00 a.m.
8:00 a.m. - 9:30 a.m.
9:30 a.m. - 10:00 a.m.
10:00 a.m. - 12:30 p.m.
12:00 p.m. - 1:30 p.m.
1:30 p.m.

Registration/Information Center
Continental Breakfast
Ask the Experts Enhancement Sessions
Break
Morning Sessions
Boxed Lunch
Sybase TechWave 2004 Concludes

Convention Center Lobby
Osceola Ballroom Foyer
Convention Center Ballroom Level
Convention Center Ballroom Level
Convention Center Ballroom Level
Osceola Ballroom Foyer

CONFERENCE MAPS

GAYLORD PALMS™ CONVENTION CENTER



| | | | | |
|-----|-----------|-------------|--------------|-------------------------------------|
| KEY | elevator | restrooms | bus | conference registration |
| | escalator | information | taxi | express checkout |
| | stairs | phones | smoking area | late night guest key card entrances |
| | | | | |

CONFERENCE HIGHLIGHTS

WELCOME RECEPTION

Sybase Celebrates 20 Years of Innovation this year. What else besides Sybase was big in 1984? Rubik's Cubes, Van Halen, Trivial Pursuit, Duran Duran, Ferris Bueller, Ronald Reagan, the fall of the Berlin Wall, and ALF! Come back to the future for a couple of hours and relive the 80's with your new conference friends. Break out your parachute pants and shoulder pads and join us for the Welcome Reception on Sunday night from 5:00 p.m. – 7:00 p.m. in the Gaylord Palms™ Resort & Convention Center Atrium. The Welcome Reception is sponsored by the Sybase Developer Network (SDN) and CodeXchange. During the conference, be sure to visit the SDN area in the Technology Boardwalk, located in the Exhibit Hall.

SPONSOR RECEPTION

This is the perfect opportunity to get to know our partners in a social setting. Stop by and meet the sponsors at this special reception Monday night from 5:00 p.m. – 7:00 p.m. in Exhibit Hall F. Explore the Exhibit Hall and talk with Sybase partners about their latest solutions built with Sybase technology.

POWERLUNCH

Join us for special roundtable discussions during Wednesday's lunch in the Osceola Ballroom. This is a great opportunity to strike up an informal conversation with your peers interested in the same subjects as you. A Sybase engineer may even join you at your table! Lunch tables have pre-determined topics from which you can choose. Non-specified tables are available for those who do not wish to participate.

SPECIAL EVENT

Sybase TechWave has a tradition of outstanding special events, and this year is no exception. Join us on Wednesday evening, August 18 at Universal Orlando® for a great night out.

The evening begins with a buffet dinner and entertainment at Universal CityWalk®. Choose from four venues that appeal to four very different musical tastes: it's Mardi Gras 365 days a year at *Pat O'Brien's® Orlando* featuring LIVE dueling pianos, two floors of jazz and blues at *CityJazz®*, and a "jamming good time brah" at *Bob Marley—A Tribute to Freedom™*. Looking for something more modern? Cruise into *the groove™* for some serious dance beats.

That's all just the warm up. At 8:45 p.m., walk over to Universal's Islands of Adventure® for drinks and dessert in Marvel Super Hero Island® and Toon Lagoon®. Spend a couple of hours enjoying the exciting attractions, including the Incredible Hulk Coaster®, Doctor Doom's Fearfall®,

The Amazing Adventures of Spider-Man™, Dudley Do-Right's Ripsaw Falls®, Popeye and Bluto's Bilge-Rat Barges®, and more, and more, and more!

Then, if you're not too tired from all the fun, head back to Universal CityWalk®. Your conference badge gains you re-admittance to any of the four clubs where dinner was served. Buses depart from Universal's Islands of Adventure® entrance at 11:00 p.m.

Guests are invited to the Special Event and Welcome Reception for a fee of \$150.00 per person. Stop by the Sybase TechWave 2004 Registration & Information Center in the Convention Center Lobby for more information.

Buses depart from the Gaylord Palms™ Resort & Convention Center bus bay—just outside the Exhibit Hall doors—promptly at 6:45 p.m. Be sure to get in line early! Don't forget your conference badge and photo I.D.

Sponsored by:



E-MAIL KIOSKS

Stay connected throughout the conference! Special kiosks are located near the Sybase TechWave 2004 Registration & Information Center in the Convention Center Lobby.

The kiosks provide conference attendees with convenient access to the Internet through the Sybase TechWave 2004 home page. Your registration on site at Sybase TechWave 2004 activates your use of the kiosks automatically. You are also assigned a conference e-mail box where you'll receive up-to-the-minute conference information e-mails and have the ability to exchange e-mail with other conference attendees. The kiosk application is also available through www.sybase.com/techwave2004 and is accessible by using your password. Now you can e-mail your conference friends from your hotel room!

Sponsored by:



WI-FI HOTSPOTS

Enjoy wireless Internet access at the Sybase TechWave 2004 Wi-Fi hotspots in the TechWave Movie Lounge outside Exhibit Hall F and in other strategic locations around the conference. You can use either a laptop or PDA that is Wi-Fi 802.11b wirelessly enabled to access personal e-mail, the Internet, and "TechWave To Go," an AvantGo® channel that provides up-to-date information about Sybase TechWave 2004 classes, events, and more! (Requirements: Wi-Fi 802.11b wirelessly enabled, WEP-disabled, SSID, DHCP preferred.)

CONFERENCE HIGHLIGHTS

“TECHWAVE TO GO” CHANNEL

iAnywhere Solutions™ provides conference PDA users with “TechWave To Go,” an AvantGo channel that provides up-to-date information about Sybase TechWave 2004 classes, events, maps, and more. It also enables you to receive the Sybase TechWave newsletter via your hand-held device! “TechWave To Go” is available on line at www.ianywhere.com/techwavetogo. Or visit the “Ask the iAnywhere Experts” area in the Technology Boardwalk (located in the Exhibit Hall) for assistance.

MOBILE AND WIRELESS E-MAIL USING PYLON ANYWHERE™

iAnywhere® provides access to your corporate e-mail at Sybase TechWave 2004 using Pylon Anywhere. Keep up to date with your latest e-mail, calendar, contacts, and tasks from your PDA or any Web client! Visit the iAnywhere demo station in the Sybase booth or stop by our “Ask the iAnywhere Experts” area in the Technology Boardwalk (located in the Exhibit Hall) for details on how you can evaluate Pylon Anywhere yourself! Or visit www.ianywhere.com/products/pylon_anywhere.html to download today.

EXHIBIT HALL

The hottest technology and solutions from our top hardware and software partners are spotlighted in our comprehensive Exhibit Hall. Come and explore the latest solutions in mobile and wireless computing, the Unwired Enterprise, information management, development and deployment, portal computing, integration, business solutions, and much more! The Exhibit Hall is located in Exhibit Hall F.

Exhibit Hall Hours:

| | |
|----------------------|---|
| Monday, August 16 | 2:30 p.m. - 7:00 p.m. |
| Tuesday, August 17 | 12:30 p.m. - 3:00 p.m. 5:00 p.m. - 7:00 p.m. |
| Wednesday, August 18 | 12:00 p.m. - 4:00 p.m. |

Don't forget to join us Monday evening in the Exhibit Hall from 5:00 p.m. – 7:00 p.m. for the Sponsor Reception!

SYBASE TECHNOLOGY BOARDWALK

Stop by the Sybase Technology Boardwalk in the Exhibit Hall for in-depth conversations with the engineers and staff who make Sybase products possible. Please refer to page 73 for details on this exciting and informative conference feature!

TECH SUPPORT PIT STOP—MEET THE EXPERTS!

Don't miss your chance to meet one-on-one with technical experts from Sybase, Inc. and TeamSybase to get a quick, on-the-spot tune-up! Come prepared with your technical questions, and our Tech Support crew will be quick to provide you with solutions to keep you on track. You also have the opportunity to give us feedback about Sybase's Customer Service and Support. The Tech Support Pit Stop is located in the Exhibit Hall.

OFFICIAL CONFERENCE T-SHIRT

Get a FREE official Sybase TechWave 2004 t-shirt! Complete your Exhibit “Hall Crawl” card before the Exhibit Hall closes on Wednesday afternoon and turn it in at the Sybase booth to get a very cool, very free, official conference t-shirt. Available in sizes large and extra-large only. “Hall Crawl” cards are available at the Sybase TechWave 2004 Registration & Information Center in the Convention Center Lobby, and in the Sybase booth in the Exhibit Hall.

CONFERENCE RAFFLE

To show our appreciation to you for attending Sybase TechWave 2004, we're offering you a chance to win a truly special prize. Stop by the TechWave Movie Lounge outside Exhibit Hall F and have a look at the 37” Sharp AQUOS LCD television. It's the state of the art in television technology, the largest LCD television on the market, and up for grabs at this year's Sybase TechWave. Only conference attendees who pay the full conference fee at time of registration are eligible to win. Submit your entry into the raffle by completing the conference survey. The survey form will be available on line and accessible via the Sybase TechWave 2004 kiosks beginning on Wednesday, August 18. Keep an eye out for other ways to enter the raffle and increase your odds of winning. Full raffle details are available on the conference Web site at www.sybase.com/techwave2004.

TECHWAVE MOVIE LOUNGE

Need a break? Stop by the TechWave Movie Lounge, located in the Convention Center near Exhibit Hall F. Relax and catch a movie on the Sharp 37” AQUOS LCD television that's on display. The television is the conference raffle prize, so don't forget to enter for your chance to win! Afternoon snacks and beverages are available in the Lounge, which offers a Wi-Fi hotspot. A smoking area is just outside.

GENERAL INFORMATION

CONFERENCE PROCEEDINGS

Conference proceedings are available on line at www.sybase.com/techwave2004/proceedings. When prompted, please enter user name, **tw04_user** and password, **20Years** to access the proceedings. Many conference presentations are included on the CD that was provided with your conference materials. Paper copies of the presentations are not available for the afternoon sessions.

FOOD AND BEVERAGE BREAKS

Conference Continental Breakfasts are served in the Osceola Ballroom Foyer from 7:00 a.m. – 8:00 a.m., Monday through Thursday. Beverage breaks are served in various conference locations. Afternoon snacks are available in Exhibit Hall F and in the TechWave Movie Lounge Monday through Wednesday from 2:30 p.m. – 4:00 p.m.

Lunch Schedule:

Monday

12:30 p.m. - 1:30 p.m.
Osceola Ballroom

Tuesday

12:30 p.m. - 1:30 p.m.
Exhibit Hall F

Wednesday PowerLunch

12:30 p.m. - 1:30 p.m.
Osceola Ballroom

Thursday Boxed Lunch

12:00 p.m. - 1:30 p.m.
Osceola Ballroom Foyer

SIGHTSEEING AND ATTRACTION TICKETS

For information on things to do and see while you're in the Orlando area, and to purchase discounted tickets for area theme parks, please stop by the Premier Convention Services Ticket Desk, located in the Sybase TechWave 2004 Registration & Information Center in the Convention Center Lobby. An exclusive offer from Premier Convention Services entitles Sybase TechWave 2004 attendees and their guests to purchase discounted multiple-day passes for most of the theme parks and entertainment options in and around Orlando and Lake Buena Vista. These discounts are not available to the general public. Free transportation is available from the Gaylord Palms™ Resort & Convention Center to all Walt Disney World® Resort Theme Parks.

Premier Convention Services Ticket Desk Hours:

Saturday, August 14

4:00 p.m. - 7:00 p.m.

Sunday, August 15

10:00 a.m. - 5:00 p.m.

Monday, August 16 – Thursday, August 19

7:00 a.m. - 12:00 p.m.

CHILD CARE SERVICES

The Kid's Station by La Petite Academy at the Gaylord Palms™ Resort is offering child care services at a special \$8.00/hour rate per child for Sybase TechWave 2004 attendees. Bring your family to the conference knowing that your child will be entertained and cared for safely. Details and registration forms are available on site.

SUGGESTED DRESS

Casual business attire is suggested for all conference sessions and events (i.e., suits/ties not required). Daytime weather typically is hot and humid. Evenings are cooler. All inside venues are climate controlled. The conference hotel and the Convention Center are located under one roof.

BADGES

Attendees and participants are required to wear conference badges at all times during all conference functions. Badges are not transferable. Badges are distributed on site during conference registration.

PARKING

Parking is available at the Gaylord Palms™ Resort & Convention Center. Rates are \$14.00 per day for valet parking and \$7.00 for self-parking.

GENERAL INFORMATION

SHIPPING

On-site shipping services are available to all Sybase TechWave 2004 attendees. The 11th Hour Business Center is located in the Convention Center Entrance and is open daily from 7:00 a.m. – 8:00 p.m. Arrangements can be made to ship anywhere in the United States, Canada, and internationally via Federal Express, UPS, and regular USPS mail. Attendees are responsible for all shipping charges.

LOST AND FOUND

A “lost and found” box is located at the Sybase TechWave 2004 Registration & Information Center in the Convention Center Lobby. Please stop by if you have lost—or found—an item!

MEDICAL EMERGENCIES

Access to a medical professional can be obtained through the Gaylord Palms™ Resort & Convention Center. If you need medical assistance, please notify a representative at the Sybase TechWave 2004 Registration & Information Center located in the Convention Center Lobby, or contact any hotel or Convention Center personnel.

SPECIAL REQUIREMENTS

Please stop by the main Sybase TechWave 2004 Registration & Information Center located in the Convention Center Lobby if you have any questions or special needs (physical challenges, special dietary requirements, etc.) to address once on site.

SMOKING

Smoking is not permitted during conference sessions, meals, or functions. The TechWave Movie Lounge area has an outside smoking section available. The Lounge is located in the Convention Center near Exhibit Hall F.

SECURITY

For your safety and security, only properly registered guests are admitted to Sybase TechWave 2004 events. Conference badges must be worn and be visible during all conference activities. Badges are non-transferable, and a payment of the full conference fee is required for the replacement of a lost badge. Any unattended parcels are subject to immediate confiscation.

QUESTIONS

All conference-related questions can be addressed at the main Sybase TechWave 2004 Registration & Information Center located in the Convention Center Lobby.

HOTEL INFORMATION

Gaylord Palms™ Resort & Convention Center is the official hotel for Sybase TechWave 2004 attendee accommodations.

Gaylord Palms™ Resort & Convention Center
6000 West Osceola Parkway
Kissimmee, Florida 34746
Tel: (407) 586-0000
Fax: (407) 586-1999

INTERNATIONAL SYBASE USER GROUP INFORMATION

INTERNATIONAL SYBASE USER GROUP

The International Sybase User Group (ISUG) is the user group for Sybase products, serving thousands of users in more than 40 countries around the world since 1988. ISUG's mission is to serve the Sybase user community by acting as an information channel, an advocate for user issues, and as a force that influences the direction of all Sybase products. Our members' interests cover all aspects of system development and operation, from system analysis and design to maintenance, warehousing, and the Web. One of ISUG's most popular benefits is our quarterly publication, the *ISUG Technical Journal*, which contains technical articles written by Sybase engineers and experienced users. It also reports on ISUG and local user group activities. At this year's Sybase TechWave, all paid attendees receive a free ISUG membership. Be sure to stop by the ISUG registration area or the ISUG booth in the Exhibit Hall to activate your membership. Please visit our Web site at www.isug.com for more information and a list of benefits.

ISUG ENHANCEMENT PROCESS

Perhaps ISUG's most valuable role is to facilitate and ensure the exchange of information between Sybase and its customers. To that end, ISUG provides a Sybase-endorsed enhancements process as a way for customers to influence the direction of Sybase products. Read about this unique opportunity at www.isug.com/cgi-bin/ISUG2/submit_enhancement.

ASK THE EXPERTS ENHANCEMENT SESSIONS

The Ask the Experts Enhancement Sessions are featured once again at this year's Sybase TechWave conference. Each session is hosted by a panel of Sybase product engineers. Join us on Thursday, August 19 from 8:00 a.m. – 9:30 a.m. in the Convention Center Ballroom Level for a lively discussion before heading off to your last class. Details about each session are available at www.sybase.com/techwave2004 and in the conference newsletter, or inquire at the ISUG booth in the Exhibit Hall.



ISUG INNOVATION AND ACHIEVEMENT AWARD

ISUG wanted a way to recognize those who, through the creation and innovation of software products and utilities, through services and support, or through open sharing of Sybase technology help the Sybase user community. ISUG created the Innovation and Achievement Award in 1996 to recognize outstanding contributions to the Sybase community. The award is given out annually at the Sybase TechWave conference.

ISUG MEMBER MEETING

ISUG holds an annual member meeting at the Sybase TechWave conference. This allows members to meet their board of directors, learn more about membership benefits, and meet other members. Attend the meeting and find out more about your user group.

KEYNOTE SERIES

Sybase TechWave keynotes deliver important information concerning corporate direction and Sybase's vision for the industry and technology. This is your chance to take that first step into the next 20 years. The keynote series is designed with your technical needs and interests in mind. Top Sybase executives, partners, and technical evangelists come together to deliver the inside information on company, product, and industry direction. Join us in the Osceola Ballroom on Monday, Tuesday, and Wednesday mornings and see why you can depend on Sybase to help you deliver reliable, high-performance solutions to your organization.

MONDAY, AUGUST 16

8:00 a.m. – 9:30 a.m.

Opening Keynote: Innovation Enables the Unwired Enterprise

In this truly visionary keynote Sybase Chairman, CEO, and President John Chen joins in discussion with John Davies, Vice President, Sales and Marketing Group and Director, Solutions Market Development Group for Intel. Learn how Sybase and its partners play key roles in the information technology revolution by applying their combined knowledge to enable Unwired Enterprise computing. See firsthand how together we are making relevant and actionable information available in real time—anytime, anywhere.

TUESDAY, AUGUST 17

8:00 a.m. – 9:30 a.m.

Data Management for the Unwired Enterprise

As a DBA, you're challenged to find the best solutions to complex problems. This technical keynote outlines some of the key features from the Sybase data management family of products that have been chosen to assist you in your daily practice. A series of discrete demonstrations highlight key strengths and technology innovations. The ultimate aim of this session is to equip you to better utilize your skill set to achieve greater impact within your organization. The session concludes with a data management roadmap and vision outlook. This session includes multiple data management product demonstrations including Adaptive Server® Enterprise, Sybase IQ, PowerDesigner®, and Replication Server®.

WEDNESDAY, AUGUST 18

8:00 a.m. – 9:30 a.m.

PowerBuilder—Past, Present, and Future

Sybase PowerBuilder developers are eager to learn new techniques and fulfill their appetites for acquiring the inside track on what's achievable using the latest development products from Sybase. In this interactive keynote, discrete demonstrations highlight new PowerBuilder features and new products that allow application developers to gain greater productivity and ultimately greater success in their work environments. Discussion covers mobile development, Web development, and .NET deployment. Demonstrations include features of our latest PowerBuilder 10.0, management of client/server in an increasingly complex enterprise, and our vision and roadmap for the future of development tools at Sybase.

Visit the Internet kiosks or www.sybase.com/techwave2004 for a full list of keynote speakers and their biographies.

MORNING SESSIONS AT A GLANCE

| Code | Session Title | Room* |
|---|---|---------------|
| TWO-DAY SESSIONS (MON/TUES OR WED/THURS) | | |
| AM10 | Moving to PowerBuilder 10.0 | Sun A |
| AM13 | Enterprise Application Server—Building Web Applications with Java (J2EE) | Naples 3 |
| AM14 | Mastering Transact-SQL®—Advanced Tips and Techniques | Sun C |
| AM15 | Powering Up with Adaptive Server Enterprise | Sun B |
| AM16 | Troubleshooting Adaptive Server Data Structures | Osceola 1 |
| AM17 | Advanced Administration and Troubleshooting for Adaptive Server Enterprise | Osceola A |
| TWO-DAY SESSIONS (MON/TUES ONLY) | | |
| AM11 | Fast Track to Java XML | Sarasota 2 |
| AM20 | Data Modeling with PowerDesigner 10.0 | Sun 1/2 |
| AM22 | Mastering Enterprise DataWindows—Advanced Techniques in Data-Driven Development | Sun D |
| AM23 | Adaptive Server Anywhere Fundamentals 9.0 | Osceola 3 |
| AM24 | Building UltraLite™ Applications for Handheld Devices | Osceola 4 |
| AM25 | Building Mobile Web Applications with M-Business Anywhere | Osceola 5 |
| AM26 | Implementation Workshop for e-Biz Impact™ 5.x—Building Optimal Solutions | Osceola 6 |
| TWO-DAY SESSIONS (WED/THURS ONLY) | | |
| AM12 | Accelerating Enterprise Web Application Development | Osceola B |
| AM30 | Powering Up with Replication Server | Osceola 2 |
| AM31 | Object-Oriented Modeling with PowerDesigner | Osceola 3 |
| AM32 | Enterprise Application Server—Delivering Web Services | Sun 1/2 |
| AM33 | Enterprise Application Server Administration | Osceola 4 |
| AM34 | Adaptive Server Anywhere Internals—Performance and Tuning | Sun D |
| AM35 | Synchronizing Data Using MobiLink | Osceola 5 |
| AM36 | Implementation Workshop for e-Biz Impact 5.x—AIM Design and Development | Osceola 6 |
| FOUR-DAY SESSIONS (MON -THURS) | | |
| AM40 | Fast Track to PowerBuilder 10.0 | Tampa |
| AM41 | Fast Track to Java | Miami 1 |
| AM42 | Fast Track to Adaptive Server Enterprise | Naples 1/2 |
| AM43 | Adaptive Server Enterprise—System and Database Administration | Miami 2/3 |
| AM44 | Performance and Tuning—Configuring Adaptive Server Enterprise | Sanibel |
| AM45 | Advanced Replication Server Administration—Internals and Tuning | Tallahassee 1 |
| AM46 | Performance and Tuning—Adaptive Server Enterprise Query Optimizer | Tallahassee 2 |
| AM47 | Administering Sybase IQ for the Data Warehouse | Tallahassee 3 |
| AM49 | PowerBuilder Masters Boot Camp | Sun 3/4 |
| AM50 | XML Boot Camp | Sarasota 3 |
| AM51 | Adaptive Server Enterprise Internals | Sun 5/6 |
| AM52 | Fast Track to Sybase Enterprise Portal | Daytona |

* All rooms are located in the Gaylord Palms™ Convention Center.

Note: Morning sessions are adapted from Sybase Education courses and are formatted specifically for Sybase TechWave 2004 delivery. Each accelerated course is presented in lecture-only format. Full course books and lab materials are provided when available for the session(s) you attend. Watch for special offerings that will help you continue your education in Sybase technology.

MORNING SESSION DESCRIPTIONS

More than thirty morning sessions are planned for Sybase TechWave 2004. Morning sessions are adapted from Sybase Education courses and are formatted specifically for Sybase 2004 delivery. Trained Sybase Education professionals and engineers present each accelerated course in lecture format. Full course books and lab materials are provided when available for the session(s) you attend. Sybase Education has an extensive list of courses as well as topic-specific and product-specific curriculums. If you would like to continue your education beyond Sybase TechWave 2004, our Sybase instructors can assist you in determining subsequent training that is appropriate for your individual needs.

TWO-DAY SESSIONS (MON/TUES OR WED/THURS)

AM10 Moving to PowerBuilder 10.0

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: PowerBuilder, Other: Java, XML
Time: Mon/Tues or Wed/Thurs
Duration: 2 Mornings
Room: Sun A

PowerBuilder 10.0 technology can be used to develop browser-based, thin-client applications utilizing the latest technologies such as XML, object-oriented modeling, Visual Studio.Net integration, JSP, and Web services development. This course is aimed at experienced PowerBuilder developers who want to utilize and understand the new features added to PowerBuilder 10.0 for Windows application, component, and Web-based development.

Instructors: David Gates, Senior Instructor, Sybase, Inc.; Yakov Werde, Principal Instructor, Sybase, Inc.

AM13 Enterprise Application Server—Building Web Applications with Java (J2EE)

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: Enterprise Application Server (EAServer)
Time: Mon/Tues or Wed/Thurs
Duration: 2 Mornings
Room: Naples 3

This course shows you how to develop powerful enterprise Web applications quickly and easily using Sybase and J2EE technology. Learn to create J2EE Application Programming Interfaces (API) such as Java Server Pages (JSP), Servlets, Enterprise JavaBeans (EJB), and many others; generate dynamic Web content by deploying these applications to EAServer; and gain an understanding of the Model View Controller (MVC) pattern and the best practices in developing applications using Sun Microsystems' J2EE Blueprints.

Instructor: Steve Katz, Senior Software Developer, HSBC

AM14 Mastering Transact-SQL—Advanced Tips and Techniques

Skill Level: Intermediate
Audience: Database Administrator (DBA)
Product Focus: Adaptive Server Enterprise (ASE)
Time: Mon/Tues or Wed/Thurs
Duration: 2 Mornings
Room: Sun C

This course presents an array of valuable tips, techniques, and advanced topics used to implement cleaner and more efficient code. Emphasis is on good coding practices, report formatting, advanced functions, applied case logic, bcp (bulkcopy), and proper Stored Procedure development as well as generalized methods for solving specific information management problems.

Instructors: Cristy Alcorn, Senior Instructor, Sybase, Inc.; Jay Cramblet, Principal Instructor, Sybase, Inc.

AM15 Powering Up with Adaptive Server Enterprise

Skill Level: Intermediate
Audience: Database Administrator (DBA), System Analyst
Product Focus: Adaptive Server Enterprise (ASE)
Time: Mon/Tues or Wed/Thurs
Duration: 2 Mornings
Room: Sun B

This course familiarizes you with the new features of ASE 12.5.2. Learn the description, usage, new and modified commands, tuning considerations, troubleshooting tips, and upgrade issues of each new feature. Highlighted features include Integrated Internet Security and Directory Services, Java Stored Procedures and functions, Enterprise JavaBeans in ASE, extensible new limits in ASE, new Unichar16 datatypes, reconfiguring ASE dynamically, Fine Grain Access Control, and more.

Instructor: Mark Kusma, Principal Technical Support Engineer, Sybase, Inc.

AM16 Troubleshooting Adaptive Server Data Structures

Skill Level: Experienced
Audience: Database Administrator (DBA), System Administrator
Product Focus: Adaptive Server Enterprise (ASE)
Time: Mon/Tues or Wed/Thurs
Duration: 2 Mornings
Room: Osceola 1

To prevent potential problems from database corruption and to reduce time working with Sybase Technical Support, you need to know more about the data structures inside ASE. Originally created for Sybase Technical Support Engineers, this advanced Skill Mastery course gets you “under the hood” and exposes you to the deepest technical detail of ASE database software to give you an in-depth understanding about what happens inside ASE. Find out how to troubleshoot, recognize, locate, and resolve corruption problems to save time and data. Learn how to read and understand the contents of the transaction log and troubleshoot full logs. Comprehend the implications for performance, logging, and recovery. Highly technical database administrators emerge stronger in performance tuning as a result of the details

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offered in this course about the internal data structures and how they are allocated and de-allocated. We discuss possible database corruption, possible resolutions, and the trade-offs. Learn how to use Sybase utilities to troubleshoot the server.

Instructors: Jay Cramblet, Principal Instructor, Sybase, Inc.; Gary Tyrrell, Principal Instructor, Sybase, Inc.

AM17 Advanced Administration and Troubleshooting for Adaptive Server Enterprise

Skill Level: Experienced

Audience: Database Administrator (DBA), System Administrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Mon/Tues or Wed/Thurs

Duration: 2 Mornings

Room: Osceola A

This course offers an in-depth look at ASE, examines relevant internal data structures, and describes practical troubleshooting techniques. Learn to diagnose and prevent potentially disastrous situations; optimize your use of the features of ASE for normal administrative tasks; perform mission-critical administrative tasks efficiently; improve system performance for end users; and troubleshoot disaster scenarios for data recovery.

Instructors: Cristy Alcorn, Senior Instructor, Sybase, Inc.; Brad Elrod, Staff Technical Support Engineer, Sybase, Inc.; Dan Thrall, Principal Technical Support Engineer, Sybase, Inc.

TWO-DAY SESSIONS (MON/TUES ONLY)

AM11 Fast Track to Java XML

Skill Level: Intermediate

Audience: Applications Developer, IS/IT Management

Product Focus: Java, XML

Time: Mon/Tues ONLY

Duration: 2 Mornings

Room: Sarasota 2

This session focuses on fundamental to complex Java XML topics within the context of a J2EE on-line business-to-consumer/business-to-business use case scenario and prepares you for your own Java XML-based Web application development projects. We develop a real-world Java XML application and show you how to apply this new knowledge toward the development of your own portable data (XML) and portable code (Java) solutions. We detail the most current Java XML libraries and the XML 1.0 family specifications. Discussion covers how to write XML-aware Java applications that parse and manage XML documents using the Java API for XML Parsing (JAXP), the Simple API for XML (SAX), and the Document Object Model (DOM) interfaces. Once you are familiar with parsing and managing XML documents, you learn more advanced Java XML features in the use case scenario.

Instructor: Carson Hager, President, Cynergy Systems, Inc.

AM20 Data Modeling with PowerDesigner 10.0

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: PowerDesigner

Time: Mon/Tues ONLY

Duration: 2 Mornings

Room: Sun 1/2

Information systems that perform well are based on well-designed databases. In this course, learn how PowerDesigner can be used as a tool during the data analysis, data modeling, and database design processes. Examine the use of PowerDesigner to create a conceptual data model with entities, attributes, and relationships. Learn to target a DBMS, generate and enhance a physical data model, and then generate a database creation script for database tables, indexes, views, triggers, and Stored Procedures. Study the use of PowerDesigner's reverse engineering features to create physical, conceptual, and object-oriented models from an existing database. Discover how PowerDesigner supports iterative modeling by using compare and merge model features as well as synchronizing physical data models with corresponding databases and vice versa. The MetaWorks™ repository for storing and sharing enterprise models is presented.

Instructor: Mike Nicewarner, Data Analyst, John Deere Credit

AM22 Mastering Enterprise DataWindows—Advanced Techniques in Data-Driven Development

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: PowerBuilder

Time: Mon/Tues ONLY

Duration: 2 Mornings

Room: Sun D

Learn the essentials and more advanced features of the PowerBuilder DataWindow® 9.0 technology—the core of PowerBuilder—in this course. Explore the internals of the DataWindow and learn to program the DataWindow, applying complex scripting and property manipulation techniques that are used in real-world applications. Utilize the best-practices scripting model to develop DataWindows and data stores to generate XML documents, program data pipelines, and manipulate small to large databases. Learn to code Web-enabled DataWindows through Java Server Page (JSP) technology and how to deploy new data-driven applications to an application server such as Enterprise Application Server. Discussion highlights best practices and complex techniques that can be applied to data-driven applications.

Instructor: Pat Steinhardt, Senior Product Support Engineer, Sybase, Inc.

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AM23 Adaptive Server Anywhere Fundamentals 9.0

Skill Level: Novice
Audience: Applications Developer
Product Focus: Adaptive Server Anywhere (ASA)
Time: Mon/Tues ONLY
Duration: 2 Mornings
Room: Osceola 3

This course provides an overview of mobile and workgroup database functionality and administration. Learn how to develop and manage standalone and server databases; insert and retrieve data; meet enterprise standards for data availability, security, consistency, and integrity; and design databases, queries, and Stored Procedures for optimal performance. A new feature discussion includes automating the access of remote data using proxy tables, automating tasks with schedules and events, and using the debugger to prevent or solve problems.

Instructor: Gerald Gillespie, Technical Support Engineer, iAnywhere Solutions, a Sybase Company

AM24 Building UltraLite Applications for Handheld Devices

Skill Level: Novice
Audience: Applications Developer
Product Focus: Adaptive Server Anywhere (ASA)
Time: Mon/Tues ONLY
Duration: 2 Mornings
Room: Osceola 4

This course teaches you how to create, deploy, and synchronize a local database application for mobile and handheld devices. Learn to develop a mobile database from a small footprint database, code Embedded SQL (ESQL) to create, access, and manipulate the mobile or handheld database, and implement a distributed model for generating unique primary keys for an enterprise consolidated database. Gain an understanding of the SQL Preprocessor and the UltraLite Generator/Analyzer tools. Learn to write synchronization scripts that allow the synchronization of remote data with the enterprise consolidated database.

Instructors: Paul Fast, Software Engineer, iAnywhere Solutions, a Sybase Company; Alex Reif, Product Manager, iAnywhere Solutions, a Sybase Company

AM25 Building Mobile Web Applications with M-Business Anywhere

Skill Level: All Levels
Audience: Applications Developer
Product Focus: M-Business Anywhere
Time: Mon/Tues ONLY
Duration: 2 Mornings
Room: Osceola 5

M-Business Anywhere enables organizations to mobilize their Web-based enterprise applications to handheld devices. Providing employees in the field with mobile access to corporation information, whether it's simple intranet content

or full mobile sales force automation (SFA) functionality, is a major step for most IT shops. This session concentrates on the fundamentals of administering M-Business Anywhere and provides examples of how to install, configure, manage, and query this powerful tool. Key areas covered include M-Business Anywhere components/structure, user/channel creation and administration, application creation and deployment, and NT domain integration.

Instructor: Dan Comfort, Product Support Analyst, iAnywhere Solutions, a Sybase Company

AM26 Implementation Workshop for e-Biz Impact 5.x— Building Optimal Solutions

Skill Level: Experienced
Audience: Applications Developer
Product Focus: e-Biz Impact
Time: Mon/Tues ONLY
Duration: 2 Mornings
Room: Osceola 6

This session is presented in a workshop format, driven by examples and Q&A. Gain a deeper understanding of the fundamental principles of e-Biz Impact and optimal solution implementation through this discussion that emphasizes proper solution design, solution architecture, and cluster design.

Instructor: Paul Hermens, Staff Software Engineer— Development, Sybase, Inc.

TWO-DAY SESSIONS (WED/THURS ONLY)

AM12 Accelerating Enterprise Web Application Development

Skill Level: Experienced
Audience: Applications Developer
Product Focus: PowerBuilder
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Osceola B

This course shows you how to create enterprise-class, data-driven Web solutions using PowerBuilder's Web Target functionality. Learn to design and implement PowerBuilder applications using the Web DataWindow and scripting capabilities of Web Targets; implement, deploy, and troubleshoot applications and reuse PowerScript® code to power the Web; and leverage added Internet functionality by programming and customizing DataWindows.

Instructor: Jim O'Neil, Principal Technical Support Engineer, Sybase, Inc.

MORNING SESSION DESCRIPTIONS

AM30 Powering Up with Replication Server

Skill Level: Intermediate
Audience: Database Administrator (DBA), System Analyst
Product Focus: Replication Server
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Osceola 2

This course is designed for Replication Server administrators who are moving from a Replication Server 12.5 environment to Replication Server 12.6. Learn about the new features and/or enhancements in the latest release of Replication Server, including disaster recovery, internals, benchmarking, performance, tuning, embedded RSSD, MSA, SMP, Parallel DSI, and Replication Server Manager™. Get the latest information about setting up and managing complex environments where performance, disaster recovery, and high availability are the greatest priorities.

Instructor: Gary Tyrrell, Principal Instructor, Sybase, Inc.

AM31 Object-Oriented Modeling with PowerDesigner

Skill Level: Experienced
Audience: Applications Developer
Product Focus: PowerDesigner
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Osceola 3

This course teaches you how to use PowerDesigner to model object-oriented systems and interface these systems with a relational database. From existing specifications, we use PowerDesigner to create an object-oriented model using UML notation. Learn how to use the reverse engineering and code generating features of PowerDesigner to create various software objects, generate conceptual and physical data models, and share models.

Instructor: Don Clayton, President, Intertech Consulting, Inc.

AM32 Enterprise Application Server—Delivering Web Services

Skill Level: Experienced
Audience: Applications Developer, Enterprise Application Server (EAServer) Administrator
Product Focus: EAServer, Other: XML
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Sun 1/2

This session demonstrates how to create Web services using existing EJBs and other components. Learn how to develop robust, secure, and scalable Web services in order to integrate existing systems in a platform- and language-neutral way. Using EAServer's Web Services Toolkit, learn how to use WSDL to describe the service, publish service information to a UDDI registry site, and make your Web services available to others on the Internet via the SOAP message protocol (XML-based transport to access Web services). See how Sybase's own Web Services Toolkit accelerates the creation of SOAP, UDDI, XML, and WSDL to allow remote clients easy access to EAServer-hosted Web services.

Instructor: Carson Hager, President, Cynergy Systems, Inc.

AM33 Enterprise Application Server Administration

Skill Level: Experienced
Audience: Applications Developer, Enterprise Application Server (EAServer) Administrator
Product Focus: EAServer
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Osceola 4

This course shows you how to administer and secure both single and cluster EAServers. Examine the guidelines for implementing load balancing and support for automatic fail over in a clustered EAServer environment. Review how to monitor performance and administer sessions, threads, and connections.

Instructor: David Gates, Senior Instructor, Sybase, Inc.

AM34 Adaptive Server Anywhere Internals—Performance and Tuning

Skill Level: Experienced
Audience: Adaptive Server Anywhere (ASA) Applications Developer, Database Administrator (DBA)
Product Focus: ASA, SQL Anywhere® Studio
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Sun D

This session provides a technical overview of the data management and query processing internals of ASA, and concentrates on features and techniques that can affect application performance. Discussion topics include application design, database design, query optimization, and server configuration. Special emphasis is given to new performance-improving features in the ASA Banff release such as cost-based subquery de-correlation, and optimizing and processing SQL language constructs that are supported in Banff, including Recursive Union, Intersect and Except, Group By Rollup, and table functions. This is a Sybase TechWave-exclusive session designed and presented by iAnywhere Solutions engineers.

Instructor: Glenn Paulley, Senior Manager—Software Engineering, iAnywhere Solutions, a Sybase Company

AM35 Synchronizing Data Using MobiLink

Skill Level: All Levels
Audience: Adaptive Server Anywhere (ASA) Applications Developer, Database Administrator (DBA)
Product Focus: ASA, MobiLink, UltraLite components of SQL Anywhere Studio
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Osceola 5

MobiLink technology allows ASA remotes and UltraLite applications to synchronize data with Sybase ASA and Adaptive Server Enterprise, Microsoft SQL Server, Oracle, and IBM DB2. This course provides an overview of how this technology works, reviews basic and advanced techniques, and indicates when MobiLink technology is most suitable for applications.

Instructor: Reg Domaratzki, Software Engineer, iAnywhere Solutions, a Sybase Company

MORNING SESSION DESCRIPTIONS

AM36 Implementation Workshop for e-Biz Impact 5.x— AIM Design and Development

Skill Level: Experienced
Audience: Applications Developer
Product Focus: e-Biz Impact
Time: Wed/Thurs ONLY
Duration: 2 Mornings
Room: Osceola 6

This session is presented in a workshop format, driven by examples and Q&A. Database, queue, and socket AIMs are covered. Emphasis is placed on proper design and development.

Instructor: Paul Hermens, Staff Software Engineer—
Development, Sybase, Inc.

FOUR-DAY SESSIONS (MON -THURS)

AM40 Fast Track to PowerBuilder 10.0

Skill Level: Novice
Audience: Applications Developer
Product Focus: PowerBuilder
Time: Mon-Thurs
Duration: 4 Mornings
Room: Tampa

In this course, you learn the fundamentals of building and deploying powerful client/server applications using the latest technology provided in PowerBuilder 10.0. Gain exposure to the new Integrated Development Environment (IDE) and study the development methodology needed to model, build, debug, and deploy two-tier applications using object-oriented programming and application partitioning techniques.

Instructor: Jim O'Neil, Principal Technical Support Engineer,
Sybase, Inc.

AM41 Fast Track to Java

Skill Level: Novice
Audience: Applications Developer
Product Focus: Java
Time: Mon-Thurs
Duration: 4 Mornings
Room: Miami 1

Jump-start your mastery of the Java programming language on the latest Java 2 platform. This course shows you how to code real-world applications in a vendor-neutral environment focusing on the Java language and not on any particular development tool, and provides a comprehensive review for the industry-recognized Certified Programmer for the Java 2 platform examination.

Instructor: Marcelo Palermo, Product Support Engineer,
Sybase, Inc.

AM42 Fast Track to Adaptive Server Enterprise

Skill Level: Novice
Audience: Database Administrator (DBA)
Product Focus: Adaptive Server Enterprise (ASE)
Time: Mon-Thurs
Duration: 4 Mornings
Room: Naples 1/2

This course exposes you to the new features in ASE 12.5.2 and teaches you how to create database objects expertly using ANSI-standard SQL and Transact-SQL extensions. Study key features and functions of ASE including automatic recovery of transactions, writing Stored Procedures and triggers, and creating and using cursors.

Instructor: Kimberly Thoman, Senior Instructor, Sybase, Inc.

AM43 Adaptive Server Enterprise—System and Database Administration

Skill Level: Intermediate
Audience: Database Administrator (DBA), System Administrator
Product Focus: Adaptive Server Enterprise (ASE)
Time: Mon-Thurs
Duration: 4 Mornings
Room: Miami 2/3

This course identifies the major tasks of Sybase system and database administration. Emphasis is given to resource management (memory, disk, and CPU) with a goal of creating a reliable Adaptive Server environment. We examine fundamental monitoring and troubleshooting methods, backup and recovery strategies, and user access issues.

Instructor: Glen Hostetler, Instructor, Sybase, Inc.

AM44 Performance and Tuning—Configuring Adaptive Server Enterprise

Skill Level: Experienced
Audience: Database Administrator (DBA), System Administrator
Product Focus: Adaptive Server Enterprise (ASE)
Time: Mon-Thurs
Duration: 4 Mornings
Room: Sanibel

Learn to tune ASE for optimal performance and explore the architecture in-depth in this course. Topics include designing databases for performance, diagnosing and correcting performance problems, managing ASE system resources (CPUs, disks, I/O), optimizer statistics, SMP features, relevant data structures, benchmarking tuning methodology, and parallel processing. We describe the use of Sybase performance monitoring utilities (Sybase Central™, sp_sysmon, system Stored Procedures), major performance trade-offs, and provide information on choosing appropriate locking schemes.

Instructor: Brian LeFevre, Senior Instructor, Sybase, Inc.

MORNING SESSION DESCRIPTIONS

AM45 Advanced Replication Server Administration—Internals and Tuning

Skill Level: Experienced
Audience: Database Administrator (DBA), System Administrator
Product Focus: Adaptive Server Enterprise (ASE)
Time: Mon-Thurs
Duration: 4 Mornings
Room: Tallahassee 1

This course tackles subjects that all replication experts need to know. Learn to design, set up, and tune the Replication Server for the best possible performance using a combination of analysis, hardware, and system environment approaches and Replication Server internal configurations. This course examines in-depth all of the key points of data travel from the primary database through the Replication Server's internals and arrival at the replicate database—an essential background for proper analysis and tuning of a replication system. Tracking and analyzing the metrics of the replication system's performance are important to determining how performance can be improved through better replication system design and/or Replication Server tuning. Learn strategies to improve the delivery throughput into the replicate destinations including the use of parallel DSI threads; review real-world performance concerns that are encountered in today's production environments; and study advanced topics including internals, benchmarking, performance, and tuning.

Instructor: Gary Sturgeon, Principal Consultant, Sybase, Inc.

AM46 Performance and Tuning—Adaptive Server Enterprise Query Optimizer

Skill Level: Experienced
Audience: Database Administrator (DBA), Data Warehouse Designer/Architect, Replication Server Administrator
Product Focus: Adaptive Server Enterprise (ASE), Replication Server
Time: Mon-Thurs
Duration: 4 Mornings
Room: Tallahassee 2

Learn to tune queries and Stored Procedures for optimal performance using Adaptive Server Query Optimizer. This course teaches you techniques for writing high-performance queries that allow the optimizer to use the most efficient query plan, and shows you how to diagnose and correct performance problems with existing queries. Learn how to interpret optimizer statistics, use simulated statistics, and examine a benchmarking tuning methodology.

Instructor: Kevin Sherlock, Partner, Qwest Communication International

AM47 Administering Sybase IQ for the Data Warehouse

Skill Level: Experienced
Audience: Database Administrator (DBA)
Product Focus: Sybase IQ
Time: Mon-Thurs
Duration: 4 Mornings
Room: Tallahassee 3

Acquire a working knowledge of Sybase IQ. This course overviews the architecture, concepts, and terminology for setting up, loading, and maintaining a Sybase IQ database. Topics include multiplexing, monitoring, and troubleshooting methods as well as performance and tuning.

Instructor: Lou Stanton, Principal Systems Consultant, Sybase, Inc.

AM49 PowerBuilder Masters Boot Camp

Skill Level: Experienced
Audience: Applications Developer
Product Focus: PowerBuilder, Other: .NET, XML
Time: Mon-Thurs
Duration: 4 Mornings
Room: Sun 3/4

PowerBuilder 10.0 supports traditional client/server development, RAD Java Server Pages, data modeling integration, Web services, third-party application servers, .NET, XML, and more and delivers the heterogeneous development and deployment features that drive your technical and business requirements. This course shows you how to maximize your use of the many advanced features and controls in PowerBuilder to create more robust, high-performance, efficient, and effective applications. Explore in detail the purpose, mechanics, and internals of PowerBuilder's feature-rich controls, middle-tier component development model, transaction server integration, advanced usage of PowerDynamo™ and scripting, deployment of OLTP applications, and the management and debugging of client/server and Web components.

Instructor: Scot Davenport, Principal Instructor, Sybase, Inc.

MORNING SESSION DESCRIPTIONS

AM50 XML Boot Camp

Skill Level: Experienced

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: XML

Time: Mon-Thurs

Duration: 4 Mornings

Room: Sarasota 3

Learn why XML is the language of choice for electronic data interchange between applications and for building Internet sites that work simultaneously with classic Web browsers and Internet-enabled mobile phones. This course reviews the fundamentals of XML, including XSL, DTDs, and schemas and shows you how to use XML to build a variety of compelling Web applications.

Instructors: Jonathan Baker, Manager—ITSG Evangelism, Sybase, Inc.; Jeff Pryslak, Senior ITSG Evangelist, Sybase, Inc.

AM51 Adaptive Server Enterprise Internals

Skill Level: Experienced

Audience: Database Administrator (DBA), System Administrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Mon-Thurs

Duration: 4 Mornings

Room: Sun 5/6

The ASE engineering team, including architects and team leads, delivers this series of presentations. Sessions describe the internal workings of ASE with a focus on recently added features and how they contribute to the overall reliability, operational scalability, and enterprise-class performance that customers expect from ASE. Discussions concentrate on key modules of ASE including the ASE Internal/Scheduler; the business value of spinlock tuning; CIS-related topics; operational scalability; new features in ASE 12.5.2; highlights of 12.5.1 and 12.5.0.3; migration across platforms; and new XML functionality.

Instructor: ASE Development Engineering Team, Sybase, Inc.

AM52 Fast Track to Sybase Enterprise Portal

Skill Level: Novice

Audience: Applications Developer, Consultant, IS/IT Management, Systems Integrator

Product Focus: Sybase Enterprise Portal (EP) 6.0

Time: Mon-Thurs

Duration: 4 Mornings

Room: Daytona

This presentation introduces Sybase EP 6.0. Learn to design and build a Web portal application using the Portal Interface and Portal Studio. Study how to implement the search, security, globalization, and high availability services of Sybase EP within your portal application.

Instructor: Sam Lakkundi, Area Lead Architect, Sybase, Inc.

AFTERNOON SESSION TIMETABLE

| Code | Title of Presentation | Track | Duration | Location |
|-------------------------|---|---------------|----------|---------------|
| MONDAY 1:30 P.M. | | | | |
| ASE107 | How to Diagnose, Optimize, and Manage Database Performance with the Database Expert Option for Adaptive Server Enterprise | ASE | 90 Min. | Tampa |
| ASE110 | How a Large Financial Customer Used Dynamic Archiving to Decrease their Maintenance Window and Cost | ASE | 90 Min. | Sun 3/4 |
| ASE127 | What's New in Adaptive Server Enterprise 12.5.2 | ASE | 90 Min. | Sun D |
| ASE130 | Adaptive Server Enterprise Futures | ASE | 90 Min. | Sun C |
| ASE140 | Taming Data Explosion Using Sybase Dynamic Archive | ASE | 90 Min. | Osceola 5 |
| BID203 | Transitioning from Adaptive Server Enterprise to Sybase IQ for Decision Support | BI/Warehouse | 90 Min. | Sun 5/6 |
| BID206 | What's New in Sybase IQ 12.6 | BI/Warehouse | 90 Min. | Sun 1/2 |
| EAS301 | Enterprise Application Server 5.0 Web Services Using PowerBuilder NVO's, Java, and .NET Components | EAServer | 90 Min. | Osceola 3 |
| EAS307 | PowerBuilder 10.0 and Enterprise Application Server 5.0 Tips and Tricks | EAServer | 90 Min. | Osceola A |
| FIN957 | Building a Time Series Data Store for Portfolio and Risk Analytics in Capital Markets | Financial | 60 Min. | Sarasota 2 |
| HTH977 | Sybase Healthcare and Standards Direction | Healthcare | 60 Min. | Sarasota 1 |
| INT412 | Looking Forward with EDI Server 4.5 | Integration | 90 Min. | Tallahassee 3 |
| INT416 | Successful Mobilization of Enterprise Applications | Integration | 90 Min. | Osceola 4 |
| MES902 | Introduction to Mobile Application Development with iAnywhere | Mobile | 90 Min. | Naples 3 |
| MES906 | Introduction to Off-Line Mobile Web Development | Mobile | 90 Min. | Captiva 2 |
| PDR601 | Many-to-One—Moving a Data Architecture Group to Common Practices with PowerDesigner DataArchitect™ | PowerDesigner | 90 Min. | Tallahassee 2 |
| PDR605 | Data Modeling Tips, Tricks, and Customization | PowerDesigner | 90 Min. | Naples 1/2 |
| PDR607 | XML Modeling with PowerDesigner | PowerDesigner | 90 Min. | Miami 2/3 |
| PWB503 | Appeon for PowerBuilder Performance Tuning Techniques | PowerBuilder | 90 Min. | Osceola B |
| PWB506 | Secure Data Transmission with PowerBuilder | PowerBuilder | 60 Min. | Sun A |
| PWB510 | Moving a PowerBuilder Enterprise Banking Solution from Client/Server to the Web Using Appeon | PowerBuilder | 60 Min. | Osceola 1 |
| PWB512 | The XML Web DataWindow in PowerBuilder 10.0 | PowerBuilder | 90 Min. | Sun B |
| PWB522 | 4GL Web Java Server Pages, Web Application, J2EE Client, and Web Services Client Development Using PowerBuilder 9.0 | PowerBuilder | 90 Min. | Osceola 2 |
| PWB531 | Pocket PowerBuilder™ Introduction | PowerBuilder | 90 Min. | Miami 1 |
| REP704 | Replication Server Performance and Tuning | Replication | 90 Min. | Sanibel |
| REP708 | Getting a Better Return on Your Assets in a Disaster Recovery Environment Using New Sybase Mirror Activator | Replication | 90 Min. | Sarasota 3 |
| SEP803 | Rapidly Mobilize Your Existing Applications or Build New Ones without Programming | Sybase EP | 90 Min. | Daytona |
| SQL921 | SQL Anywhere Futures Discussion | SQL Anywhere | 90 Min. | Osceola 6 |
| MONDAY 2:45 P.M. | | | | |
| HTH978 | Sybase HIPAA Solutions and Industry Warehouse Studio™ for Healthcare Analytics | Healthcare | 60 Min. | Sarasota 1 |
| MONDAY 3:30 P.M. | | | | |
| ASE106 | Tuning Sybase Adaptive Server Enterprise for PeopleSoft Applications | ASE | 90 Min. | Sun 1/2 |
| ASE108 | Using Abstract Plans as an Adaptive Server Enterprise Migration and Upgrade Tool | ASE | 90 Min. | Sun C |
| ASE113 | How to Make Penguins Fly—Maximizing Adaptive Server Enterprise Performance on Linux | ASE | 90 Min. | Sun D |
| ASE132 | Smooth Sailing with Adaptive Server Enterprise 12.5—Hilton Hotel's Successful Upgrade | ASE | 90 Min. | Sun 3/4 |
| ASE134 | Worldwide Deployment of Applications Using the Unicode Features of Adaptive Server Enterprise | ASE | 90 Min. | Sanibel |
| BID204 | Implementation of a Data Warehouse for the Passenger Reservation System for the Indian Railway Using Sybase IQ | BI/Warehouse | 90 Min. | Sun 5/6 |
| BID205 | Reduced Risk+Reduced TCO+Reduced Time to Implementation= Business Intelligence Success | BI/Warehouse | 90 Min. | Sarasota 2 |

AFTERNOON SESSION TIMETABLE

| Code | Title of Presentation | Track | Duration | Location |
|--------|--|---------------|----------|---------------|
| BID207 | Sybase IQ Performance and Tuning | BI/Warehouse | 90 Min. | Osceola 5 |
| BID212 | Rapid Prototyping with Sybase IQ | BI/Warehouse | 60 Min. | Tallahassee 2 |
| EAS302 | ebXML Implementations Using Sybase | EAServer | 90 Min. | Osceola A |
| EAS309 | Enterprise Application Server 5.0 Performance Architecture | EAServer | 90 Min. | Sun A |
| INT405 | Leveraging Your Replication Server Investments—Business Process Integration in Action | Integration | 90 Min. | Sarasota 3 |
| INT407 | Service-Oriented Development with New Sybase Workspace | Integration | 90 Min. | Tampa |
| MES903 | Mobile Application Development Best Practices | Mobile | 90 Min. | Naples 3 |
| PDR608 | Best Practices for Integrated Modeling with PowerDesigner | PowerDesigner | 90 Min. | Naples 1/2 |
| PWB502 | Apeon for PowerBuilder Technical Overview | PowerBuilder | 90 Min. | Osceola 1 |
| PWB504 | How to Prepare for and Pass Your PowerBuilder Certification Exams | PowerBuilder | 90 Min. | Osceola 4 |
| PWB508 | DataWindow for .NET—Usage, Features, and Roadmap | PowerBuilder | 60 Min. | Sun B |
| PWB514 | Pocket PowerBuilder Advanced Topics | PowerBuilder | 90 Min. | Osceola 2 |
| PWB517 | PowerBuilder in the .NET World | PowerBuilder | 90 Min. | Osceola B |
| PWB521 | Building PowerBuilder Web Applications with Cynergy Enterprise Application Framework 4.0 | PowerBuilder | 90 Min. | Osceola 3 |
| PWB527 | Handheld Development—Synchronizing Data Using iAnywhere MobiLink | PowerBuilder | 60 Min. | Miami 2/3 |
| REP709 | Simplifying Replication—Adding Replicate Sites with Low Overhead | Replication | 90 Min. | Osceola 6 |
| SEP804 | Easily Create Your Own Dashboards to Monitor Multiple Databases without Programming | Sybase EP | 90 Min. | Miami 1 |
| SQL924 | Migrating Your SQL Remote™ Environment to MobiLink | SQL Anywhere | 90 Min. | Tallahassee 3 |
| SQL929 | SQL Anywhere Benchmarking | SQL Anywhere | 90 Min. | Captiva 2 |

MONDAY 4:00 P.M.

| | | | | |
|--------|---|-------------|---------|------------|
| HTH979 | Syndromic Surveillance | Healthcare | 60 Min. | Sarasota 1 |
| REP703 | Tuning Replication Server 12.5 for Ultra High Performance | Replication | 60 Min. | Daytona |

TUESDAY 1:30 P.M.

| | | | | |
|--------|---|--------------|---------|---------------|
| ASE101 | Building a Real-Time Database Performance Repository Using the Sybase MDA Tables | ASE | 60 Min. | Sun A |
| ASE104 | How Adaptive Server Enterprise Works—A Kernel Drill-Down Featuring SMP Support, Scheduling, and Task Management | ASE | 90 Min. | Tampa |
| ASE114 | Integrating Adaptive Server Enterprise and Web Services | ASE | 60 Min. | Sanibel |
| ASE117 | High Availability Techniques for Adaptive Server Enterprise | ASE | 90 Min. | Sun D |
| ASE118 | Real-World Performance and Tuning | ASE | 90 Min. | Sun C |
| ASE128 | Enhanced Operational Scalability and Reduced TCO by Use of Semantic Partitioning in Adaptive Server Enterprise | ASE | 90 Min. | Sun 1/2 |
| ASE129 | Enabling a Real-Time Enterprise Using Adaptive Server Enterprise Messaging | ASE | 60 Min. | Osceola 1 |
| BID201 | Sybase IQ Data Warehouse | BI/Warehouse | 60 Min. | Sun 5/6 |
| BID208 | Building 500-Terabyte Data Warehouses and Dynamic Archives | BI/Warehouse | 90 Min. | Tallahassee 1 |
| BID211 | Extending Your Sybase IQ Data Warehouse with Unstructured Data and Binary Large Objects | BI/Warehouse | 90 Min. | Sun 3/4 |
| EAS303 | Monitoring Enterprise Application Server—A Unique Way to Monitor and Tune the Whole Application | EAServer | 60 Min. | Osceola B |
| EAS306 | Automating the Build and Deployment Process of Enterprise Application Server Components from Source Control Using Ant | EAServer | 60 Min. | Osceola 3 |
| FIN952 | Turning Infrastructure into Solutions—Marrying Business and Technology | Financial | 60 Min. | Tallahassee 3 |
| GOV991 | Sybase and Computer Security | Government | 60 Min. | Sarasota 1 |
| HTH973 | Clinical Devices Integration and Sybase Kiosk | Healthcare | 90 Min. | Naples 1/2 |
| INT404 | Lessons Learned and Best Practices of a High-Load Integration Project with SAP | Integration | 60 Min. | Osceola 6 |
| INT408 | Migrating from TDM to e-Biz Impact | Integration | 60 Min. | Sarasota 2 |
| INT414 | Real-Time Business Process and Data Integration with Sybase Workspace | Integration | 60 Min. | Osceola 5 |
| INT415 | Sending E-Mail from within Adaptive Server Enterprise Stored Procedures | Integration | 60 Min. | Osceola 2 |
| MES908 | Mobile Messaging with SQL Anywhere | Mobile | 60 Min. | Captiva 2 |

AFTERNOON SESSION TIMETABLE

| Code | Title of Presentation | Track | Duration | Location |
|--------|---|---------------|----------|---------------|
| MES914 | Driving Mobile Application Usage with Natural Language Processing | Mobile | 60 Min. | Naples 3 |
| PDR602 | Programming PowerDesigner with Java | PowerDesigner | 60 Min. | Miami 2/3 |
| PWB505 | Using Microsoft MapPoint in PowerBuilder | PowerBuilder | 60 Min. | Osceola A |
| PWB515 | Application Design and User Interface Guidelines for PocketBuilder™ Applications | PowerBuilder | 90 Min. | Tallahassee 2 |
| PWB519 | Development of Web Services in PowerBuilder | PowerBuilder | 60 Min. | Sun B |
| PWB532 | New Ways to Develop Applications Rapidly Using Business Process Management and Workflow | PowerBuilder | 90 Min. | Miami 1 |
| SEP802 | Sybase Enterprise Portal Roadmap and Futures | Sybase EP | 60 Min. | Daytona |
| SEP806 | Advanced Mobile Application Building Techniques | Sybase EP | 90 Min. | Sarasota 3 |
| SQL925 | Web Services with SQL Anywhere | SQL Anywhere | 90 Min. | Osceola 4 |

TUESDAY 2:45 P.M.

| | | | | |
|--------|---|--------------|---------|------------|
| ASE102 | Generic Reporting Engine Based on Transact-SQL Stored Procedures | ASE | 60 Min. | Osceola 1 |
| ASE112 | Adaptive Server Enterprise Performance Tuning on Next-Generation Architecture | ASE | 60 Min. | Sun A |
| ASE136 | How to Build Highly Available Applications Using Sybase OpenSwitch | ASE | 60 Min. | Sanibel |
| ASE141 | Effective Database Migrations Using SmartDBA Recovery Management | ASE | 60 Min. | Daytona |
| BID202 | Sybase Business Intelligence Information Management Accelerates Putting Your Data to Work | BI/Warehouse | 60 Min. | Sun 5/6 |
| EAS304 | J2EE Entity Beans and CMP in Enterprise Application Server Using Adaptive Server Anywhere | EAServer | 60 Min. | Osceola 3 |
| HTH975 | Connecting Providers and Payers—Secure Exchange of Healthcare Data over the Internet | Healthcare | 60 Min. | Sarasota 1 |
| INT406 | Healthcare Integration | Integration | 60 Min. | Osceola 6 |
| INT414 | Real-Time Business Process and Data Integration with Sybase Workspace | Integration | 60 Min. | Osceola 5 |
| MES909 | Mobile Applications—Architecture, Design, and Implementation Considerations | Mobile | 60 Min. | Captiva 2 |
| PWB501 | HTMLBridge—Moving a Client/Server Application to the Web | PowerBuilder | 60 Min. | Sun B |
| PWB524 | Portal-Enabling Your PowerBuilder Web Application | PowerBuilder | 60 Min. | Osceola B |
| REP706 | Using Change Capture to Feed Real-Time Analytics | Replication | 60 Min. | Naples 3 |
| SQL923 | Backup and Recovery of SQL Anywhere—Tips and Techniques | SQL Anywhere | 60 Min. | Miami 2/3 |

TUESDAY 3:30 P.M.

| | | | | |
|--------|--|---------------|---------|---------------|
| ASE104 | How Adaptive Server Enterprise Works—A Kernel Drill-Down Featuring SMP Support, Scheduling, and Task Management | ASE | 90 Min. | Tampa |
| ASE111 | Recent Developments and Future Directions in Adaptive Server Enterprise System Management Tools and Features | ASE | 90 Min. | Sun C |
| ASE116 | Solving Your Data Growth and Access Problems Using Sybase Dynamic Archive | ASE | 90 Min. | Sun 1/2 |
| ASE138 | What's New in Adaptive Server Enterprise Connectivity—Open Client™, Open Server™, ESQL, jConnect™, ODBC, OLE DB, and ADO.NET | ASE | 90 Min. | Sun 3/4 |
| ASE142 | Sun's Solaris 10 Breakthrough Approach to the Data Center's Most Critical Needs | ASE | 90 Min. | Osceola 4 |
| BID214 | Maintaining 500-Terabyte Data Warehouses and Dynamic Archives | BI/Warehouse | 90 Min. | Tallahassee 1 |
| HTH971 | Proven Real-World Solutions for the Healthcare Vertical Mobile Market—A Technical Case Study | Healthcare | 90 Min. | Tallahassee 2 |
| PDR606 | Business Process Modeling with PowerDesigner | PowerDesigner | 90 Min. | Sun D |
| PWB520 | Customer Case Study—Migrating Complex PowerBuilder Applications to the Web with DataWindows and All | PowerBuilder | 60 Min. | Naples 1/2 |
| SEP805 | Rapidly Build Portlets, Composition Applications, and Dashboards without Programming | Sybase EP | 90 Min. | Sarasota 3 |
| SEP807 | Exploding Sybase Enterprise Portal Productivity with PowerBuilder—A Customer Experience | Sybase EP | 90 Min. | Miami 1 |
| SQL927 | Using SQL Anywhere Studio with .NET | SQL Anywhere | 90 Min. | Osceola 2 |

AFTERNOON SESSION TIMETABLE

| Code | Title of Presentation | Track | Duration | Location |
|----------------------------|--|---------------|----------|---------------|
| TUESDAY 4:00 P.M. | | | | |
| ASE101 | Building a Real-Time Database Performance Repository Using the Sybase MDA Tables | ASE | 60 Min. | Sun A |
| ASE115 | Customer Case Study—Sybase Auditing Solution for Ensuring Compliance | ASE | 60 Min. | Sanibel |
| ASE131 | Real-Time Services and Applicability in Enterprise Applications | ASE | 60 Min. | Sarasota 1 |
| BID209 | Business Intelligence Anywhere with Sybase IQ | BI/Warehouse | 60 Min. | Sun 5/6 |
| EAS303 | Monitoring Enterprise Application Server—A Unique Way to Monitor and Tune the Whole Application | EAServer | 60 Min. | Osceola B |
| EAS305 | Integrating Business Logic with Enterprise Application Server | EAServer | 60 Min. | Osceola 3 |
| EAS310 | Creating Business-to-Business XML Applications in Enterprise Application Server Using PowerBuilder and Java with PKI and Digital Signature Functionality | EAServer | 60 Min. | Sarasota 2 |
| INT409 | Looking Forward with e-Biz Impact 6.0 | Integration | 60 Min. | Tallahassee 3 |
| INT411 | zOS Integration | Integration | 60 Min. | Osceola 6 |
| MES911 | Top Considerations When Enabling Your Corporate E-Mail Wirelessly | Mobile | 60 Min. | Captiva 2 |
| PWB509 | Managing the Evolution of Your PowerBuilder Applications with Visual Expert | PowerBuilder | 60 Min. | Osceola 1 |
| PWB525 | Iterative Design and Coding Using PowerBuilder and PowerDesigner | PowerBuilder | 60 Min. | Miami 2/3 |
| PWB528 | XML DataWindow | PowerBuilder | 60 Min. | Sun B |
| PWB533 | PowerBuilder Application Forms Service-Oriented Architecture Foundation | PowerBuilder | 60 Min. | Osceola 5 |
| REP703 | Tuning Replication Server 12.5 for Ultra High Performance | Replication | 60 Min. | Daytona |
| REP705 | A Simple DR/High Availability Implementation for Replication Servers Based on NAS Filer | Replication | 60 Min. | Naples 3 |
| WEDNESDAY 1:30 P.M. | | | | |
| ASE103 | Adaptive Server Enterprise Migration to Linux | ASE | 90 Min. | Sun 1/2 |
| ASE105 | The MDA Tables—Finding Out What Goes on Inside Adaptive Server Enterprise | ASE | 90 Min. | Sun A |
| ASE114 | Integrating Adaptive Server Enterprise and Web Services | ASE | 60 Min. | Sanibel |
| ASE123 | Implementing Single Sign-On and Access Control with Adaptive Server Enterprise | ASE | 90 Min. | Sun C |
| ASE124 | Enterprise Information Integration—Technology for Accessing Information on Demand and Decreasing Application Development Cost | ASE | 60 Min. | Sun 3/4 |
| ASE127 | What's New in Adaptive Server Enterprise 12.5.2 | ASE | 90 Min. | Sun D |
| ASE139 | Integrating Data Across the Enterprise with Adaptive Server Enterprise—CIS | ASE | 90 Min. | Osceola 6 |
| BID207 | Sybase IQ Performance and Tuning | BI/Warehouse | 90 Min. | Osceola 5 |
| BID209 | Business Intelligence Anywhere with Sybase IQ | BI/Warehouse | 60 Min. | Sun 5/6 |
| EAS304 | J2EE Entity Beans and CMP in Enterprise Application Server Using Adaptive Server Anywhere | EAServer | 60 Min. | Osceola 3 |
| EAS307 | PowerBuilder 10.0 and Enterprise Application Server 5.0 Tips and Tricks | EAServer | 90 Min. | Osceola A |
| GOV993 | How Sybase Helps the Hong Kong Government Fight SARS with eSARS | Government | 90 Min. | Sarasota 1 |
| INT403 | How to Implement an Enterprise Application Integration Architecture with Sybase Technologies | Integration | 90 Min. | Tallahassee 1 |
| INT417 | Orchestrating Web Services for Rapid Development | Integration | 90 Min. | Osceola 4 |
| MES905 | Building Mobile Web Applications with SQL Anywhere | Mobile | 90 Min. | Naples 3 |
| MES912 | Taming the RFID Network—Overview of the XcelleNet™ RFID Solution | Mobile | 90 Min. | Sarasota 3 |
| PDR603 | Real Enterprise Modeling—Converting to PowerDesigner from ERwin | PowerDesigner | 90 Min. | Tallahassee 3 |
| PDR604 | Extending and Customizing PowerDesigner | PowerDesigner | 90 Min. | Captiva 2 |
| PWB502 | Appeon for PowerBuilder Technical Overview | PowerBuilder | 90 Min. | Osceola 1 |
| PWB508 | DataWindow for .NET—Usage, Features, and Roadmap | PowerBuilder | 60 Min. | Sun B |
| PWB511 | Creating Section 508-Compliant Applications with PowerBuilder | PowerBuilder | 60 Min. | Sarasota 2 |
| PWB516 | Using Source Control Effectively in PowerBuilder | PowerBuilder | 90 Min. | Osceola B |
| PWB526 | Building Handheld Applications Using Pocket PowerBuilder | PowerBuilder | 90 Min. | Tampa |
| PWB530 | If You Build It—An Exploration of Sybase Developer Network's CodeXchange | PowerBuilder | 60 Min. | Tallahassee 2 |
| REP701 | Connecting the Enterprise—Heterogeneous Replication for Various Database Sources | Replication | 90 Min. | Naples 1/2 |
| REP707 | Replication Server Product Futures | Replication | 60 Min. | Daytona |

AFTERNOON SESSION TIMETABLE

| Code | Title of Presentation | Track | Duration | Location |
|----------------------------|--|---------------|----------|---------------|
| SEP808 | Advanced Portlet Building Techniques | Sybase EP | 90 Min. | Miami 1 |
| SQL922 | Adaptive Server Anywhere—Performance Analysis from Beginning to End | SQL Anywhere | 90 Min. | Miami 2/3 |
| SQL927 | Using SQL Anywhere Studio with .NET | SQL Anywhere | 90 Min. | Osceola 2 |
| WEDNESDAY 2:45 P.M. | | | | |
| ASE135 | Query Processing for Mixed Workload Environments Using Adaptive Server Enterprise (Galaxy Release) | ASE | 60 Min. | Sanibel |
| HTH974 | What's Next after HIPAA Transactions—Neighborhood Health Plan Success Story | Healthcare | 60 Min. | Sarasota 1 |
| WEDNESDAY 3:30 P.M. | | | | |
| ASE105 | The MDA Tables—Finding Out What Goes on Inside Adaptive Server Enterprise | ASE | 90 Min. | Sun A |
| ASE121 | Adaptive Server Enterprise Shared Disk Cluster—A Technical Overview | ASE | 90 Min. | Sun 3/4 |
| ASE122 | Customer Case Study—Integrating Adaptive Server Enterprise with IT Authentication Infrastructure | ASE | 90 Min. | Osceola 2 |
| ASE126 | New XML Functionality in Adaptive Server Enterprise 12.5.2—A Tutorial | ASE | 90 Min. | Osceola 1 |
| ASE133 | Monitoring the Complex Enterprise | ASE | 60 Min. | Osceola A |
| BID210 | Using Sybase IQ as a Report Server for Oracle | BI/Warehouse | 90 Min. | Tallahassee 1 |
| BID213 | Customer Case Study—Allianz Australia Accelerates Business Intelligence | BI/Warehouse | 60 Min. | Tallahassee 2 |
| EAS301 | Enterprise Application Server 5.0 Web Services Using PowerBuilder NVO's, Java, and .NET Components | EAServer | 90 Min. | Osceola 3 |
| FIN953 | Using Non-Intrusive Monitoring for Automated Database Access, Auditing, and Compliance | Financial | 90 Min. | Sarasota 2 |
| INT402 | Sybase Unwired Products for Mobile Transaction Management | Integration | 60 Min. | Osceola 6 |
| INT413 | EnterpriseConnect™ Data Access 12.6 Optimization | Integration | 60 Min. | Osceola 5 |
| MES910 | Case Study—Best Practices for Deploying Handheld Solutions to the Sales Force | Mobile | 90 Min. | Sarasota 3 |
| MES913 | Managing and Securing Frontline Devices—An XcelleNet Overview | Mobile | 90 Min. | Naples 3 |
| PDR607 | XML Modeling with PowerDesigner | PowerDesigner | 90 Min. | Miami 2/3 |
| PWB512 | The XML Web DataWindow in PowerBuilder 10.0 | PowerBuilder | 90 Min. | Sun B |
| PWB513 | Building Database and Synchronization Applications with Pocket PowerBuilder | PowerBuilder | 90 Min. | Sun C |
| PWB517 | PowerBuilder in the .NET World | PowerBuilder | 90 Min. | Osceola B |
| PWB518 | Build International Applications with PowerBuilder 10.0 | PowerBuilder | 60 Min. | Tampa |
| PWB523 | Extending PowerBuilder Applications to the Web without Programming | PowerBuilder | 90 Min. | Naples 1/2 |
| SEP804 | Easily Create Your Own Dashboards to Monitor Multiple Databases without Programming | Sybase EP | 90 Min. | Miami 1 |
| SQL926 | Using SQL Anywhere on UNIX Platforms | SQL Anywhere | 90 Min. | Sun 1/2 |
| SQL928 | Building Handheld Database Applications Using UltraLite | SQL Anywhere | 90 Min. | Captiva 2 |
| WEDNESDAY 4:00 P.M. | | | | |
| ASE137 | Adaptive Server Enterprise Integration with SAP Business One | ASE | 60 Min. | Sanibel |
| GOV992 | Meeting Department of Defense and Intelligence Information Movement Requirements with Sybase | Government | 60 Min. | Sarasota 1 |
| INT410 | e-Biz Impact 4.1 to 5.x Migration Plan and Implementation for a Top 20 Integrated Health System | Integration | 60 Min. | Osceola 4 |
| MES901 | Java-Based Unwired Architectures for Extending Enterprise Applications to Mobile Devices | Mobile | 60 Min. | Tallahassee 3 |
| REP707 | Replication Server Product Futures | Replication | 60 Min. | Daytona |

AFTERNOON SESSION TECHNICAL TRACKS

Imagine a world where data and information flow freely and you can access it immediately and turn it into economic benefit from wherever you are—whether you are sitting at your desk, working on the production floor, or out in the field. This is the Unwired Enterprise and Sybase can help you get there today. This year, Sybase Celebrates 20 Years of Innovation in the information technology industry. Sybase TechWave 2004 presents a comprehensive program that covers everything from our groundbreaking beginnings through the advances of today. These highly technical classes provide an added opportunity for you to explore Sybase technology and expand your knowledge and skills. The following descriptions of the afternoon tracks give you a glimpse of the breadth of information available:

ADAPTIVE SERVER ENTERPRISE (ASE)

ASE is a powerful data management platform designed for transaction-intensive enterprise applications. Its advanced capabilities maximize the reliability, number of users, and speed of responses to meet the evolving requirements to turn data into an economic value for your corporation. Sessions in this category provide you with the details of working with this data management platform and showcase its new features.

BUSINESS INTELLIGENCE AND DATA WAREHOUSING

Accelerate your results with less investment. Your data volume is growing, yet resources to store, manage, and analyze terabytes of data are limited. Sybase's specialized business intelligence (BI) infrastructure products and services accelerate query results and save on resource costs—one million dollars for every terabyte of input data. These sessions present best practices and customer experiences that help you build scalable, cost-effective warehouses and business intelligence solutions—all based on open standards that protect your current infrastructure investments.

ENTERPRISE APPLICATION SERVER (EASERVER)

Sybase EAServer powers Java and PowerBuilder applications including self-service, electronic commerce, mobile, and enterprise portals. EAServer sessions cover Sybase's most strategic technology for today's Internet-based business—a technology that enables you to integrate and deliver just about any type of component.

INTEGRATION

Sybase integration solutions are what you need for today's critical business requirements. Today, more than ever, you are being asked to deliver more solutions with fewer people and less money. Information Liquidity and the Unwired Enterprise deliver on the biggest challenge facing the new enterprise—the ability to transform data into economic value. Sessions cover data, application, vertical process, and mobile integration—all within a business process integration framework.

POWERBUILDER

Sessions in this category cover the latest features and functionality of PowerBuilder and Pocket PowerBuilder. PowerBuilder is the industry-favorite 4GL development tool for smart clients and Web-based applications. Pocket PowerBuilder is the new rapid application development tool that speeds the creation of mobile and wireless enterprise Pocket PC applications.

POWERDESIGNER

These sessions are designed to help you build or re-engineer business applications quickly, cost-effectively, and consistently using PowerDesigner. PowerDesigner is everything you need to model and design solutions for your enterprise, and removes the obstacles that stand in the way of effective development projects: different skill sets, multiple platforms, and the abundance of development languages that exist in most enterprises.

REPLICATION

Organizations are facing new challenges in ensuring that their data is available when, where, and how it is needed. These sessions present Replication Server features and illustrate how customers have used these features to deliver on new requirements for data availability, data distribution, the Unwired Enterprise, planned and unplanned downtime, and critical reporting needs.

SYBASE ENTERPRISE PORTAL (SYBASE EP)

Your challenge is to take all of your enterprise applications, make them accessible to your customers, employees, and business partners as needed anytime, anywhere, and provide secure, Web-based personalized access to the information and processes people need to do their jobs. The best tool for that challenge is Sybase EP. Sessions show you how to build successful solutions fast with Sybase EP and the new Portal Studio.

MOBILE ENTERPRISE SOLUTIONS

iAnywhere Solutions is recognized as the world's number one mobile middleware provider. Sessions in this track introduce you to our leading technologies that extend your enterprise data, applications, Web content, and e-mail to mobile and wireless environments. We show you how to navigate the mobile and wireless technology world successfully and highlight best practices learned from hundreds of mobile enterprise customer deployments worldwide. Topics include developing "always available" applications, M-Business Anywhere technologies, mobile and wireless messaging services, device and application management, Pylon™ mobile e-mail calendar and PIM solutions, Web synchronization, and more.

AFTERNOON SESSION TECHNICAL TRACKS

SQL ANYWHERE STUDIO

SQL Anywhere Studio is the industry-leading data management and enterprise synchronization solution for the rapid development and deployment of mobile, remote, embedded, and small- to medium-sized business (SMB) database solutions. Sessions in this track introduce you to the latest version of SQL Anywhere Studio and show you how to extend the reach of your e-Business information to anywhere business transactions occur. Topics are delivered by SQL Anywhere developers and product experts and include database internals, design best practices, performance analysis and tuning, synchronization, security, XML, .NET, Web services, Java technologies, and other tips and techniques.

INDUSTRY-SPECIFIC SESSIONS

FINANCIAL

Sybase solutions are found in 90% of the world's securities firms and in 60% of its banks. These sessions show you how the world's leading financial institutions are using Sybase to manage data, achieve business continuity, high availability, and to connect disparate systems for seamless operations. Technologies include complete financial applications for banking, STP solutions for capital markets, and compliance with industry and government regulations. This includes the Sybase PATRIOTcompliance Solution that provides financial services firms with an affordable and incremental way to reach USA PATRIOT Act and Office of Foreign Assets Control (OFAC) compliance by identifying suspect activity from all customer interactions across the enterprise.

HEALTHCARE

Sybase healthcare solutions are installed in the top six US managed-care organizations, and in 29 of the 47 BlueCross BlueShield plans. Sybase technology is used by more than 1,250 payer and provider organizations worldwide. These sessions show you how healthcare organizations are using Sybase technology with success for portals, HIPAA compliance and EDI, application integration, enterprise-wide data warehousing, and mobile databases.

GOVERNMENT

Sybase provides open, end-to-end distributed computing solutions for all levels of government. These sessions demonstrate how—with technologies including distributed databases, Enterprise Application Server, Adaptive Server Anywhere, and portals—Sybase is a leader in providing e-business solutions to the government marketplace.

AFTERNOON SESSION DESCRIPTIONS

TRACK: ADAPTIVE SERVER ENTERPRISE (ASE)

ASE101 Building a Real-Time Database Performance Repository Using the Sybase MDA Tables

Skill Level: Experienced
Audience: Database Administrator (DBA)
Product Focus: Adaptive Server Enterprise (ASE)
Times: Tues 1:30 p.m., Tues 4:00 p.m.
Duration: 60 Minutes
Room: Sun A

This presentation describes the techniques employed to integrate the ASE 12.5.0.3 MDA tables' functionality into a real-time database performance repository that was designed and implemented for a major car manufacturer. We discuss the typical use of this repository at this customer site and include a Q&A session.

Instructor: Jeffrey Wong, Principal Consultant, Anton Ventures, LLC

ASE102 Generic Reporting Engine Based on Transact-SQL Stored Procedures

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: Adaptive Server Enterprise (ASE), Other: jConnect for JDBC, J2EE (Servlets and JSP), JFreeChart
Time: Tues 2:45 p.m.
Duration: 60 Minutes
Room: Osceola 1

This session shows how Transact-SQL Stored Procedures, multiple result sets, and JDBC metadata can be used to create dynamic reports and views to application data with Servlets and JSP pages in J2EE architecture. The report engine can be extended with simple commands for data formatting, charting (with JFreeChart), and aggregate calculations (i.e., sum, minimum, maximum, average, count). Since reports are based on Stored Procedures it is possible to add and modify them without any changes in the application code. A demonstration of the report engine functionality is included.

Instructor: Timo Kuisma, Senior Systems Analyst, WM-data

ASE103 Adaptive Server Enterprise Migration to Linux

Skill Level: Intermediate
Audience: Applications Developer, Database Administrator (DBA), Systems Integrator
Product Focus: Adaptive Server Enterprise (ASE)
Time: Wed 1:30 p.m.
Duration: 90 Minutes
Room: Sun 1/2

There are many documents that describe how to migrate ASE from one platform to another, but none tells you how to migrate a few ASE servers at a time while maintaining interoperability. This session describes in detail how to run ASE in a mixed environment and how to deal with issues such as password compatibility, automated interface translation tools, data transfer, and many others. We discuss the problems that occur in maintaining mixed environments and how to avoid or overcome them.

Instructors: Vanessa Alcocer, Consultant, Sybase, Inc.; Jason Froebe, Senior Database Administrator, Perot Systems

ASE104 How Adaptive Server Enterprise Works—A Kernel Drill-Down Featuring SMP Support, Scheduling, and Task Management

Skill Level: Experienced
Audience: Database Administrator (DBA)
Product Focus: Adaptive Server Enterprise (ASE)
Times: Tues 1:30 p.m., Tues 3:30 p.m.
Duration: 90 Minutes
Room: Tampa

This presentation drills down into two critical areas of the ASE kernel. In the realm of SMP support, we review the ASE engines and spinlocks from both an ASE and operating system perspective. Concerning task management we discuss key concepts such as clock ticks, sleep and wake, priority queues, and the logical process manager. ASE's scheduling algorithm is covered plus important kernel parameters such as time slice, CPU grace time, I/O process polling count, and runnable process search count. See how these parameters affect ASE internally as well as operating system resource consumption. Customers that perform server consolidation and share CPUs among several ASE instances should find this session extremely valuable.

Instructor: David Wein, Principal Product Support Engineer, Sybase, Inc.

ASE105 The MDA Tables—Finding Out What Goes on Inside Adaptive Server Enterprise

Skill Level: All Levels
Audience: Applications Developer, Consultant, Database Administrator (DBA)
Product Focus: Adaptive Server Enterprise (ASE)
Times: Wed 1:30 p.m., Wed 3:30 p.m.
Duration: 90 Minutes
Room: Sun A

The MDA tables (introduced in ASE 12.5.0.3) provide a new way of looking at ASE. These monitoring tables provide a lot of low-level data about what's happening inside ASE. The challenge is how to turn this data into information that is meaningful for a DBA. This presentation examines how the MDA tables can be used to address some common issues faced by many DBAs. Topics include ASE performance monitoring and troubleshooting, debugging application behavior, and some handy tools for the DBA. We also take a look at programming issues that may occur when querying the MDA tables and share some "gotchas" to avoid.

Instructors: Peter Dorfman, Senior Staff Software Engineer, Sybase, Inc.; Rob Verschoor, Consultant, Sypron B.V. (the Netherlands)

AFTERNOON SESSION DESCRIPTIONS

ASE106 Tuning Sybase Adaptive Server Enterprise for PeopleSoft Applications

Skill Level: All Levels

Audience: Consultant, Database Administrator (DBA)

Product Focus: Adaptive Server Enterprise (ASE)

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sun 1/2

ASE is well suited for use with PeopleSoft applications. In this presentation, we discuss the particulars for tuning a very large packaged application, including both general issues as well as tips and tricks. We share our experiences from running large workloads, and provide some how-to's for batch and on-line processing.

Instructor: Stefan Karlsson, ASE Evangelist, Sybase, Inc.

ASE107 How to Diagnose, Optimize, and Manage Database Performance with the Database Expert Option for Adaptive Server Enterprise

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA)

Product Focus: Adaptive Server Enterprise (ASE), Other: Database Expert

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Tampa

This presentation provides best practices and workflow when utilizing the Database Expert option for ASE to diagnose, analyze, optimize, and manage performance changes. Learn how to monitor database performance activity from ASE's monitoring tables to understand the performance behavior; diagnose database- and SQL-related performance bottlenecks with visual analysis of performance metrics; improve SQL performance through indexing; understand SQL transformation and abstract plans usage; evaluate the performance effect of index creation in the database system and estimate the space required to create those indexes; locate unused indexes; analyze the impact on SQL performance when changing ASE configuration parameters; and identify performance changes when upgrading ASE. This session contains numerous practical examples including a performance analysis and optimization scenario for a migration between ASE 12.5.1 and ASE 15.0.

Instructors: Claudia Fernandez, Product Manager, Quest Software, Inc.; Tim Graham, Principal Systems Consultant, Sybase, Inc.

ASE108 Using Abstract Plans as an Adaptive Server Enterprise Migration and Upgrade Tool

Skill Level: Experienced

Audience: Database Administrator (DBA), IS/IT Management

Product Focus: Adaptive Server Enterprise (ASE)

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sun C

This session discusses the use of Abstract Plans (APs) as a query optimization tool. When upgrading to a new version of ASE, the changes between releases may cause a number of queries to perform at a sub-optimal level. Re-tuning queries can be a time-intensive task. APs can help you resolve query optimization issues that may occur during a migration or an upgrade to a new release. If there is a performance problem with queries after the migration/upgrade, APs can be used to execute the queries to resolve the issue. It also is possible to determine how the queries should be tuned or if the APs should be kept in place. APs can be used as a migration tool directly within ASE or through Sybase DB Expert. We take an in-depth look at how the Sybase DB Expert Migration Analyzer uses APs to help you identify differing query plans and apply the corresponding APs in the case of a performance problem.

Instructors: Michael Brundige, Senior Sybase Database Administrator, Brinks Home Security; Nanda Kausik, Software Development Manager, Sybase, Inc.

ASE110 How a Large Financial Customer Used Dynamic Archiving to Decrease their Maintenance Window and Cost

Skill Level: All Levels

Audience: Applications Developer, Corporate Management, Database Administrator (DBA), IS/IT Management

Product Focus: Adaptive Server Enterprise (ASE), Replication Server, Sybase IQ

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Sun 3/4

A large Sybase customer in the financial industry was faced with exponential growth of production data and increasing maintenance times and cost as a direct result. These issues were affecting our customer's ability to meet their Service Level Agreements with their customers. The problem was exacerbated because our customer could not purge a subset of data and had to keep all data on line for many years. This session shows how the Sybase Dynamic Archiving solution was used to resolve this problem. The size of the production database was reduced by storing the infrequently accessed data in a data archive. Access is provided to both the production database and archive which enables our customer to maintain the production database easily and perform maintenance operations in a shorter time. All data is kept on line using ASE as the archive. In fact, the data is available seamlessly to end-users through the transparency layer, which enables queries to access both the production and archive databases without changing the application interfaces.

Instructor: William Bell, Principal Systems Consultant, Sybase, Inc.

AFTERNOON SESSION DESCRIPTIONS

ASE111 Recent Developments and Future Directions in Adaptive Server Enterprise System Management Tools and Features

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: DBXray, DB Expert, SQL Expert, System Management

Time: Tues 3:30 p.m.

Duration: 90 Minutes

Room: Sun C

Sybase continues to invest in system management tools for ASE in order to provide more powerful tools for the user. The goal is to reduce the cost and complexity of using Sybase products. In this session, we discuss the wide range of system management features in ASE and plans for future releases. We describe many of the recent new tools, features, and ease-of-use improvements that Sybase has made to ASE system management tools and show how these can contribute to your productivity. Topics include the Job Scheduler, Sybase Central Plug-in for ASE, the Monitoring (MDA) Tables, Historical Server, data migration improvements, and our new installer. We also review partnerships with system management vendors, including the new DB Expert product.

Instructor: Peter Dorfman, Senior Staff Software Engineer, Sybase, Inc.

ASE112 Adaptive Server Enterprise Performance Tuning on Next-Generation Architecture

Skill Level: Experienced

Audience: Consultant, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Tues 2:45 p.m.

Duration: 60 Minutes

Room: Sun A

With a wide range of CPU architectures such as Ultra SPARC IV, IBM Power 5, PA-RISC 8800, Itanium2, Intel Hyper Threading, and various operating systems including Solaris, HP-UX, Linux, AIX, and Windows it is challenging for DBAs to configure and tune ASE servers to get optimized performance for their applications. However, ASE architecture has been adapted constantly to take full advantage of the new features in advanced generation hardware. This presentation focuses on ASE architecture, features, and various tuning and configurations for the next-generation hardware that enable you to take full advantage of the features of the underlying architecture.

Instructor: Prasanta Ghosh, Senior Manager—Performance and Development, Sybase, Inc.

ASE113 How to Make Penguins Fly—Maximizing Adaptive Server Enterprise Performance on Linux

Skill Level: Experienced

Audience: Consultant, Database Administrator (DBA), Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: Linux

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sun D

Customers and analysts agree that Linux finally is enterprise-ready. Customers have started developing and deploying mission-critical applications on Linux. Performance on Linux has several nuances when compared to other operating systems. This presentation highlights how you can maximize ASE performance on Linux. We review File Systems (EXT2, EXT3), raw devices, processor architecture (Itanium, Xeon), memory management (large memory support on 32-bit systems), tools (sp_sysmon, sp_monitor, vmstat, iostat), and more.

Instructor: Girish Vaitheeswaran, Staff Software Engineer II, Sybase, Inc.

ASE114 Integrating Adaptive Server Enterprise and Web Services

Skill Level: Intermediate

Audience: Applications Developer, Consultant, Database Administrator (DBA), Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: SOAP, WSDL

Times: Tues 1:30 p.m., Wed 1:30 p.m.

Duration: 60 Minutes

Room: Sanibel

In this session, we discuss how the integration of ASE and Web services addresses two customer needs: first, it provides access to ASE over the Internet, and second, it integrates data from a Web service with relational data within ASE. These needs are met by providing the ability for a Stored Procedure or an arbitrary SQL statement to be invoked via a Web service call and mapping a SQL select statement into a Web service invocation. We share examples and best practices for how to use the functionality and we provide a roadmap for features being considered for future releases.

Instructor: Rajesh Chawla, Senior Software Engineer, Sybase, Inc.

ASE115 Customer Case Study—Sybase Auditing Solution for Ensuring Compliance

Skill Level: All Levels

Audience: Corporate Management, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Tues 4:00 p.m.

Duration: 60 Minutes

Room: Sanibel

Enterprise systems management is under increasing pressure to provide detailed information of changes to database records, and to track who made those changes. This includes DDL/DML changes, logins/logouts, failed authorizations,

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and tracking changes made by users with privileges. This mandate is due to self-regulation driven by corporate audit departments as well as by developments in government oversight through Sarbanes-Oxley, HIPAA, Basel III, and other regulations. In this presentation, learn how a large Sybase customer implemented the Sybase Auditing Solution and is using it for compliance.

Instructors: Rajnish Chitkara, Development Manager—ASE Security, Sybase, Inc.; Jan Gipe, Product Manager, Sybase, Inc.

ASE116 Solving Your Data Growth and Access Problems Using Sybase Dynamic Archive

Skill Level: All Levels

Audience: Corporate Management, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Tues 3:30 p.m.

Duration: 90 Minutes

Room: Sun 1/2

The furious growth of application data can bloat production databases and slow system performance to a crawl. Resource-intensive system tuning or continually adding more hardware are costly and temporary solutions at best. This presentation examines how to manage data growth by relocating closed transactions and other infrequently accessed data to an on-line, easily accessed archive database, significantly reducing the size of the production system and improving application performance. In this presentation learn to identify inactive data based on activity history and retention policies, relocate inactive business transactions to less expensive storage, and retain application transparency by providing on-line, real-time access to a combined view of both archive and transactional data.

Instructor: Roger Bodamer, Vice President of Engineering, OuterBay Technologies

ASE117 High Availability Techniques for Adaptive Server Enterprise

Skill Level: Intermediate

Audience: Database Administrator (DBA), IS/IT Management

Product Focus: Adaptive Server Enterprise (ASE), Replication Server

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Sun D

This presentation reviews three high availability techniques that can be used with ASE: clusters, warm stand-by using dump and load, and warm stand-by using Replication Server. We include the basic principles, advantages, and limitations for each of the techniques we discuss, and provide a real-world example that spotlights the high availability techniques used at the university hospitals in Leuven, Belgium.

Instructors: Andre De Deurwaerder, System Administrator, UZ Leuven; Bart Van den Bosch, CIO, UZ Leuven

ASE118 Real-World Performance and Tuning

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE) 12.5.1,

ASE 12.5.0.3, ASE 12.0

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Sun C

This presentation covers the basics to more advanced real-world performance and tuning including: common tuning techniques on a broad variety of topics; O/S tuning, Sybase server tuning, SQL query tuning techniques, and best practices; which tuning techniques to use to deliver the best-tuned system for the minimum effort; techniques for off-the-shelf systems; correlating multiple sources of information to solve performance issues; solving some of the more difficult common problems; quickly identifying problem areas; and taking advantage of available tools.

Instructor: Steven Bologna, Principal Consultant, Sybase, Inc.

ASE121 Adaptive Server Enterprise Shared Disk Cluster—A Technical Overview

Skill Level: Experienced

Audience: Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: High Availability Cluster

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Sun 3/4

High availability clusters address business continuity needs for mission-critical applications cost-effectively by utilizing consolidation on blade servers and low-cost hardware. The Shared Disk Cluster in the next release of ASE is Sybase's highly available clustered database solution that offers single system image, dynamic load balancing, dynamic node growth and shrink, and continuous availability with instantaneous server fail over. The ASE Shared Disk Cluster further supports logical clusters with application partitioning which offers improved scalability and simplified implementation of SLA. This presentation provides a technical overview of the ASE Shared Disk Cluster with discussions on key clustering features and the benefits to the customer. We drill down to the Shared Disk Cluster internals to show the Shared Disk Cluster in action, concentrating on the built-in cluster infrastructure, locking, and cache coherency.

Instructors: Gopal Ganesan, Engineering, Sybase, Inc.; Linda Lin, Senior Architect—Enterprise Solution Division, Sybase, Inc.

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ASE122 Customer Case Study—Integrating Adaptive Server Enterprise with IT Authentication Infrastructure

Skill Level: All Levels

Audience: Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: Lightweight Directory Access Protocol (LDAP), Pluggable Authentication Modules (PAMs)

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Osceola 2

A proliferation of applications in enterprises has lead to a surge in application-specific authentication mechanisms. IT departments are now faced with the challenge of maintaining user accounts and password policies in multiple places. This session shows how some large Sybase customers are integrating ASE more closely with the IT infrastructure. We focus on ASE features that help integrate with industry-standard LDAP-based servers and with customer-written PAMs.

Instructors: Rajnish Chitkara, Development Manager—ASE Security, Sybase, Inc.; Cynthia Chu, Database Engineer, Lehman Bros.

ASE123 Implementing Single Sign-On and Access Control with Adaptive Server Enterprise

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: Financial Services, Lightweight Directory Access Protocol (LDAP), Single Sign-On (SSO)

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Sun C

This session explores the challenges, tips, and tricks of implementing SSO and access control using the ASE LDAP option with Tivoli Access Manager in a top-tier financial services company. A real-world case study is presented that illustrates the institution's existing infrastructure and why ASE 12.5.2 is the best choice for it. The value ASE 12.5.2 brings to this company in terms of total cost of ownership is explored. LDAP is an industry standard for accessing directory service for authentication and authorization. Authentication is establishing identity and authorization is determining what access is allowed. The SSO with LDAP reduces administration cost. Implementing SSO is a challenge in that the system has to make sure that a user who is authenticated within LDAP is authorized to access the particular company assets such as applications and databases. Tivoli Access Manager provides the complementary means needed to solve the identity of a user. Sybase 12.5.2 LDAPUA enables us to achieve an integrated solution between these products, and provides an access control management solution that centralizes network and application security policy for applications and databases.

Instructors: Govind Seshadri, Vice President—Information Technology, HSBC Securities (USA) Inc.; Bill Zhang, Principal System Consultant, Sybase, Inc.

ASE124 Enterprise Information Integration—Technology for Accessing Information on Demand and Decreasing Application Development Cost

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), IS/IT Management, Object Administrator, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Wed 1:30 p.m.

Duration: 60 Minutes

Room: Sun 3/4

This session explores the increasing need to access information on demand, in real-time, from various sources including flat files, packaged applications, relational databases, mainframe data sources, Web services, and e-mails. Existing technologies such as replication, ETL, and EAI only address part of the problem. Enterprise Information Integration (EII) technologies address the need and are core to the databases enabling distributed and heterogeneous data access. This new paradigm has resulted in significant development time savings for DBAs and application developers, enabling them to build and manage applications that need to access multiple data sources without having to write custom adapters. Using case studies, we highlight the need for this technology, the components of the Sybase solution, and the functionality of different features that make up this solution. Learn how Sybase helps you use EII to access and transact easily against heterogeneous data sources. Learn to use the EII development tools to define data sources and create abstract metadata definitions that describe these data sources.

Instructors: Rob Cardwell, CTO, MetaMatrix, Inc.

ASE126 New XML Functionality in Adaptive Server Enterprise 12.5.2—A Tutorial

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other:

Native XML Engine, XML

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Osceola 1

In ASE 12.5.1, the native XML engine with XPath query processor was introduced. This engine supported many powerful features such as set operators, descendants, wildcards, and text retrieval. Although a lot of information about XQuery and XPath is available on the Internet, this information lacks sufficient depth to get application developers motivated to use the XPath offerings in ASE. In this tutorial, we review the basic XPath operators with an emphasis on using trace-flags to debug applications effectively. We also introduce the new functionality in ASE 12.5.2 including XPath string functions, support for parenthesis operator, and FOR XML. The purpose of this in-depth presentation is to motivate you to write novel queries and explore new possibilities for developing applications.

Instructor: Gajanan Chinchwadkar, Senior Software Engineer—XML Services, Sybase, Inc.

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ASE127 What's New in Adaptive Server Enterprise 12.5.2

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: XML

Times: Mon 1:30 p.m., Wed 1:30 p.m.

Duration: 90 Minutes

Room: Sun D

The session explores a number of feature sets bundled into ASE 12.5.2 that address key issues including security, scalability on the 32-bit Linux platform, and Enterprise Information Integration (EII). ASE's PAM authentication support and many other features provide a secure environment for enterprise data. Large memory support on the 32-bit Linux platform enables users to migrate to low-cost servers without compromising performance. ASE seamlessly integrates with the EII architecture with its real-time data services support and Web services functionality coupled with native XML processing. Several other features include statement cache support and job scheduler support on NT.

Instructor: Vadiraja Bhatt, Staff Software Engineer, Sybase, Inc.

ASE128 Enhanced Operational Scalability and Reduced TCO by Use of Semantic Partitioning in Adaptive Server Enterprise

Skill Level: Experienced

Audience: Applications Developer, Consultant, Database Administrator (DBA), Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Sun 1/2

The ASE 15.0 (Galaxy) release offers powerful technologies to support semantic partitioning of data and indexes and to support row-locked system catalogs in all databases. This session presents an engineering view and end-user value proposition that these two features provide to existing customers, to medium- and large-sized database installations, and to the overall initiatives such as TCO and homeostasis that are the current thrusts of the data management strategy. Topics cover ASE enhancements and associated benefits, including: semantic data partitioning (round-robin, range, list, and hash partitioning); index partitions to enhance data partitioning (global indexes, local indexes); tight integration with partition-aware optimizer; utility operations that can be deployed on a per-partition basis; binding of partitions to specific devices through segment bindings; and key system catalogs that will be row-locked in all databases. We discuss ways by which semantic partitioning can be deployed to process smaller volumes of data to reduce overall processing costs, and ways by which partition-level and partition-aware maintenance operations such as update statistics and reorg rebuild can be performed on large tables to fit into shrinking maintenance windows. We present upgrade scenarios such as in-place upgrade and upgrade via dump and load, and address how to adapt your existing applications to make the best possible gains in operational throughput.

Instructors: Aditya Gurajada, Senior Software Engineer, Sybase, Inc.; Shesh Ranganath, Senior Manager—Data Server Technology, Sybase, Inc.

ASE129 Enabling a Real-Time Enterprise Using Adaptive Server Enterprise Messaging

Skill Level: All Levels

Audience: Applications Developer, Consultant, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Other: TIBCO/JMS

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Osceola 1

There exists today a compelling need for bridging the gap between messaging and databases. Sybase's partnership with Tibco has brought messaging functionality to ASE, reducing the latency in decision making and enabling a real-time enterprise. This session utilizes real-life customer scenarios and a simple example application to demonstrate the real-time messaging functionality in ASE 12.5.2. Messaging functionality can benefit your enterprise by enabling effective and automated decision making, allowing for faster response to business events and lowering the costs of development and ownership.

Instructors: Francis Pang, Staff Software Engineer II, Sybase, Inc.; Praveen Vegulla, Staff Software Engineer, Sybase, Inc.

ASE130 Adaptive Server Enterprise Futures

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management, Database Administrator (DBA), IS/IT Management

Product Focus: Replication Server, Other: OpenSwitch, SDK

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Sun C

This session presents product direction and a roadmap for ASE for the next year to 18 months. We demonstrate how ASE will address the current business and technical needs of data management for Sybase customers and the critical role that ASE plays in Sybase's Unwired Enterprise focus. We cover specific technologies and planned ASE capabilities in many areas, including security, operational scalability, self-management, real-time services, data grids, dynamic archiving, and application development support.

Instructor: Sumit Kundu, Director—Product Management and Marketing, Sybase, Inc.

ASE131 Real-Time Services and Applicability in Enterprise Applications

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Integration Orchestrator, Replication Server, Other: JMS, RepConnector™

Time: Tues 4:00 p.m.

Duration: 60 Minutes

Room: Sarasota 1

This session focuses on the various practical applications that benefit from real-time delivery of events and information. Sybase Real-Time Services is Sybase's latest offering that integrates JMS messaging technology with the database so that events can be captured and delivered throughout the

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enterprise. We discuss various real-world scenarios that have implemented this technology in enterprise applications, alternate architectures, and the benefits of Sybase Real-Time Services over the alternatives.

Instructor: Naveen Puttagunta, Senior Product Manager, Sybase, Inc.

ASE132 Smooth Sailing with Adaptive Server Enterprise 12.5—Hilton Hotel's Successful Upgrade

Skill Level: Intermediate

Audience: Database Administrator (DBA)

Product Focus: Adaptive Server Enterprise (ASE) 12.5, ASE 12.5.1, Other: Embarcadero DBArtisan, SQL Server Monitor™

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sun 3/4

This presentation summarizes Hilton Hotel's experience with migrating the Revenue Management System (RMS) application successfully to Sybase ASE 12.5/12.5.1 on IBM AIX 5.1 and reviews the use of Embarcadero DBArtisan 6.0 and SQL Server Monitor 12.5 products. Hilton's Yield Management (sales) system is comprised of approximately 1,493 databases, 504,832 tables, and 506,307 indexes using 1.2TB of database storage split across three Sybase SQL Servers®. We walk you step by step through various installation, configuration, and set-up issues as well as post-cut-over implementation and performance tuning challenges. This educational session is valuable for those performing an ASE migration and project managers or DBAs who are directly responsible for planning and performing database migration/conversion initiatives.

Instructor: Eric Paul McNeil, Sr., Senior Sybase Database Administrator, Hilton Hotels Corporation

ASE133 Monitoring the Complex Enterprise

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Anywhere (ASA), Adaptive Server Enterprise (ASE), Replication Server, Other: TIB/RV

Time: Wed 3:30 p.m.

Duration: 60 Minutes

Room: Osceola A

A unified monitoring and alarm management system greatly simplifies administration for increasingly complex IT organizations. Our enterprise is composed of numerous Sybase (mostly), Microsoft, and Oracle databases with significant replication and log shipping that run a multitude of disparate purchased applications. We monitor in real time error logs, system performance, and internal server status; directly monitor hardware logs and disk space; and listen for application heartbeats broadcast over TIB/RV. Raw data is filtered effectively to eliminate false positives and errors are routed to pagers and e-mail. A Web-based GUI displays alarms for our technical staff. This has given us the ability to automate effectively so we can manage our complex environment proactively. This presentation describes our simple and effective alarming application, which has been packaged and is freely available as a solution to your enterprise monitoring and alarming needs.

Instructor: Ed Barlow, Manager Database Systems, Millennium Partners

ASE134 Worldwide Deployment of Applications Using the Unicode Features of Adaptive Server Enterprise

Skill Level: All Levels

Audience: Applications Developer, Consultant, IS/IT Management
Product Focus: Adaptive Server Enterprise (ASE), Replication Server, Other: JDBC, ODBC, Unicode

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sanibel

Business applications intended for deployment worldwide must be capable of supporting data in multiple languages and scripts. In practice, this implies the use of the universal character set known as Unicode. ASE support for Unicode allows application developers to design with worldwide deployment in mind. More importantly, ASE facilitates the incremental, cost-effective migration of existing applications based on legacy character sets. In this session, we present the Unicode features of ASE and show how they can be used to develop applications for deployment worldwide. We use a case study to share experiences from the design and implementation of a Unicode-based global accounting system developed by Morgan Stanley, a world leader in investment banking.

Instructors: Ian MacLeod, Staff Software Engineer, Sybase, Inc.; Bernard Robinson, Staff Software Engineer, Morgan Stanley

ASE135 Query Processing for Mixed Workload Environments Using Adaptive Server Enterprise (Galaxy Release)

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), IS/IT Management

Product Focus: Adaptive Server Enterprise (ASE)

Time: Wed 2:45 p.m.

Duration: 60 Minutes

Room: Sanibel

Today's enterprise data management environments are mixed workload in nature—they demand superior query performance for both transaction processing and operational decision support from the same database server. Until now, ASE has delivered superior query performance consistently for transaction processing systems. With the ASE Galaxy release, customers can look forward to a robust, state-of-the-art ASE server that delivers superior query performance for mixed workload environments. The ASE Galaxy release provides several new query processing techniques that overcome not only existing query performance bottlenecks but that also significantly improve performance for processing complex queries and large data sets. Backed by strong performance benchmark results, this presentation describes the characteristics, usage, and benefits of the new query processing techniques employed by the ASE Galaxy server such as hash-joins, distinct-sorted, pipelined parallelism, join histograms, and new query plan search techniques. We also present several new tools for query processing diagnostics and monitoring.

Instructor: Joydeep Das, Staff Software Engineer, Sybase, Inc.

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ASE136 How to Build Highly Available Applications Using Sybase OpenSwitch

Skill Level: Experienced
Audience: Database Administrator (DBA)
Product Focus: Adaptive Server Enterprise (ASE), Other: OpenSwitch
Time: Tues 2:45 p.m.
Duration: 60 Minutes
Room: Sanibel

This presentation illustrates how OpenSwitch can be used to provide continuous application availability even when the back end fails. We review basic principles, the various configuration models, and the advantages and limitations behind OpenSwitch. We examine the new functionality introduced in OpenSwitch Version 12.5 and 12.5.1 and overview the product direction and roadmap for OpenSwitch for the next year that will address the current business and technical needs of Sybase customers.

Instructor: Ganesan Gopal, Engineering, Sybase, Inc.

ASE137 Adaptive Server Enterprise Integration with SAP Business One

Skill Level: Intermediate
Audience: Applications Developer, Database Administrator (DBA), IS/IT Management
Product Focus: Adaptive Server Enterprise (ASE)
Time: Wed 4:00 p.m.
Duration: 60 Minutes
Room: Sanibel

Sybase recently announced its partnership with SAP to integrate the ASE data management solution with the SAP Business One application. This session provides an overview of the SAP Business One architecture and the requirements for a database application to run successfully in a small- to medium-sized company environment. We review the lessons learned during the porting project in the areas of connectivity, query processing, installation, database maintenance, security, and internationalization. We provide a demonstration of SAP Business One running with ASE. This session is for people interested in small- to medium-enterprise applications and who want to learn more about the technical details of the SAP Business One/ASE port.

Instructor: Peter Kwan, Engineering Director, Sybase, Inc.

ASE138 What's New in Adaptive Server Enterprise Connectivity—Open Client, Open Server, ESQL, jConnect, ODBC, OLE DB, and ADO.NET

Skill Level: Intermediate
Audience: Applications Developer, Database Administrator (DBA), IS/IT Management
Product Focus: Adaptive Server Enterprise (ASE)
Time: Tues 3:30 p.m.
Duration: 90 Minutes
Room: Sun 3/4

This presentation reviews the features in Sybase connectivity products. We discuss the supported platforms and roadmap for Open Client, Open Server, ESQL, jConnect, ODBC, OLE DB, and ADO.NET data providers. We also introduce the roadmap to the new ASE 15.0 features that are accessible from client applications using Open Client, JDBC,

ADO.NET, OLE DB, and ODBC. This is a cutting-edge session timed to coincide with the beta release of ASE 15.0 and the data access drivers/providers built by Sybase.

Instructors: Ashish Mahajan, Development Manager, Sybase, Inc.; Mani Reddy, Development Manager, Sybase, Inc.

ASE139 Integrating Data Across the Enterprise with Adaptive Server Enterprise—CIS

Skill Level: Intermediate
Audience: Applications Developer, Database Administrator (DBA), IS/IT Management
Product Focus: Adaptive Server Enterprise (ASE)
Time: Wed 1:30 p.m.
Duration: 90 Minutes
Room: Osceola 6

After the mergers and acquisitions are completed and the consolidation is finished, companies may find themselves with many isolated sources of data. Often this data is in a myriad of database systems and quite a bit is stored in file systems. The thought of trying to consolidate all of this data into a single database server is enough to give any CIO nightmares. Integrating data in silos into a coherent system is what Enterprise Information Integration (EII) is all about. CIS in Sybase Database Engines is an EII solution. It is used widely by Sybase customers and is a proven technology. With CIS it is easy to make data distributed across many ASE, Adaptive Server Anywhere, or Sybase IQ servers appear as a single server without moving the data. With the addition of EnterpriseConnect Data Access (ECDA) and MainframeConnect™, databases from just about any other vendor can be integrated as well. And with the External File Access (XFS) option, data stored in external file systems can be integrated. The addition of the Enhanced Full-Text Search makes all of this data searchable. In this session, we explain CIS and dispel some of the myths surrounding it. There have been a number of improvements in CIS over the years and the next release of ASE will incorporate many more. We cover the new features and describe the options available for increasing performance.

Instructor: Steve Olson, Director of Engineering, Sybase, Inc.

ASE140 Taming Data Explosion Using Sybase Dynamic Archive

Skill Level: All Levels
Audience: Corporate Management, Database Administrator (DBA), IS/IT Management
Product Focus: Adaptive Server Enterprise (ASE), Replication Server, Sybase IQ, Other: Sybase Dynamic Archive
Time: Mon 1:30 p.m.
Duration: 90 Minutes
Room: Osceola 5

Sybase Dynamic Archive is an on-line database archiving solution that enables customers to manage runaway data growth proactively by off-loading inactive data from the production system—while keeping both production and archived data fully accessible on line. This presentation highlights the business problem and provides an overview of the Sybase Dynamic Archive solution with compelling use cases.

Instructors: Kannan Ananthanarayanan, Senior Manager, Sybase, Inc.; Ashok Swaminathan, Director, Sybase, Inc.

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ASE141 Effective Database Migrations Using SmartDBA Recovery Management

Skill Level: Intermediate

Audience: Database Administrator (DBA), System Administrator

Product Focus: Adaptive Server Enterprise (ASE)

Time: Tues 2:45 p.m.

Duration: 60 Minutes

Room: Daytona

Performing database migrations can be a difficult but necessary part of every DBA's workload. Whether the migration is the result of a Sybase or operating system upgrade, a movement from one operating system to another, or even possibly the migration of the master database, migrations require extensive planning, hands-on implementation, and post-verification before the job is complete. In order to make migrations easier and more automated, many Sybase users rely on BMC's SmartDBA Recovery management solution. This session demonstrates how the solution provides flexibility, automated verification, and easy-to-use menus to help DBAs through the migration process.

Instructor: Cindy Bean, Principal Technical Services Consultant and President of ISUG, BMC, Inc.

ASE142 Sun's Solaris 10 Breakthrough Approach to the Data Center's Most Critical Needs

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), IS/IT Management, System Administrator, System Analyst

Product Focus: Operating System

Time: Tues 3:30 p.m.

Duration: 90 Minutes

Room: Osceola 4

The Solaris operating system has long been the industry UNIX leader in both marketshare and mindshare, delivering a rock-solid platform for business solutions on both SPARC and x86 systems, including those based on AMD's latest generation Opteron processor. The Solaris 10 operating system uses breakthrough approaches to address the areas most critical to data centers: server utilization, performance, availability, and security. This session provides an overview of the technical components that make this possible, such as N1 grid containers, dynamic tracing, predictive self-healing, and process rights management.

Instructor: Larry Wake, Senior Director—Solaris Marketing, Sun Microsystems, Inc.

TRACK: BUSINESS INTELLIGENCE AND DATA WAREHOUSING

BID201 Sybase IQ Data Warehouse

Skill Level: Intermediate

Audience: Applications Developer, IS/IT Management

Product Focus: Sybase IQ

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Sun 5/6

In this session, we explain how to convert a data warehouse database from Oracle to Sybase IQ. We describe the process and factors in product selection; ETL methodology; and the differences and advantages of Sybase IQ including storage and CPU usage.

Instructor: Can Alhas, Software Development Manager, Yapi Kredi Bank

BID202 Sybase Business Intelligence Information Management Accelerates Putting Your Data to Work

Skill Level: Intermediate

Audience: IS/IT Management

Product Focus: Sybase IQ, Industry Warehouse Studio

Time: Tues 2:45 p.m.

Duration: 60 Minutes

Room: Sun 5/6

Analyzing customer and business data is no longer a business choice. It is a business necessity for every organization. Building and deploying a business intelligence and/or analytics environment from scratch is not an ideal option. In addition to the risks, it takes more time and costs more than buying a prepackaged infrastructure and tailoring it to meet your specific business needs. Whether you are a systems integrator building custom applications or an application provider who needs to get an analytic offering to market quickly, the Sybase Business Intelligence (BI) Platform has the uniquely innovative data warehousing and business intelligence technology that can accelerate your project, accelerate results, and reduce your risk and costs. Join us to learn how other Sybase customers and partners have leveraged our award-winning BI Platform products to their benefit.

Instructors: Celeste Noren, Channel Accounts Manager, Sybase, Inc.

BID203 Transitioning from Adaptive Server Enterprise to Sybase IQ for Decision Support

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Sybase IQ

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Sun 5/6

The transition from ASE to Sybase IQ poses some unique challenges. This presentation helps you make Sybase IQ perform at its best and have the most functionality. Sybase

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IQ has many features for monitoring performance—some that are a bit more difficult to use, but that provide the same or similar functionality. We show you ways to monitor performance, discuss what should be tracked, reveal some “missing” functionality that really is in there, and provide a “how-to” guide. We focus on the challenges that need to be overcome, and how to make your Sybase IQ system more productive.

Instructor: Steven Bologna, Principal Consultant, Sybase, Inc.

BID204 Implementation of a Data Warehouse for the Passenger Reservation System for the Indian Railway Using Sybase IQ

Skill Level: Experienced

Audience: Applications Developer, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Sybase IQ

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sun 5/6

The Indian Railway manages approximately 500,000 reserved accommodations on roughly 3,000 trains. In this session, we discuss the implementation of a Sybase IQ data warehouse that contains archival passenger travel data from 2002 on. All information is collected from each site and is integrated into an enterprise data warehouse that provides a common source of data at the enterprise level. The data synchronization is done each night when the network is free. The daily data transfer is between 30MB to 50MB from each site. The system has been made to be flexible to cater to a large volume of data and to allow for future growth without compromising response time and performance.

Instructors: Rajesh Narang, Centre for Railway Information Systems; Pitamber Verma, Regional Manager, Centre for Railway Information Systems

BID205 Reduced Risk+Reduced TCO+Reduced Time to Implementation=Business Intelligence Success

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: Industry Warehouse Studio, Sybase IQ

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sarasota 2

This presentation is an introduction to Sybase Business Intelligence products. We discuss a low-risk, high-return Sybase data warehousing solution using real-world metrics for Sybase IQ data compression and query performance and case study implementation examples of our comprehensive Industry Warehouse Solutions infrastructure. The results are demonstrated using a Sybase Business Intelligence partner's visualization tools.

Instructor: Mike Wheeler, Data Warehouse Architect, Sybase, Inc.

BID206 What's New in Sybase IQ 12.6

Skill Level: Intermediate

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: Sybase IQ

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Sun 1/2

This presentation describes the features and functionality for the newest release of the Sybase IQ server. Topics include new tools for database space management, and monitoring and performance improvements for the Sybase IQ 12.6 release.

Instructor: Lou Stanton, Principal Systems Consultant, Sybase, Inc.

BID207 Sybase IQ Performance and Tuning

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA)

Product Focus: Sybase IQ

Times: Mon 3:30 p.m., Wed 1:30 p.m.

Duration: 90 Minutes

Room: Osceola 5

This session addresses the best practices for setting up and administering a Sybase IQ server and overviews some of the features in the latest version, Sybase IQ 12.6. Topics include setting up a server environment, database and table design, indexing guidelines, managing server memory, and writing Stored Procedures.

Instructor: Lou Stanton, Principal Systems Consultant, Sybase, Inc.

BID208 Building 500-Terabyte Data Warehouses and Dynamic Archives

Skill Level: Intermediate

Audience: IS/IT Management

Product Focus: Sybase IQ

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 1

Building the world's largest data warehouse is a challenging task. Some data warehouses start small and grow very big. Others are born big. This session details the sizing guidelines, hardware and software architecture, and decision criteria for selecting and configuring the components of a data warehouse of any size. We discuss performance and scalability measurement results, explain how they influence resource selection and architecture, and present data warehouse designs based on Sun servers, Sun storage, and Hitachi and EMC storage.

Instructors: Sam Foster, President and CEO, FosterSoft, Inc.; Paul Krneta, Chief Technologist Sybase IQ, Sybase, Inc.

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BID209 Business Intelligence Anywhere with Sybase IQ

Skill Level: All Levels

Audience: Corporate Management, IS/IT Management

Product Focus: Adaptive Server Enterprise (ASE), Industry Warehouse Studio, PowerDesigner, Replication Server, Sybase IQ, M-Business Anywhere

Times: Tues 4:00 p.m., Wed 1:30 p.m.

Duration: 60 Minutes

Room: Sun 5/6

In this session, we take a close look at a robust mobile business intelligence solution that incorporates Sybase products to achieve the most effective business intelligence.

Instructors: Sam Friedlander, Senior Manager—Global Business Intelligence, Sybase, Inc.; Carlos Martinez, Enterprise Research Analyst, Sybase, Inc.

BID210 Using Sybase IQ as a Report Server for Oracle

Skill Level: Experienced

Audience: Applications Developer, Consultant, Database Administrator (DBA), Systems Integrator

Product Focus: Sybase IQ, Other: DirectConnect™ for Oracle

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 1

Sybase IQ offers an extremely fast and efficient query environment for reporting databases. This presentation covers a variety of topics on how to use Sybase IQ as a reporting server for Oracle databases. Topics include migrating tables from an Oracle database to Sybase IQ; moving data into Sybase IQ from Oracle; converting Oracle SQL Loader Scripts; extracting data from Oracle for loading into Sybase IQ; loading Sybase IQ directly from an Oracle database; changing your reporting environments from Oracle to Sybase IQ; and accessing data stored in Sybase IQ from an Oracle database.

Instructor: John Barton, Principal Systems Consultant, Sybase, Inc.

BID211 Extending Your Sybase IQ Data Warehouse with Unstructured Data and Binary Large Objects

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Sybase IQ

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Sun 3/4

This presentation educates and informs Sybase IQ users on new product functionality surrounding unstructured datatypes and binary large objects. There are an increasing number of requests to be able to store binary or character data in Sybase IQ. This data includes pictures, movies, audio, documents, images, and customer-specific information. We discuss the use and best practices of implementing this functionality in Sybase IQ.

Instructor: Mark Mumy, Principal Systems Consultant, Sybase, Inc.

BID212 Rapid Prototyping with Sybase IQ

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), Systems Integrator

Product Focus: Sybase IQ

Time: Mon 3:30 p.m.

Duration: 60 Minutes

Room: Tallahassee 2

In today's hectic business environment, rapid prototyping may be the best solution for quick implementation of a required functionality or for proving the viability of a new and potentially helpful technology. Sybase IQ is a technology that can help you meet unrealistic goals rapidly, and provide your users with unparalleled performance gains. This presentation focuses on how Sybase IQ can be used within a rapid prototype or proof-of-concept project. Topics covered include project planning, limitations of scope, and prevention of scope-creep. We examine technical aspects of utilizing Sybase IQ, including software installation, design methodology, and Sybase IQ system performance tuning. We also share helpful Sybase IQ tips and tricks for rapid implementation and high performance.

Instructor: Sid Sipes, Principal Systems Consultant, Sybase, Inc.

BID213 Customer Case Study—Allianz Australia Accelerates Business Intelligence

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Industry Warehouse Studio for Insurance, PowerDesigner, Sybase IQ

Time: Wed 3:30 p.m.

Duration: 60 Minutes

Room: Tallahassee 2

This session presents a case study of how Allianz Australia used Sybase technology to implement a complete business intelligence infrastructure and was able to produce regulatory reports to the government in just eight weeks. We discuss how the project achieved fast implementation and fast performance at very low risk and resulted in the following benefits: it was on time, on budget, produced significant cost savings, and provided a clear reporting roadmap for the future.

Instructor: Nicholas Ward, Principal Technical Consultant, Sybase, Inc.

BID214 Maintaining 500-Terabyte Data Warehouses and Dynamic Archives

Skill Level: Intermediate

Audience: IS/IT Management

Product Focus: Sybase IQ

Time: Tues 3:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 1

Maintaining a modern 5GB to 500TB data warehouse is a daunting task. Not only is there the worry about regular activities such as backup and performance tuning: there is a new wave of requirements that includes near-zero-time recovery, disaster recovery, service level agreements, high availability, and security. The solution for such complex

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and contradictory requirements cannot be achieved using conventional wisdom. It has to be multidisciplinary, use state-of-the-art components, and employ creative—but risk-free—ways of putting them together. A solution based on Sun servers, Sun SW and storage, and EMC and Hitachi storage is reviewed in this session.

Instructor: Sam Foster, President and CEO, FosterSoft, Inc.; Paul Krneta, Chief Technologist Sybase IQ, Sybase, Inc.

TRACK: ENTERPRISE APPLICATION SERVER (EASERVER)

EAS301 Enterprise Application Server 5.0 Web Services Using PowerBuilder NVO's, Java, and .NET Components

Skill Level: Experienced

Audience: Applications Developer, Consultant, IS/IT Management, Systems Integrator

Product Focus: Enterprise Application Server (EAServer), PowerBuilder, Other: Eclipse

Times: Mon 1:30 p.m., Wed 3:30 p.m.

Duration: 90 Minutes

Room: Osceola 3

This presentation takes PowerBuilder NVO's, Java, and .NET components and exposes them as Web services using EAServer 5.0 and Eclipse. We may also explore XML DataWindows, component testing using Eclipse, and JSP's created by Eclipse.

Instructors: Brad Loveland, Sybase Practice Manager—Senior Consultant, Venturi Technology Partners; Stuart Schroeder, Senior Consultant, Venturi Technology Partners

EAS302 ebXML Implementations Using Sybase

Skill Level: All Levels

Audience: Applications Developer, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: Enterprise Application Server, Other: ebXML, Web Services

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Osceola A

This session provides an overview and live demonstration of Web services and ebXML. ebXML is a mature specification, based on SOAP, which allows for secure and reliable business-to-business communications. We focus on the benefits provided by Web Services Integrator.

Instructor: Ron Guilbault, Vice President Research and Development, Pentelar Inc.; Rustum Tharani, Vice President Business Development, Pentelar Inc.

EAS303 Monitoring Enterprise Application Server—A Unique Way to Monitor and Tune the Whole Application

Skill Level: All Levels

Audience: Applications Developer, Consultant, IS/IT Management

Product Focus: Enterprise Application Server (EAServer), PowerBuilder

Times: Tues 1:30 p.m., Tues 4:00 p.m.

Duration: 60 Minutes

Room: Osceola B

In this session, we demonstrate a custom PowerBuilder application that is used to monitor and capture statistics from multiple EAServers. This application utilizes the monitoring capabilities of EAServer to answer questions that many users face daily: What should the maximum pooled value be for a component? What components are being accessed most in my application? What are the peak usage days and hours of my application, or of each component of my application? Why is everyone complaining that the system is slow today? We explain how the application was developed and what was learned during the process.

Instructors: Chris Bohne, Senior Consultant, Architected Solutions, Inc.; Karen McDonald, Senior Consultant, Architected Solutions, Inc.

EAS304 J2EE Entity Beans and CMP in Enterprise Application Server Using Adaptive Server Anywhere

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: Adaptive Server Anywhere (ASA), Enterprise Application Server (EAServer), PowerDesigner, SQL Anywhere Studio, Other: Borland JBuilder, J2EE Architecture

Times: Tues 2:45 p.m., Wed 1:30 p.m.

Duration: 60 Minutes

Room: Osceola 3

This session shows how to use JBuilder to connect to an ASA database. We create EJB entity beans for the tables in the demonstration database and deploy the EJB jar file into EAServer. From there we set up CMP persistence properties for the entity beans, map the fields to the database, and show EJB entity bean calls that modify the data in the tables from Java Server Pages deployed in EAServer.

Instructor: Mike Slyter, Programmer Analyst, Utah State Office of Education

EAS305 Integrating Business Logic with Enterprise Application Server

Skill Level: All Levels

Audience: Applications Developer, Consultant, IS/IT Management, Systems Integrator

Product Focus: Enterprise Application Server (EAServer), PowerBuilder, Other: JBuilder

Time: Tues 4:00 p.m.

Duration: 60 Minutes

Room: Osceola 3

The Greenbrier Companies has integrated business logic successfully for client/server and Web projects by placing its business logic into EAServer using PowerBuilder NVOs and Java EJBs. This is a case study on how The Greenbrier

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Companies has leveraged EAServer effectively to reuse business logic within the different programming environments and presentation paradigms.

Instructor: Brad Ashton, Systems Analyst, The Greenbrier Companies

EAS306 Automating the Build and Deployment Process of Enterprise Application Server Components from Source Control Using Ant

Skill Level: Intermediate

Audience: Applications Developer, Object Administrator, Systems Integrator

Product Focus: Enterprise Application Server (EAServer), PowerBuilder

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Osceola 3

Manually building and deploying EAServer components from source control can be a process that's both time-consuming and prone to errors. Valuable time is spent retrieving source code, resolving dependencies, manipulating IDL, and interacting with the PowerBuilder IDE and EAServer Manager. Automating this process not only relieves a tedious burden for the developer, but also ensures that all code changes are included in the build. Drawing on the concept of continuous integration, this session presents a technique to automate the process of building and deploying PowerBuilder and Java components to EAServer using source code retrieved from a source control system. Using this method, the build process can be made consistent, repeatable, proven, and automatic allowing developers to focus on projects instead of project infrastructure.

Instructor: Marty Jones, Senior Software Engineer, DailyAccess Corporation; Doug Porter, Programmer, DailyAccess Corporation

EAS307 PowerBuilder 10.0 and Enterprise Application Server 5.0 Tips and Tricks

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: Enterprise Application Server (EAServer), PowerBuilder, Other: .NET, Web Services

Times: Mon 1:30 p.m., Wed 1:30 p.m.

Duration: 90 Minutes

Room: Osceola A

This fast-paced session is a boot camp version of an expansive set of experiences that has resulted in a long list of cool tips and tricks for developing robust and open applications using PowerBuilder 10.0 and EAServer 5.0. Just a few of the topics covered include building XML Web DataWindows; using connection cache tracing; invoking PowerBuilder components as Web service clients from .NET; invoking components asynchronously using the ThreadManager and MessageService; coding for Unicode; and dynamic component invocation. The presenter has been developing applications with PowerBuilder and EAServer since their inception and has used nearly every available feature in real-world applications. Be sure and bring your impossible questions for the Q&A and see if you can stump Carson!

Instructor: Carson Hager, President, Cynergy Systems, Inc.

EAS309 Enterprise Application Server 5.0 Performance Architecture

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: Enterprise Application Server (EAServer), PowerBuilder

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sun A

This session presents the architecture and intended use of the key performance features in EAServer 5.0, including lightweight container (LWC), optimistic concurrency control (for EJB entity beans), Java object and query cache (for EJB entity beans), just-in-time Stored Procedures (for EJB entity beans with Sybase Adaptive Server Anywhere (ASA)/ Adaptive Server Enterprise (ASE)), and prepared statement cloning (for jConnect with Sybase ASA/ASE). We discuss these features using examples from the Sybase submission in the SPECjAppServer2001 performance benchmark. We also discuss the architecture and intended usage of the SybHeap and PbHeap memory managers with reference to PowerBuilder components.

Instructor: Evan Ireland, Senior Staff Software Engineer, Sybase, Inc.

EAS310 Creating Business-to-Business XML Applications in Enterprise Application Server Using PowerBuilder and Java with PKI and Digital Signature Functionality

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: Enterprise Application Server (EAServer), PowerBuilder, Other: XML, Java, PKI

Time: Tues 4:00 p.m.

Duration: 60 Minutes

Room: Sarasota 2

This session explains how EAServer 4.2x was used to develop a secure, robust, and reliable business-to-business application to process digitally signed XML transactions. PowerBuilder 9.0 and Java CORBA components in EAServer were constructed to process and parse XML messages, process and validate W3C digital signatures, perform digital certificate processing, and validate certificate against CA's certificate revocation list (CRL). The system also takes advantage of PowerBuilder's XML DataWindow to create XML responses.

Instructors: Paul Jacobs, Technical Leader, EDS, Inc.; Brad Wanzer, Technical Leader, EDS, Inc.

AFTERNOON SESSION DESCRIPTIONS

TRACK: INTEGRATION

INT402 Sybase Unwired Products for Mobile Transaction Management

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Unwired Server

Time: Wed 3:30 p.m.

Duration: 60 Minutes

Room: Osceola 6

Sybase Unwired products help increase mobile worker productivity by increasing mobile application functionality. In this session, learn how the Sybase Unwired products enable mobile transaction management and see a live demonstration of a complete mobile application fully integrated with existing enterprise applications.

Instructors: Katie Neben, Product Manager, Sybase, Inc.; Sheila Wood, Lead Architect, Sybase, Inc.

INT403 How to Implement an Enterprise Application Integration Architecture with Sybase Technologies

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), Object Administrator, Systems Integrator

Product Focus: Adaptive Server Anywhere (ASA) 8.0, ASA 9.0, e-Biz Impact 5.3, Sybase Enterprise Portal (EP)

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 1

This session is a beginning-to-end examination surrounding Enterprise Application Integration (EAI) architecture. We explain how to implement an EAI architecture as a strategy for a company, describe the implementation challenges, show how Sybase technologies assist in the implementation, and discuss the benefits and the next steps.

Instructor: Marius Roets, System Manager—Integration Solutions, Woolworths (Pty) Ltd, South Africa

INT404 Lessons Learned and Best Practices of a High-Load Integration Project with SAP

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: e-Biz Integrator™, Integration Orchestrator, Other: ERP, mySAP, SAP R/3, Sybase Adapter for SAP

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Osceola 6

Learn how Postbank, Germany's largest retailer with ten million customers and 24 million accounts, implemented a high-load, high-performance, and very complex SAP integration project. The resulting solution manages whole-batch processing of bookings from the 14 external systems back to SAP.

Instructor: Matthias Stemmler, Principal Consultant, Sybase, Inc.

INT405 Leveraging Your Replication Server Investments—Business Process Integration in Action

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Integration Orchestrator, Replication Server, Other: BizTracker™, RepConnector, Sybase OS390 Adapter

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Sarasota 3

This presentation demonstrates how Sybase's Business Process Integration (BPI) products can be used to automate a typical business process using a claim adjudication system as an example. Topics include automated business event capturing, business process automation, business activity monitoring, and accessing existing business logic. We show how RepConnector can be used to capture business events automatically without any coding and with near-zero latency. RepConnector is used to publish the events in XML format to a standard messaging system, which delivers the event to the business process engine. The demonstration illustrates how a customer could use Integration Orchestrator to implement their business process automation including business rules, transformations, and running existing business logic through Web services or in CICS- or IMS-based applications using the Sybase OS390 Adapter. We also demonstrate Integration Orchestrator sending information to a BizTracker dashboard.

Instructor: Douglas Hoover, Systems Consultant, Sybase, Inc.

INT406 Healthcare Integration

Skill Level: All Levels

Audience: Corporate Management, Systems Integrator

Product Focus: e-Biz Impact 5.3

Time: Tues 2:45 p.m.

Duration: 60 Minutes

Room: Osceola 6

Munson Healthcare is a regional healthcare provider for all of Northern Lower Michigan. Serving the healthcare needs of people that are separated geographically by hundreds of miles can be a challenge. One way Munson has chosen to meet this challenge is to build a regional healthcare record in which hospitals, clinics, laboratories, and private practice physicians share clinical data to improve patient outcomes and improve the overall healthcare delivery to the community. This presentation shows how e-Biz Impact 5.3 is a critical part of integrating all of the diverse and unique messaging requirements presented by these organizations. Munson uses e-Biz Impact 5.3 to process 350,000 messages a day between six hospitals, eight clinics, four laboratories, and several private practices. Using e-Biz Impact 5.3 as the integration engine for Munson Healthcare has saved the organization time and money, and improved service and satisfaction for our customers, helping Munson earn a fifth straight year as a Top 100 hospital.

Instructor: James Russell, Senior Systems Analyst, Munson Medical Center

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INT407 Service-Oriented Development with New Sybase Workspace

Skill Level: Experienced
Audience: Applications Developer, Consultant, Systems Integrator
Product Focus: Integration Orchestrator, PowerBuilder, PowerDesigner, Sybase Enterprise Portal (EP)
Time: Mon 3:30 p.m.
Duration: 90 Minutes
Room: Tampa

This session introduces the concepts and benefits of service-based application development using Sybase Workspace and Service-Oriented Architecture (SOA)/Service-Oriented Development of Applications (SODA). Topics include what a service is, the use of services in development, and the benefits of service-oriented development. We discuss Sybase products including a new visual development environment and the use of services within integration, portal, data management, and mobile technologies and show how the use of services simplifies complex development and facilitates reuse.

Instructor: Karl Reti, Director—Engineering, Sybase, Inc.

INT408 Migrating from TDM to e-Biz Impact

Skill Level: All Levels
Audience: Systems Integrator
Product Focus: e-Biz Impact
Time: Tues 1:30 p.m.
Duration: 60 Minutes
Room: Sarasota 2

The Health Alliance of Greater Cincinnati is a multi-facility hospital consortium that has migrated recently from TDM to e-Biz Impact. In December 2003, the interface engine processed over 10,300,000 transactions. This session describes the transition from SFM to the clustered environment, the problems encountered, and the solutions. A custom-designed automatic paging system and custom scripts system are described.

Instructors: Alex Bear, IT Programmer, Health Alliance of Greater Cincinnati; Irene Sharpshair, Manager, Health Alliance of Greater Cincinnati

INT409 Looking Forward with e-Biz Impact 6.0

Skill Level: All Levels
Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: e-Biz Impact
Time: Tues 4:00 p.m.
Duration: 60 Minutes
Room: Tallahassee 3

e-Biz Impact is the integration server of choice for many Sybase customers. This presentation outlines the future direction of the product with emphasis on the new features that will be included in version 6.0 to meet our customers' evolving needs.

Instructor: Aisha El-Zorba, Senior Product Manager, Sybase, Inc.

INT410 e-Biz Impact 4.1 to 5.x Migration Plan and Implementation for a Top 20 Integrated Health System

Skill Level: All Levels
Audience: IS/IT Management, Systems Integrator
Product Focus: e-Biz Impact 5.x
Time: Wed 4:00 p.m.
Duration: 60 Minutes
Room: Osceola 4

This presentation describes the planning and implementation of the migration of over 120 interfaces from e-Biz Impact 4.1 to e-Biz Impact 5.x Integration Engine for one of the top 20 integrated health systems in the nation. We review how Sybase marketing and sales, education, support, engineering, professional services, product development, and ISUG helped with the migration process. We overview system configuration, system resources, development tools, monitoring and control tools (Global Console, SNMP, authorization database, CNC commands), ODL code, configuration of max queue time and stall time in AIMs, how resending transactions differs between e-Biz Impact 4.1 and e-Biz Impact 5.x, and version control.

Instructor: Vicki Riggins, Team Leader—Integration, Carilion Health System

INT411 zOS Integration

Skill Level: Intermediate
Audience: Applications Developer, Systems Integrator
Product Focus: DB2 UDB Options, MainframeConnect Server, Open Client
Time: Tues 4:00 p.m.
Duration: 60 Minutes
Room: Osceola 6

Today's critical business needs require data to flow from all information centers including the back office. Integrating the mainframe back office requires special tools. The Information Liquidity concept and the Unwired Enterprise also demand the ability to transform back office data into economic value. This technical session explores Sybase tools that allow back office data to flow in the Unwired Enterprise.

Instructors: Dan Smith, Staff Architect and Team Lead, Sybase, Inc.; Bruce Yelen, Senior Software Engineer, Sybase, Inc.

INT412 Looking Forward with EDI Server 4.5

Skill Level: All Levels
Audience: Applications Developer, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: EDI Server
Time: Mon 1:30 p.m.
Duration: 90 Minutes
Room: Tallahassee 3

This session covers the new features in the next few releases of the Sybase EDI product set and presents the future direction of the EDI products.

Instructors: Steve Bruckner, Director of EDI Product Development, Sybase, Inc.; Aisha El-Zorba, Senior Product Manager, Sybase, Inc.

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INT413 EnterpriseConnect Data Access 12.6 Optimization

Skill Level: Experienced
Audience: Applications Developer
Product Focus: DirectConnect
Time: Wed 3:30 p.m.
Duration: 60 Minutes
Room: Osceola 5

EnterpriseConnect Data Access (ECDA) optimization transforms the ECDA architecture into an efficient, single process, SMP-compatible architecture. Optimization goals are increased throughput, faster response time, lower CPU utilization, and reduced sustaining costs. This presentation shows how these goals are achieved by eliminating the child process (one per connection); removing software layers including Rogue Wave DBTools, TDS client, and TDS server; and optimizing datatype conversion and data transfer (fetch) operations. Eliminating the child process removes expensive interprocess communication and synchronization delays. The simplified architecture combined with fewer software layers greatly reduces data manipulation and data copy operations. These changes substantially improve ECDA throughput, response time, and resource usage.

Instructor: Steve Chaput, Software Engineer, Sybase, Inc.

INT414 Real-Time Business Process and Data Integration with Sybase Workspace

Skill Level: All Levels
Audience: Applications Developer
Product Focus: Integration Orchestrator, Other: RepConnector
Times: Tues 1:30 p.m., Tues 2:45 p.m.
Duration: 60 Minutes
Room: Osceola 5

This session presents concepts and use cases associated with modeling and capture of real-time events using Sybase Workspace. A demonstration shows how developers can use these products to design business processes to model and capture replication events using Integration Orchestrator. We also discuss the future directions for these tools, including human workflow, integration with the portal, and integration with Pocket PowerBuilder.

Instructor: John Graham, Staff Software Engineer, Sybase, Inc.

INT415 Sending E-Mail from within Adaptive Server Enterprise Stored Procedures

Skill Level: Novice
Audience: Applications Developer, Database Administrator (DBA), Systems Integrator
Product Focus: Adaptive Server Enterprise (ASE) for UNIX, ASE for NT
Time: Tues 1:30 p.m.
Duration: 60 Minutes
Room: Osceola 2

This session examines how to send e-mail within ASE on UNIX. With the proliferation of the use of e-mail for immediate notification of specific actions, it may be necessary within ASE to be able to send e-mails. Although a direct method of sending e-mails exists for ASE on NT, a similar method is not available for ASE on UNIX. We review the four strategies that are available to overcome this problem: issuing a UNIX mail command via `xp_cmdshell`; calling a

Stored Procedure that in turns calls `xp_cmdshell` to issue the appropriate UNIX mail command; calling a Stored Procedure that executes `sp_sendmail` on an ASE server running on NT; and remotely executing `sp_sendmail` on an ASE server running on NT. Each strategy has advantages and disadvantages based on the level of security and the availability of the product mix.

Instructor: Steve Bradley, Senior Database Administrator, Nielsen Media Research

INT416 Successful Mobilization of Enterprise Applications

Skill Level: All Levels
Audience: Applications Developer, Database Administrator (DBA), Object Administrator, Systems Integrator
Product Focus: Unwired Server
Time: Mon 1:30 p.m.
Duration: 90 Minutes
Room: Osceola 4

This session describes how you can use the Sybase Unwired products to deliver the functionality of enterprise applications of all types to the mobile worker. We demonstrate the recommended approach for the development of applications to increase the efficiency and effectiveness of your mobile workforce.

Instructors: Katie Neben, Product Manager, Sybase, Inc.; Sheila Wood, Lead Architect, Sybase, Inc.

INT417 Orchestrating Web Services for Rapid Development

Skill Level: All Levels
Audience: Applications Developer, Consultant, Database Administrator (DBA), Systems Integrator
Product Focus: All Sybase Products, Web Services
Time: Wed 1:30 p.m.
Duration: 90 Minutes
Room: Osceola 4

Discover ways in which your organization can use Web services—and a variety of Sybase products—to develop and deploy applications more rapidly.

Instructor: Bill Jacobs, Senior Product Marketing Manager, Sybase, Inc.

TRACK: POWERBUILDER

PWB501 HTMLBridge—Moving a Client/Server Application to the Web

Skill Level: All Levels
Audience: Applications Developer, Consultant, IS/IT Management
Product Focus: PowerBuilder, Other: Web Services
Time: Tues 2:45 p.m.
Duration: 60 Minutes
Room: Sun B

This session demonstrates for the PowerBuilder user that technology similar to .NET Web forms can be implemented with PowerBuilder and that HTMLBridge helps the user to do so.

Instructor: Franck Fasolin, Application Research and Development Manager, FASOLIN

AFTERNOON SESSION DESCRIPTIONS

PWB502 Apeon for PowerBuilder Technical Overview

Skill Level: All Levels

Audience: Applications Developer, Consultant, IS/IT Management, Object Administrator, Systems Integrator

Product Focus: PowerBuilder, Other: Apeon for PowerBuilder

Times: Mon 3:30 p.m., Wed 1:30 p.m.

Duration: 90 Minutes

Room: Osceola 1

How can you create new rich-client GUI Web browser applications and write fewer lines of code without the limitations of traditional poor user interface HTML? How can you take existing PowerBuilder client/server applications to the Web without a complete or substantial rewrite and re-architecture? This class introduces a simple solution to these questions. Apeon for PowerBuilder automatically deploys the vast majority of PowerBuilder code and features to n-tier Web applications. Far fewer lines of code are needed for building new Web applications. Apeon seamlessly replicates the rich-client GUI and takes advantage of n-tier features, such as easily connecting to Web services, Java J2EE components, .NET, PowerBuilder NVO components, MQSeries/Messaging, C/C++ DLLs, and third-party application servers. The end result yields the look and feel of a rich-client or smart-client PowerBuilder application running on a Web browser.

Instructor: Rex Geissler, Principal Systems Consultant, Sybase, Inc.

PWB503 Apeon for PowerBuilder Performance Tuning Techniques

Skill Level: All Levels

Audience: Applications Developer, Consultant, IS/IT Management, Object Administrator, Systems Integrator

Product Focus: PowerBuilder, Other: Apeon for PowerBuilder

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Osceola B

This presentation focuses on tuning Web browser performance in Apeon for PowerBuilder and includes discussion of different performance-tuning techniques. Many PowerBuilder applications have a far superior rich-client/smart-client GUI and business logic feature set compared to HTML applications, which makes performance tuning a vitally important subject. Apeon for PowerBuilder automatically deploys the vast majority of PowerBuilder code and features to n-tier Web applications. Far fewer lines of code are needed for building new Web applications. Apeon seamlessly replicates the rich-client GUI and takes advantage of n-tier features, such as easily connecting to Web services, Java J2EE components, .NET, PowerBuilder NVO components, MQSeries/Messaging, C/C++ DLLs, and third-party application servers. The end result yields the look and feel of a rich-client or smart-client PowerBuilder application running on a Web browser.

Instructor: Rex Geissler, Principal Systems Consultant, Sybase, Inc.

PWB504 How to Prepare for and Pass Your PowerBuilder Certification Exams

Skill Level: Experienced

Audience: Applications Developer, Consultant, Object Administrator, Systems Integrator

Product Focus: PowerBuilder

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Osceola 4

This session helps you prepare for the PowerBuilder exams. We offer techniques and suggestions for studying for the exam, provide you with sample questions, and cover in detail each topic in the study guide.

Instructor: Sam Lakkundi, Area Lead Architect, Sybase, Inc.

PWB505 Using Microsoft MapPoint in PowerBuilder

Skill Level: All Levels

Audience: Applications Developer

Product Focus: PowerBuilder, Other: Microsoft MapPoint, OCX, OLE Automation

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Osceola A

This presentation shows how to include Microsoft MapPoint control in PowerBuilder and make use of pushpins, waypoints, and travel descriptions. We discuss how to use OLE automation with MapPoint for tasks such as travel time calculation. Real-world examples of an application developed for a service company using MapPoint are shown.

Instructor: Arthur Hefti, CEO, CATsoft Development GmbH

PWB506 Secure Data Transmission with PowerBuilder

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management

Product Focus: PowerBuilder, Other: Web Services

Time: Mon 1:30 p.m.

Duration: 60 Minutes

Room: Sun A

Sending private data over the Internet is always a security risk. This presentation shows how to secure the data before sending it over the Internet or over a secure connection. Topics include encrypting the data before sending by synchronous or asynchronous (public/private key) encryption, sending the data through a secure connection, and accessing a Web service without a third-party library. We review a list of real-world problems encountered on various company networks when trying to transmit data.

Instructor: Arthur Hefti, CEO, CATsoft Development GmbH

AFTERNOON SESSION DESCRIPTIONS

PWB508 DataWindow for .NET—Usage, Features, and Roadmap

Skill Level: Experienced
Audience: Applications Developer
Product Focus: PowerBuilder, Other: Web DataWindow
Times: Mon 3:30 p.m., Wed 1:30 p.m.
Duration: 60 Minutes
Room: Sun B

This is an overview of the release 1.0 DataWindow for .NET, including its usage, features, and some how-to's. We discuss DataWindow .NET's development and evolution, and cover some early experiences from QA and beta. We also review the next two releases, 1.5 and 2.0. Release 1.5 is to contain at least two important features: support for Web forms and dot notation access to the DataWindow properties. Plans for release 2.0 include more ADO support, access to DataSets and DataTables, and support for typed DataSets as a DataWindow .NET data source.

Instructor: David Avera, Staff Engineer, Sybase, Inc.

PWB509 Managing the Evolution of Your PowerBuilder Applications with Visual Expert

Skill Level: All Levels
Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: PowerBuilder
Time: Tues 4:00 p.m.
Duration: 60 Minutes
Room: Osceola 1

This presentation is dedicated to companies working on existing PowerBuilder applications (maintenance, evolutions, migration to PowerBuilder 9.0, etc.). We show how to solve some of classic technical problems, and review issues including how to make a new member efficient rapidly when he joins a project, how to avoid unwanted side effects while modifying the code, how to transfer the technical knowledge of an application from one group to another, and how to define and comply with development rules and standards. The presentation is based on the product Visual Expert (included in the PowerBuilder 9.0 Partner CD). We present real code examples and answer technical questions. We also summarize the completed worldwide PowerBuilder User Survey that indicates that many large PowerBuilder applications are still being developed by significant development teams.

Instructor: Saffron Stripling, Business Development—US Manager, Novalys

PWB510 Moving a PowerBuilder Enterprise Banking Solution from Client/Server to the Web Using Apeon

Skill Level: All Levels
Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Object Administrator
Product Focus: PowerBuilder, Other: Apeon for PowerBuilder
Time: Mon 1:30 p.m.
Duration: 60 Minutes
Room: Osceola 1

This session describes a real-life experience with Apeon for PowerBuilder and the resulting added value. We include a discussion regarding exposure of Path Solutions and the related enterprise banking solution.

Instructor: Naji Moukadam, Executive Vice President—Development, Path Solutions

PWB511 Creating Section 508-Compliant Applications with PowerBuilder

Skill Level: All Levels
Audience: Applications Developer
Product Focus: PowerBuilder
Time: Wed 1:30 p.m.
Duration: 60 Minutes
Room: Sarasota 2

This session examines what Section 508 compliance is. We discuss who needs it, the basics of Section 508 of the Rehabilitation Act of 1973, the §1194.21 requirements for software applications and operating systems, the Microsoft approach, and Microsoft Active Accessibility (MSAA) version 2.0. Specific attention is paid to relevant PowerBuilder accessibility internals including how PowerBuilder accessibility works, DataWindow accessibility, and performance considerations. We demonstrate PowerBuilder DataWindow accessibility with Microsoft Accessible Explorer.

Instructor: Elke Sacher, Senior Software Engineer, Sybase, Inc.

PWB512 The XML Web DataWindow in PowerBuilder 10.0

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: Enterprise Application Server, PowerBuilder, Other: DataWindow, XML, XSLT, XHTML
Times: Mon 1:30 p.m., Wed 3:30 p.m.
Duration: 90 Minutes
Room: Sun B

Building upon the power of the DataWindow to export and import its data in XML using custom templates, as well as export its presentation in XSL-FO, PowerBuilder 10.0 also extends the Web DataWindow with an XML-based architecture. This session covers how the new XML Web DataWindow generates its content, layout, and style separately in XML, XSLT, and CSS and is rendered into XHTML on the browser-side. Users benefit from faster download of DataWindow pages because their stylesheets are only downloaded once and cached, resulting in bandwidth savings. Enterprises benefit from the greater efficiency, scalability, extensibility, and accessibility of these standard W3C technologies. New DataWindow XHTML templates also are introduced that allow RAD customization of the generated stylesheets in the DataWindow painter. Developers benefit from finer-tuned control over how a DataWindow's objects, properties, and styles are displayed and how its events are handled. This has particular relevance to portal applications.

Instructor: Angelo Scipione, Staff Software Engineer I—Development, Sybase, Inc.

AFTERNOON SESSION DESCRIPTIONS

PWB513 Building Database and Synchronization Applications with Pocket PowerBuilder

Skill Level: Novice

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: Adaptive Server Anywhere (ASA), MobiLink, Pocket PowerBuilder (PocketBuilder)

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Sun C

Have you ever wondered how PocketBuilder can be used to create sophisticated data-driven applications for the Pocket PC? Do you want to understand how enterprise data can be accessed and updated from a mobile device without requiring a wireless network connection? How about techniques for synchronizing the mobile data with your enterprise database? In this session, we detail the following topics: how to create an ASA database for mobile devices; how to connect PocketBuilder applications to your ASA database using the DataWindow; how to synchronize your mobile database application with your enterprise servers; and how to refresh your Pocket PC device with specific subsets of corporate data for disconnected use. We explain all of these tasks as we build a complete PocketBuilder application that uses an ASA database and MobiLink synchronization.

Instructors: Reed Shilts, Development, Sybase, Inc.; Ian Thain, Technical Evangelist/Software Engineer, Sybase, Inc.

PWB514 Pocket PowerBuilder Advanced Topics

Skill Level: All Levels

Audience: Applications Developer

Product Focus: Adaptive Server Anywhere (ASA), MobiLink, Pocket PowerBuilder (PocketBuilder)

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Osceola 2

In this session, we use live demonstrations with esoteric hardware to describe the advanced and more unusual features in PocketBuilder 1.x and 2.0. Topics include techniques to improve efficiency, reduce memory consumption, and to connect to different databases; the barcode and fingerprint scanning object; printing from the PDA; and the phone-enabled features and native SmartPhone support coming in PocketBuilder 2.0. This unique discussion is far ranging and interesting for every level of developer who is developing an application to run on a handheld device.

Instructor: Reed Shilts, Development, Sybase, Inc.

PWB515 Application Design and User Interface Guidelines for PocketBuilder Applications

Skill Level: All Levels

Audience: Applications Developer

Product Focus: Pocket PowerBuilder (PocketBuilder), PowerBuilder

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 2

This session examines special considerations for building mobile applications for both the Pocket PC and Smartphone. We review the design principles for interaction, user interface,

performance, and power consumption that can be used when writing applications for mobile devices. Discussion touches upon the similarities and differences between the desktop and the device, the difference between user expectations and abilities, and differences between PocketPC and Smartphone devices.

Instructors: Reed Shilts, Development, Sybase, Inc.; Ian Thain, Technical Evangelist/Software Engineer, Sybase, Inc.

PWB516 Using Source Control Effectively in PowerBuilder

Skill Level: All Levels

Audience: Applications Developer, Object Administrator

Product Focus: Pocket PowerBuilder (PocketBuilder), PowerBuilder

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Osceola B

This presentation helps you understand how PowerBuilder interacts with source control systems. Knowing how Source Code Control (SCC) integration works helps you choose effective methodologies for your project. For example, the Orcascript feature in PowerBuilder 9.0 allows you to configure and rebuild a project several different ways. From your central SCC repository, you can create a development build for engineers, a QA build for regression tests, and a production build for customers. This eliminates the need for time-consuming full rebuilds. We also discuss how SCC integration works in the Unicode environments of PocketBuilder and PowerBuilder 10.0. A lively question and answer session provides the opportunity to address vendor-specific integration issues.

Instructors: Michael Cobb, Staff Software Engineer, Sybase, Inc.; Paul Horan, Senior Architect, Video Communications, Inc.

PWB517 PowerBuilder in the .NET World

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: PowerBuilder, Other: .NET

Times: Mon 3:30 p.m., Wed 3:30 p.m.

Duration: 90 Minutes

Room: Osceola B

The PowerBuilder .NET compiler that is under development will be able to translate PowerBuilder applications to both .NET windows forms and, more attractively, ASP.NET applications. This session introduces and demonstrates how PowerBuilder features are mapped to .NET features and how to deploy an ASP.NET application translated from a PowerBuilder application. The future of PowerScript is covered.

Instructor: Xue-song Wu, Staff Software Engineer, Sybase, Inc.

AFTERNOON SESSION DESCRIPTIONS

PWB518 Build International Applications with PowerBuilder 10.0

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: PowerBuilder
Time: Wed 3:30 p.m.
Duration: 60 Minutes
Room: Tampa

PowerBuilder 10.0 uses Unicode as its native character set. It can process multi-language data in one application and display the data in a single form. The primary focus of this session is on how to develop a user interface with multi-language support and how to access ANSI and Unicode databases using the DataWindow in PowerBuilder 10.0. We explore Unicode and the concept of using Unicode in PowerBuilder 10.0 and introduce the new features in PowerBuilder 10.0.

Instructor: Jin-You Zhu, Senior Software Engineer, Sybase, Inc.

PWB519 Development of Web Services in PowerBuilder

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: PowerBuilder, Other: WSDL, SOAP, UDDI
Time: Tues 1:30 p.m.
Duration: 60 Minutes
Room: Sun B

Web services are being evolved as a key technology to integrate existing systems. In this session we review Web services and the concept of using Web services in PowerBuilder. Discussion includes how to consume Web services in both PowerBuilder traditional client and JSP client, how to deploy PowerBuilder NVOs to Enterprise Application Server 5.0 as a Web service, and the interoperation issues of Web services. We also offer tips and tricks on PowerBuilder, .NET, and Java Web services.

Instructor: Jin-You Zhu, Senior Software Engineer, Sybase, Inc.

PWB520 Customer Case Study—Migrating Complex PowerBuilder Applications to the Web with DataWindows and All

Skill Level: All Levels
Audience: Applications Developer, Consultant, IS/IT Management, Object Administrator, Systems Integrator
Product Focus: Enterprise Application Server (EAServer), Other: Java Server Pages, Enterprise Application Framework
Time: Tues 3:30 p.m.
Duration: 60 Minutes
Room: Naples 1/2

The growth of the Internet as a medium for information management has created a new environment for traditional PowerBuilder teams. With advances in Internet bandwidth and security, business management is now looking to IT to get PowerBuilder applications on the Web. It's been said there is no way to get to the Web with EAServer and PowerBuilder, but what's really involved in such an undertaking? What can be reused from existing applications?

What technologies need to be acquired? This session offers answers to these questions and more as we walk you through the development of a recent successful PowerBuilder-to-the-Web migration.

Instructor: Gil Pina, Distributed Applications Specialist, Cynergy Systems, Inc.

PWB521 Building PowerBuilder Web Applications with Cynergy Enterprise Application Framework 4.0

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: Enterprise Application Server, PowerBuilder, Other: Java Server Pages, XML
Time: Mon 3:30 p.m.
Duration: 90 Minutes
Room: Osceola 3

This session shows how to get your PowerBuilder applications to the Web with Enterprise Application Framework (EAF) 4.0. The Cynergy Systems EAF is the most widely used PowerBuilder framework available for Web application development. With version 4.0, Cynergy has added a number of new features on top of the already existing list of capabilities. The EAF's chief architect walks you through all of the EAF's features for developing robust Web applications using PowerBuilder with an emphasis on the EAF's Rapid Application Development methodology. Using the EAF has reduced Web application development time by as much as 50% in many cases.

Instructor: Carson Hager, President, Cynergy Systems, Inc.

PWB522 4GL Web Java Server Pages, Web Application, J2EE Client, and Web Services Client Development Using PowerBuilder 9.0

Skill Level: Novice
Audience: Applications Developer, Consultant
Product Focus: Enterprise Application Server (EAServer), PowerBuilder 9.0
Time: Mon 1:30 p.m.
Duration: 90 Minutes
Room: Osceola 2

This presentation demonstrates the benefits of using PowerBuilder 9.0 for distributed client development. Topics include creating Web/Java Server Pages (JSPs) using PowerBuilder wizards; creating 4GL Web/JSP pages and 4GL Web/JSP DataWindow pages; use of the Web DataWindow in PowerBuilder 9.0; creating a Web services client and consuming Web services; creating EJB clients using the wizard provided by PowerBuilder 9.0; and creating a Web application and deploying a WAR file to EAServer from PowerBuilder 9.0.

Instructor: Kashif Ahmed, Senior Consultant/Developer, PowerObjects, Inc.

AFTERNOON SESSION DESCRIPTIONS

PWB523 Extending PowerBuilder Applications to the Web without Programming

Skill Level: All Levels
Audience: Applications Developer, Database Administrator (DBA), Object Administrator, Systems Integrator
Product Focus: Sybase Enterprise Portal (EP)
Time: Wed 3:30 p.m.
Duration: 90 Minutes
Room: Naples 1/2

This session demonstrates how easy it is to extend your existing PowerBuilder applications to a Web-based framework (e.g., a portal or a dashboard) and all the benefits of using a Web framework including, but not limited to personalization, customization, security, and click-across. For PowerBuilder developers dabbling with Web programming, this session is a must.

Instructor: Jagdish Bansiya, Engineering Director, Sybase, Inc.

PWB524 Portal-Enabling Your PowerBuilder Web Application

Skill Level: All Levels
Audience: Applications Developer, Consultant, IS/IT Management, Systems Integrator
Product Focus: Enterprise Application Server, PowerBuilder, Sybase Enterprise Portal (EP)
Time: Tues 2:45 p.m.
Duration: 60 Minutes
Room: Osceola B

Portals are fast becoming the interface of choice for large and small enterprises, bringing together existing applications and new Web services onto a single desktop with the goal of improving staff productivity. The sales pitch says it's easy, but in reality it can be very difficult to bring together Web applications that were not designed for use in a portal. In addition, each portal product has its own hurdles to overcome. In this presentation, we cover many issues that need to be addressed in order to portal-enable existing PowerBuilder-based Web applications or to design new applications to be ready for the portal. Topics include: Single Sign-On (SSO), CSS (stylesheets), sizing pages to fit in a portlet, communicating with the portal, DataWindow CSS and HTML, URL rewriting, Data-Oriented Services (DOS), Presentation-Oriented Services (POS), Web Services Remote Protocol (WSRP), and session management.

Instructor: John D. Olson, Senior Consultant—Professional Services, Sybase, Inc.

PWB525 Iterative Design and Coding Using PowerBuilder and PowerDesigner

Skill Level: All Levels
Audience: Applications Developer
Product Focus: PowerBuilder 10.0, PowerDesigner 10.1
Time: Tues 4:00 p.m.
Duration: 60 Minutes
Room: Miami 2/3

This presentation shows you how to develop an application in an iterative and incremental approach and highlights some useful features. The integration of PowerBuilder and PowerDesigner solves the challenge of maintaining coding in line with design and going from design to coding. This is achieved through the PowerDesigner plug-in within the

PowerBuilder 10.0 IDE. It allows developers to do modeling, code generation, reverse engineering, and code navigation in an iterative process. In PowerDesigner, all PowerBuilder objects can be represented in a class diagram. It is possible to reverse engineer existing PowerBuilder applications to have an overview of the class hierarchy and relationship between classes. This is especially useful for maintaining and evolving existing applications.

Instructor: Chee Hong Lim, Staff Software Engineer, Sybase, Inc.

PWB526 Building Handheld Applications Using Pocket PowerBuilder

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: Pocket PowerBuilder (PocketBuilder)
Time: Wed 1:30 p.m.
Duration: 90 Minutes
Room: Tampa

Begin developing mobile applications today. This presentation offers an exploration of the issues facing companies as they begin moving business applications to handheld devices. We show you how to leverage your existing PowerBuilder skills for development with PocketBuilder and examine device selection, design and data storage, and management of devices. Discussion ties theory to real-world applications.

Instructor: Dean Jones, CEO, PowerObjects, Inc.

PWB527 Handheld Development—Synchronizing Data Using iAnywhere MobiLink

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: Adaptive Server Anywhere (ASA), MobiLink, Pocket PowerBuilder (PocketBuilder)
Time: Mon 3:30 p.m.
Duration: 60 Minutes
Room: Miami 2/3

A developer can develop a handheld application quickly using tools such as PocketBuilder. Developers need an equally easy way to manage synchronization. This session focuses on key design issues for developing a remote synchronization solution using MobiLink. It includes a look at table design, key generation, and handling deletes, inserts, and updates to the consolidated databases. Learn to identify pitfalls before beginning development and increase the probability of success on the project.

Instructor: Dean Jones, CEO, PowerObjects, Inc.

PWB528 XML DataWindow

Skill Level: Intermediate
Audience: Applications Developer
Product Focus: PowerBuilder
Time: Tues 4:00 p.m.
Duration: 60 Minutes
Room: Sun B

PowerBuilder has been leading the way in Web development for the last several years. In this session, learn how to leverage your skills in PowerBuilder to move DataWindows to the Web using PowerBuilder's XML DataWindow. Using a J2EE front end, we show how to develop pages that read and write transactions easily using the XML DataWindow.

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Whether you're writing a small or large application, learn how the XML DataWindow can save you time when moving to the Web.

Instructor: Dean Jones, CEO, PowerObjects, Inc.

PWB530 If You Build It—An Exploration of Sybase Developer Network's CodeXchange

Skill Level: All Levels

Audience: Applications Developer

Product Focus: PowerBuilder, Other: All Sybase Products

Time: Wed 1:30 p.m.

Duration: 60 Minutes

Room: Tallahassee 2

This session explores the benefits of the Sybase Developer Network (SDN). SDN and CodeXchange are a one-stop shop for your technical needs. Find white papers, product updates, downloads, and information concerning your Sybase products. Not enough? Take a look at CodeXchange where code samples developed by your peers are stored and new development projects begin regularly. Search through the open source code for what you need before having to develop it yourself or pay for a support call.

Instructors: Patrick Enright, Director of Developer Evangelism, Sybase, Inc.; Dave Fish, Principal Systems Consultant, Sybase, Inc.

PWB531 Pocket PowerBuilder Introduction

Skill Level: All Levels

Audience: Applications Developer

Product Focus: Pocket PowerBuilder (PocketBuilder), PowerBuilder

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Miami 1

Are you a developer that is interested in mobile unwired application development and have not seen Pocket PowerBuilder yet? If so, then this session is for you. We cover the area of new Pocket PC OS usage and an overview of Pocket PowerBuilder features. Discussion includes the Unwired Enterprise, Why Pocket PowerBuilder?, enterprise mobile applications, and Pocket PowerBuilder versus PowerBuilder MobiLink. We present a wealth of Pocket PowerBuilder demonstrations from Sybase.

Instructor: Ian Thain, Technical Evangelist/Software Engineer, Sybase, Inc.

PWB532 New Ways to Develop Applications Rapidly Using Business Process Management and Workflow

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), IS/IT Management

Product Focus: PowerBuilder, Other: Interstage BPM (i-Flow)

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Miami 1

During this session we introduce our Interstage product line and overview how the new relationship between Sybase and Fujitsu will benefit you. The main feature of our presentation is to explain how the Fujitsu Interstage Business Process Management (BPM) (i-Flow) product is used to develop and

deploy business process applications rapidly. Sybase will offer BPM (i-Flow) as an integrated module to a variety of Sybase products. After attending this session you will be prepared to create human workflow-oriented business processes quickly and extend the value of your IT investments.

Instructor: Marc Londa, Director—Business Development, Fujitsu, Inc.; Keith Swenson, Chief Architect, Fujitsu, Inc.

PWB533 PowerBuilder Application Forms Service-Oriented Architecture Foundation

Skill Level: All Levels

Audience: IS/IT Management

Product Focus: PowerBuilder, Other: SOA

Time: Tues 4:00 p.m.

Duration: 60 Minutes

Room: Osceola 5

This session details a larger customer's perspective of how to deliver a new composite application rapidly with a PowerBuilder application as the SOA foundation. We leveraged an existing PowerBuilder application along with other mission-critical applications to access a complex data structure, and utilized an application portal to integrate business processes across multiple systems. Using this approach, the Naval Facilities Engineering Command (NAVFAC) has created a service-oriented architecture foundation that delivers rapid results to integrate end-to-end business processes on Web, client, and host platforms. Composite application development extends the viability of the PowerBuilder application, delivering critical information to multiple disparate systems. The system is used by 900 contract managers to procure as much as nine billion dollars annually. More than 50,000 transactions per year are handled within the PowerBuilder application, called the Standard Procurement System (SPS), which is housed on sixteen separate servers and is in use by all related Department of Defense agencies.

Instructor: Chris Swearingen, Technical Project Leader, Systems Strategies, Inc.

TRACK: POWERDESIGNER

PDR601 Many-to-One—Moving a Data Architecture Group to Common Practices with PowerDesigner DataArchitect

Skill Level: All Levels

Audience: Database Administrator (DBA), IS/IT Management

Product Focus: PowerDesigner

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 2

Resurgent interest in data architecture among global 2000 organizations is being driven by increased data integration needs as businesses strive to create a 360-degree view of their customers. This presentation details how MasterCard has implemented PowerDesigner DataArchitect and PowerDesigner Repository into a full lifecycle data architecture process. Topics include integrating data architecture with the systems development process; logical versus physical value-added data models; the reluctant DBA; model manage-

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ment spectrum—using the repository across a spectrum of project sizes; and building a data model Web site using PowerDesigner's reporting facility. This real-world example illustrates how a bottom-up approach to employing sound data management practices across a large IT organization can be implemented using PowerDesigner.

Instructor: John Singer, Data Architect, MasterCard International

PDR602 Programming PowerDesigner with Java

Skill Level: Experienced

Audience: Applications Developer, Consultant

Product Focus: PowerDesigner

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Miami 2/3

This session shows how to access and program PowerDesigner Java. Topics include how to create customized views to edit extended attributes in Eclipse, showing model information via a JSP, and dynamic model manipulation with real-time data and dynamic GIF generation.

Instructor: Volker Saggau, Business Consultant, Sybase, Inc.

PDR603 Real Enterprise Modeling—Converting to PowerDesigner from ERwin

Skill Level: Novice

Audience: Consultant, Database Administrator (DBA), IS/IT Management

Product Focus: PowerDesigner

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 3

This session shows you how to migrate your organization from ERwin to PowerDesigner successfully. Data model notation, model management, and the differences between the tools and how to overcome them using PowerDesigner's robust user interface are covered.

Instructor: Matt Creason, Senior System Consultant, Sybase, Inc.

PDR604 Extending and Customizing PowerDesigner

Skill Level: Experienced

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management

Product Focus: PowerDesigner

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Captiva 2

Users can take advantage of PowerDesigner's high level of customization capabilities to create custom profiles (including stereotype-based custom symbols), check model, code generation, and reverse engineering enhancements. Object language, database targets, process languages, and extended model definitions each can be customized in different ways. This session explores the different customization techniques including VBScripting, COM API access, and more.

Instructor: Jay Stevens, Product Support Engineer, Sybase, Inc.

PDR605 Data Modeling Tips, Tricks, and Customization

Skill Level: Experienced

Audience: Consultant, Database Administrator (DBA)

Product Focus: PowerDesigner

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Naples 1/2

This session is for data modelers who are using PowerDesigner and who want to gain more productivity from the tool.

Topics include a series of tips and tricks to help users be more productive with PowerDesigner, database support customizations through the XDB file, and VBScripting and COM API customizations.

Instructor: Anthony Hill, Senior Product Support Engineer, Sybase, Inc.

PDR606 Business Process Modeling with PowerDesigner

Skill Level: Novice

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: PowerDesigner

Time: Tues 3:30 p.m.

Duration: 90 Minutes

Room: Sun D

This session covers the business process modeling module in PowerDesigner. We discuss conceptual business modeling including process simulation and refinement, and implementation modeling including ebXML and BPEL4WS generation. Information in this session helps you optimize your business processes, improve process documentation, develop a service-oriented architecture, and link the process automation to the business process definition.

Instructor: David Dichmann, Senior Product Manager, PowerDesigner, Sybase, Inc.

PDR607 XML Modeling with PowerDesigner

Skill Level: Intermediate

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: PowerDesigner

Times: Mon 1:30 p.m., Wed 3:30 p.m.

Duration: 90 Minutes

Room: Miami 2/3

PowerDesigner can be used to model and design XML structures as well as associate these structures to their related application logic and RDBMS structures. This session explores how to use PowerDesigner for XML modeling and includes some examples of how these techniques can be used in practical situations.

Instructor: Jay Stevens, Product Support Engineer, Sybase, Inc.

AFTERNOON SESSION DESCRIPTIONS

PDR608 Best Practices for Integrated Modeling with PowerDesigner

Skill Level: Intermediate

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: PowerDesigner

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Naples 1/2

PowerDesigner has integrated business modeling, data object modeling, and UML-based object modeling techniques into a single tool. This session discusses each technique's methods for use, and how to use them together within PowerDesigner. PowerDesigner follows a highly iterative approach between business and IT techniques—from analysis to design and implementation—to allow users to develop highly successful systems.

Instructor: Xiao-Yun Wang, PowerDesigner Chief Architect, Sybase, Inc.

TRACK: REPLICATION

REP701 Connecting the Enterprise—Heterogeneous Replication for Various Database Sources

Skill Level: Experienced

Audience: Database Administrator (DBA)

Product Focus: Replication Server

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Naples 1/2

This presentation provides the information for the set up, use, and monitoring of two-way replication between database sources independent of database vendor. Replication Server with options can transmit data in its native protocol to multiple sources. This allows for real-time access to data from a variety of sources and at geographically dispersed locations. The use of this architecture can provide a live database backup at a remote location in the event that disaster recovery is necessary. This architecture also provides local access to remote data.

Instructor: Nanci Reinhart, Senior Consultant, Sybase, Inc.

REP703 Tuning Replication Server 12.5 for Ultra High Performance

Skill Level: Experienced

Audience: Applications Developer, Consultant, Database Administrator (DBA)

Product Focus: Adaptive Server Enterprise (ASE), Replication Server

Times: Mon 4:00 p.m.; Tues 4:00 p.m.

Duration: 60 Minutes

Room: Daytona

This presentation covers architecture, configuration, and tuning of Replication Server 12.5 for ultra high performance. We discuss real-life customer experiences using Replication Server in high-volume Department of Defense installations. Topics include Replication Server configuration settings (save intervals, packet size, partition and disk affinity); Replication Agent™ configuration settings (send batch size, priority); parallel replication, parallel DSI options (serialization

methods and partitioning rules), and multiple replication servers (i.e., separate inbound and outbound replication servers to reduce contention); ASE considerations, use of fast devices (SSD and cache) for tempdb and transaction log; multiple databases/transaction logs/Replication Agents application tuning, designing your application with replication in mind; and avoiding unnecessary replication, and tuning subscriptions to minimize data transfer using the maintenance user.

Instructors: Daniel Graham, Senior Consultant, Sybase, Inc.; Joe Wooden, Lead Principal Consultant, Sybase, Inc.

REP704 Replication Server Performance and Tuning

Skill Level: Experienced

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: Replication Server

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Sanibel

This class provides an overview of all available performance-tuning features offered by Replication Server, including how to take advantage of the latest Replication Server features to improve transaction throughput and decrease latency. We include a discussion of the intent of the feature for improving performance and some suggestions on when and how the feature might be used. Learn how to take advantage of Replication Server's monitoring features for evaluating the results of your tuning efforts quickly and for locating performance-tuning opportunities.

Instructor: Greg Carter, Staff Engineer II, Sybase, Inc.

REP705 A Simple DR/High Availability Implementation for Replication Servers Based on NAS Filer

Skill Level: Intermediate

Audience: Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Replication Server, Other: NAS Filer FAS960

Time: Tues 4:00 p.m.

Duration: 60 Minutes

Room: Naples 3

Most people know that the DR for ASE databases can be implemented reliably by using Replication Server's warm standby. It is interesting, however, that replication servers—including the ID Server—typically are not brought up on the DR site after a site fail over due to implementation difficulties. Therefore, subscription and Web services replication typically are halted after a site fail over unless a lengthy recovery process is implemented. This session presents a simple and robust DR/high availability solution for Replication Server based on the high-performance, Sybase-certified network device—FAS960 filer. We show you how to set up a Replication Server DR system using cross-site device mirroring (snapMirror), and walk you through the simple process of failing over a Replication Server to the DR site. This can be implemented easily as a local high availability system to protect your critical Replication Servers from a hardware crash.

Instructors: Tung Chen, Senior Database Administrator, Barclays Global Investors; Murulidhar Krishna, Technology Specialist, Barclays Global Investors

AFTERNOON SESSION DESCRIPTIONS

REP706 Using Change Capture to Feed Real-Time Analytics

Skill Level: All Levels

Audience: Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Replication Server, Sybase IQ, Other: BizTracker, RepConnector

Time: Tues 2:45 p.m.

Duration: 60 Minutes

Room: Naples 3

This presentation examines the business value of “real-time analytics,” and cites specific cases from both the government and financial sectors. Change capture is an effective and efficient way to funnel data quickly into a data warehouse, data mart, or other analytic application by identifying only production data that has been modified recently. Business rules can be set up to monitor new data automatically and to provide immediate feedback on developing trends, generating alerts when warranted. We explore how Replication Server can be used in conjunction with various data integration and messaging technologies to make real-time analytics possible. Why wait until tomorrow to understand what’s happening in your business today?

Instructor: Cynthia Femano, Principal Consultant, Sybase, Inc.

REP707 Replication Server Product Futures

Skill Level: Intermediate

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE), Replication Server, Other: Replication Agent

Times: Wed 1:30 p.m., Wed 4:00 p.m.

Duration: 60 Minutes

Room: Daytona

In this session, we present the product direction and futures of the Sybase Replication product line. We discuss aspects of the latest release of Replication Server 12.6, along with new solutions such as storage replication integration and log-based heterogeneous replication. Our focus is on future direction of the product. We discuss technologies and features that will be introduced in 2005.

Instructor: Naveen Puttagunta, Senior Product Manager, Sybase, Inc.

REP708 Getting a Better Return on Your Assets in a Disaster Recovery Environment Using New Sybase Mirror Activator

Skill Level: All Levels

Audience: Database Administrator (DBA), Replication System Administrator

Product Focus: Replication Server, Other: Replication Agent

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Sarasota 3

Combining disk-mirroring technology with Sybase’s new Mirror Activator provides you with the benefits of both technologies. A disk-mirroring-only solution provides synchronous block-level replication that guarantees that all transactions have been copied to the disaster recovery site

when the transaction is committed at the primary site.

However the replicate database is not available for use.

Replication Server provides a logical replication solution in which the replicate site is always available for reporting and load balancing. However, Replication Server only provides asynchronous replication so there may be a few transactions that have not be read from the primary log when a disaster happens and, therefore, could be lost. In a combined solution disk mirroring is used to mirror the log of the primary database to the replicate site. This mirrored copy is independent of the replicate database log and is read by the Mirror Activator. The Mirror Activator then applies these transactions to the replicate database via Replication Server. The net result is that the customer gets the guarantee that all transactions have been copied synchronously to the replicate site and the replicate database is always available for reporting and load balancing. Additionally, the bandwidth requirements are significantly reduced since only the log is mirrored.

Instructor: Dick Wiss, Engineering Director, Sybase, Inc.

REP709 Simplifying Replication—Adding Replicate Sites with Low Overhead

Skill Level: All Levels

Audience: Database Administrator (DBA), Replication System Administrator

Product Focus: Replication Server, Other: Replication Agent

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Osceola 6

Replication Server 12.6 includes several features that simplify the addition and maintenance of replicate sites. Replicate data sites are often used for disaster recovery, decision support, load distribution, and across geography access. The overhead of the creation and maintenance of a replicated environment has been lowered dramatically with two new features in Replication Server 12.6: embedded RSSD and Multi-Site Availability (MSA), as well as the addition of the Sybase Central Java Plug-in for Replication Server. The Embedded RSSD feature eliminates the need for an Adaptive Server Enterprise (ASE) database specifically for Replication Server metadata. Replication Server 12.6 now is capable of managing its own RSSD, including starting, stopping, and scheduling backups. The MSA feature simplifies replication: it raises the replication model to the database level (previously the model was raised to the table level), and provides DDL replication outside of warm standby. The Java plug-in for Replication Server 12.6 is compatible with the Java Plug-in for ASE 12.5.1. This common ground achieved for the first time in a new release provides a single framework where Replication Server and ASE can be managed together.

Instructor: Chris Huston, Replication Server Engineering Manager, Sybase, Inc.

AFTERNOON SESSION DESCRIPTIONS

TRACK: SYBASE ENTERPRISE PORTAL (SYBASE EP)

SEP802 Sybase Enterprise Portal Roadmap and Futures

Skill Level: All Levels
Audience: Applications Developer, Systems Integrator
Product Focus: Sybase Enterprise Portal (EP)
Time: Tues 1:30 p.m.
Duration: 60 Minutes
Room: Daytona

In this session, we present the exciting roadmap for portals and dashboards and the recent advances for creating off-line dashboards/portals, mobile applications, and mobilizing existing Web-based applications.

Instructor: Sean McCleary, Senior Product Manager, Sybase, Inc.

SEP803 Rapidly Mobilize Your Existing Applications or Build New Ones without Programming

Skill Level: All Levels
Audience: Applications Developer, Systems Integrator
Product Focus: Sybase Enterprise Portal (EP)
Time: Mon 1:30 p.m.
Duration: 90 Minutes
Room: Daytona

In this presentation, we show you how to mobilize your existing applications rapidly and build new mobile applications without programming.

Instructors: Sean McCleary, Senior Product Manager, Sybase, Inc.; Howard Wong, Engineering, Sybase, Inc.

SEP804 Easily Create Your Own Dashboards to Monitor Multiple Databases without Programming

Skill Level: All Levels
Audience: Corporate Management, Database Administrator (DBA), Systems Integrator
Product Focus: Adaptive Server Enterprise (ASE)
Times: Mon 3:30 p.m., Wed 3:30 p.m.
Duration: 90 Minutes
Room: Miami 1

This session demonstrates how easy it is to create a DBA dashboard so you can monitor your databases from any Web browser or mobile device. No technical experience beyond SQL is required. If you are a DBA and have been dabbling with Web programming, this session is important.

Instructor: David Clegg, Engineering Director and Architect, Sybase, Inc.

SEP805 Rapidly Build Portlets, Composition Applications, and Dashboards without Programming

Skill Level: All Levels
Audience: Applications Developer, Systems Integrator
Product Focus: Sybase Enterprise Portal (EP)
Time: Tues 3:30 p.m.
Duration: 90 Minutes
Room: Sarasota 3

Learn how to build powerful portals, dashboards, or composite applications quickly without any programming.

Instructors: David Clegg, Engineering Director and Architect, Sybase, Inc.; Sean McCleary, Senior Product Manager, Sybase, Inc.

SEP806 Advanced Mobile Application Building Techniques

Skill Level: Intermediate
Audience: Applications Developer, Systems Integrator
Product Focus: Sybase Enterprise Portal (EP)
Time: Tues 1:30 p.m.
Duration: 90 Minutes
Room: Sarasota 3

This session provides advanced techniques and tips for creating powerful mobile, Web-based applications.

Instructors: Jagdish Bansiya, Engineering Director, Sybase, Inc.; Mike Crocker, Engineering Director, Sybase, Inc.

SEP807 Exploding Sybase Enterprise Portal Productivity with PowerBuilder—A Customer Experience

Skill Level: All Levels
Audience: Applications Developer, Systems Integrator
Product Focus: PowerBuilder, Sybase Enterprise Portal (EP)
Time: Tues 3:30 p.m.
Duration: 90 Minutes
Room: Miami 1

What will you get if you combine the power of PowerBuilder and the intelligence of Cynergy System's Enterprise Application Framework with the flexibility of the Sybase EP? This session shows how existing customers boost portal productivity using PowerBuilder.

Instructors: Henrik Kummel, Area Lead Architect, Sybase, Inc.; Johan Van Froyenhoven, Area Lead Architect, Sybase, Inc.

SEP808 Advanced Portlet Building Techniques

Skill Level: Intermediate
Audience: Applications Developer, Systems Integrator
Product Focus: Sybase Enterprise Portal (EP)
Time: Wed 1:30 p.m.
Duration: 90 Minutes
Room: Miami 1

This session provides advanced techniques and tips for creating powerful portlets and composite applications without programming. We cover the use of templates and events to create powerful portlet-to-portlet communication.

Instructors: Jagdish Bansiya, Engineering Director, Sybase, Inc.; Mike Crocker, Engineering Director, Sybase, Inc.

TRACK: MOBILE ENTERPRISE SOLUTIONS

MES901 Java-Based Unwired Architectures for Extending Enterprise Applications to Mobile Devices

Skill Level: All Levels
Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: Adaptive Server Anywhere (ASA), Enterprise Application Server, SQL Anywhere Studio, Other: Unwired Server
Time: Wed 4:00 p.m.
Duration: 60 Minutes
Room: Tallahassee 3

Learn how to extend existing applications to mobile devices quickly and easily using Sybase Workspace. With the advent of mobile and unwired applications, developers have been looking for viable platforms to architect them. Skepticism persists around the viability of Java in building such architec-

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tures. This doubt is fueled by a lack of processing power, high battery consumption, memory requirements for Java, lack of JVM's, and similar concerns. With the recent increase of more powerful mobile devices that include support for WLAN, faster chips, and larger memory, Java has started to gain ground in the development of mobile unwired applications. Contributing to this evolution is the ability to extend Java-based enterprise applications easily to a mobile computing paradigm and thereby reuse the extensive developer pool. In this session, we provide development guidelines for building mobile Web applications using Java by demonstrating an application. Topics cover available JVM's, support for database, Web technologies, and more.

Instructor: Himagiri Mukkamala, Product Architect, Sybase, Inc

MES902 Introduction to Mobile Application Development with iAnywhere

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Anywhere (ASA), M-Business Anywhere, MobiLink, Other: UltraLite

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Naples 3

This session overviews the mobile development options provided by iAnywhere Solutions. For each option, we describe the technology, outline the benefits, and demonstrate an application. After attending this session, you should have a clear understanding of which iAnywhere mobile technologies are the best fit for your mobile projects.

Instructor: Alex Reif, Product Manager, iAnywhere Solutions, a Sybase Company

MES903 Mobile Application Development Best Practices

Skill Level: Novice/Intermediate

Audience: Applications Developer

Product Focus: Adaptive Server Anywhere (ASA), MobiLink, Other: UltraLite

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Naples 3

Developers who are designing mobile applications for the first time face a new set of considerations that are not present in traditional desktop application development. This session arms you with a clear understanding of mobile application development, gives advice on avoiding common pitfalls, and enables you to jump-start your future development projects. Topics include mobile development considerations such as user interface design, low-memory characteristics of mobile devices, and network considerations; leveraging the .NET Compact Framework to create database-powered mobile applications; and security considerations in a mobile environment. A demonstration of mobile development techniques is included.

Instructor: Alex Reif, Product Manager, iAnywhere Solutions, a Sybase Company

MES905 Building Mobile Web Applications with SQL Anywhere

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: M-Business Anywhere, MobiLink, SQL Anywhere Studio, Other: UltraLite

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Naples 3

Integration between SQL Anywhere and M-Business Anywhere combines the power of an on-device relational database with the cost-effectiveness and flexibility of Web development. This session demonstrates how to use M-Business Anywhere to build and deploy a handheld Web application on top of the UltraLite database.

Instructor: Dave Loop, Principal Solutions Consultant, iAnywhere Solutions, a Sybase Company

MES906 Introduction to Off-Line Mobile Web Development

Skill Level: Novice

Audience: Applications Developer

Product Focus: M-Business Anywhere

Time: Mon 1:30 p.m.

Duration: 90 Minutes

Room: Captiva 2

Many developers want to use their Web skills to build mobile applications, but the loosely connected handheld/Smartphone world is very different from the on-line desktop world for which most Web applications are built. This class covers best practices for building mobile Web applications that work off line as well as on line. DHTML, JavaScript, off-line forms, and on-device data management are discussed.

Instructor: Dan Comfort, Product Support Analyst, Sybase, Inc.

MES908 Mobile Messaging with SQL Anywhere

Skill Level: All Levels

Audience: Applications Developer, IS/IT Management

Product Focus: MobiLink, Other: Pylon Anywhere

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Captiva 2

This session provides an overview of SQL Anywhere's support for mobile application-to-application messaging. Using QAnywhere™, a new feature in SQL Anywhere, developers can build mobile store-and-forward applications that use a messaging paradigm and continue to leverage the benefits of Adaptive Server Anywhere and MobiLink. Topics include the messaging API, transmission rules, message delivery, security, push notifications, and connectors to JMS-based enterprise systems.

Instructor: Roger Kehl, Product Manager, iAnywhere Solutions, a Sybase Company

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MES909 Mobile Applications—Architecture, Design, and Implementation Considerations

Skill Level: Intermediate

Audience: Applications Developer

Product Focus: Adaptive Server Anywhere (ASA), MobiLink, Other: UltraLite

Time: Tues 2:45 p.m.

Duration: 60 Minutes

Room: Captiva 2

Wireless computing devices are proliferating at a rapid pace. This is creating the need for software applications to be designed to handle the realities of the mobile computing lifestyle. Intel is helping to make mobility better by working closely with the software industry to “mobilize” applications. By adding on-line/off-line functionality, “mobilized” applications allow users to work anywhere, any time, and to work without disruption even when network connections are interrupted. Seamless roaming when moving from hotspot to hotspot means users won’t waste time reconnecting or lose critical data because of dropped connections. Users also experience increased flexibility and convenience by being able to access data and applications on various computing devices, including laptops, desktops, handhelds, or servers. This session focuses on meeting the needs of the mobile computing lifestyle by applying a set of mobile software architecture design guidelines that are based on best-known methods from leading industry ISVs. We also provide an overview of the Intel hardware mobility offerings necessary for deployment.

Instructor: Majd Naciri, Senior Applications Engineer, Intel, EPG/SSG/Core Software Division

MES910 Case Study—Best Practices for Deploying Handheld Solutions to the Sales Force

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: M-Business Anywhere, Other: Mobile Sales, Pylon Anywhere

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Sarasota 3

This session describes the development and deployment of a PDA-based sales system to several hundred field personnel. Mobile Accessible Sales Tool (MAST) is an internal IT project at Sybase developed to extend critical sales applications such as pricing catalogs, customer summary, sales plan management, intranet, and e-mail to the mobile sales force on HP iPAQ PDAs. The tool has strong user adoption and has been rolled out to 300 global employees, with more on the way. MAST has changed the flow of information to and from the field by employing Sybase products including M-Business Anywhere, Mobile Sales, Pylon Anywhere, Adaptive Server Anywhere, Adaptive Server Enterprise, and Enterprise Application Server and common Java and XML development practices. The presenter is responsible for both the project management and administration of the system. He shares best practices on design, deployment, and ongoing management to answer the question, “What does it really take to roll out a major handheld enterprise solution?”

Instructor: Jim Piavis, Product Manager, iAnywhere Solutions, a Sybase Company

MES911 Top Considerations When Enabling Your Corporate E-Mail Wirelessly

Skill Level: All Levels

Audience: Applications Developer, IS/IT Management

Product Focus: Pylon Anywhere

Time: Tues 4:00 p.m.

Duration: 60 Minutes

Room: Captiva 2

iAnywhere Solutions’ Pylon Anywhere keeps your mobile workers in touch and up to date while they are away from the office. It provides always available access to enterprise e-mail, calendar, contact, and task information from Lotus Domino and Microsoft Exchange to popular handheld devices. Mobile workers are empowered to be more productive and responsive because they have critical information at their fingertips. Topics in this session include how to extend Lotus Domino or Microsoft Exchange information to mobile users on the go—no PC or cradle required; how the easy-to-use administration console and client interfaces provide a flexible approach for providing workers with always available access to important productivity information—even without a network connection; the various connectivity options including wireless (Wi-Fi, GRPS, CDMA 1x), dial-up, and cradle; leveraging existing hardware investment with support for Palm, Pocket PC, and Symbian OS-based devices; and the product roadmap for the Pylon Anywhere product. Get immediate return on investment—no development required!

Instructor: Marty Mallick, Product Manager, iAnywhere Solutions, a Sybase Company

MES912 Taming the RFID Network—Overview of the XcelleNet RFID Solution

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management

Product Focus: M2M and RFID Solutions

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Sarasota 3

One of the major challenges to successful deployments of Radio Frequency Identification (RFID) technology is the management of the RFID system and the massive data that it can generate. iAnywhere’s XcelleNet Products Group offers an edgeware solution that solves this problem and more, lowering the cost of deploying and operating an RFID network. In this session, we provide an overview of the company’s upcoming offering in the red-hot RFID market—the XcelleNet RFID Network Services platform, plus a brief review of the RFID technology and its business use cases. It may surprise you how many everyday events in your life, such as starting your car, driving through the Speed Pass lane, and entering your office building involve the use of RFID technology. Learn how our new product offering fits into the Sybase RFID Reference Architecture, and how this platform complements many of the current Sybase, iAnywhere, and XcelleNet products.

Instructor: Chris Foley, Director Business Development—M2M/RFID, iAnywhere Solutions, a Sybase Company

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MES913 Managing and Securing Frontline Devices—An XcelleNet Overview

Skill Level: All Levels
Audience: Applications Developer, Database Administrator (DBA), IS/IT Management
Product Focus: Afaria®, RemoteWare®
Time: Wed 3:30 p.m.
Duration: 90 Minutes
Room: Naples 3

How do you ensure that mobile devices, as well as remote systems (such as those in retail stores and restaurants), are reliable and secure when you deploy business-critical information out to the field? This session is an introduction to Afaria and RemoteWare, XcelleNet's market-leading products for managing front-line devices. An outline of the Frontline Systems Management and Frontline Security Management capabilities in these products, as well as examples of how customers are currently using them to ensure the success of their field sales and service forces helps you understand what these products do and why they are leaders in their markets. Time is provided for an extensive question and answer period during the session.

Instructor: Shari Freeman, Manager Software Engineering/Product Management—XcelleNet Products Group, iAnywhere Solutions, a Sybase Company

MES914 Driving Mobile Application Usage with Natural Language Processing

Skill Level: Experienced
Audience: Applications Developer, IS/IT Management
Product Focus: Dejima Direct
Time: Tues 1:30 p.m.
Duration: 60 Minutes
Room: Naples 3

Limited screen space, connectivity issues, and input modality restrictions in the mobile devices of today can hamper user adoption and restrict an organization's ability to reap productivity benefits from mobile applications. Fortunately, new technology from iAnywhere enables developers to simplify application interfaces using Natural Language Processing (NLP) in combination with speech, text, Web, or e-mail input. Rather than taking the time to learn how to navigate through extensive menus and be forced to sit through multiple screen refreshes, users simply ask for what they want in one step. For example, a salesperson who wants to access her company's funnel information for the Western region and for deals larger than \$1 million can request, "Show all Western regional sales opportunities greater than \$1 million" or simply, "all West opps > \$1m," and view the specific report delivered in real-time on her wireless device. In this session, we describe the Adaptive Agent Oriented Software Architecture (AAOSA) used for Natural Language Interfaces (NLI). To create an NLI using AAOSA, an engineer models the application, not the language, in the form of an agent network.

Instructor: Babak Hodjat, Senior Director—Engineering, iAnywhere Solutions, a Sybase Company

TRACK: SQL ANYWHERE STUDIO

SQL921 SQL Anywhere Futures Discussion

Skill Level: All Levels
Audience: Applications Developer, Database Administrator (DBA)
Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio
Time: Mon 1:30 p.m.
Duration: 90 Minutes
Room: Osceola 6

What lies ahead for iAnywhere Solutions' SQL Anywhere product? Join senior engineers for a thought-provoking discussion of plans for the future development of SQL Anywhere Studio. An outline of the ASA, MobiLink, and UltraLite product roadmaps help you understand how features in the current releases can be utilized, and what is being put in place to help you exploit future functionality. Time is provided for extensive questions and answers throughout the session.

Instructor: Dave Neudoerffer, Vice President of Engineering, iAnywhere Solutions, a Sybase Company

SQL922 Adaptive Server Anywhere—Performance Analysis from Beginning to End

Skill Level: Intermediate
Audience: Applications Developer, Database Administrator (DBA)
Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio
Time: Wed 1:30 p.m.
Duration: 90 Minutes
Room: Miami 2/3

This session provides a technical overview of tuning the performance of an ASA application from beginning to end. We use an example to detail what to do when users comment that the application is slow. The example uses tools provided in the latest ASA release to assist in the process, including request-level logging to identify timings, database procedures to run analysis on slow queries, profiling to see where the procedure is slow, Index Consultant to recommend indexes that improve overall workload performance, and DBISQL with its graphical plan and statistics to analyze queries and make improvements to the application.

Instructor: Anil Goel, Software Engineer, iAnywhere Solutions, a Sybase Company

SQL923 Backup and Recovery of SQL Anywhere—Tips and Techniques

Skill Level: Novice
Audience: Database Administrator (DBA)
Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio
Time: Tues 2:45 p.m.
Duration: 60 Minutes
Room: Miami 2/3

This presentation provides important tips and techniques to help you ensure that a proper disaster recovery plan is in place, and you are not forced into a disaster recovery situation. We discuss how ASA performs its own recovery when a database engine goes down; explore ASA's options for making the database more secure; outline a valid backup strategy, including

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how to perform incremental backups; and review several recovery situations where a combination of database files and/or log files are lost or corrupted.

Instructor: Rob Waywell, Software Engineer, iAnywhere Solutions, a Sybase Company

SQL924 Migrating Your SQL Remote Environment to MobiLink

Skill Level: Experienced

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: MobiLink

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 3

iAnywhere Solutions provides two distinct technologies to replicate or synchronize data between databases. Either SQL Remote or MobiLink technology may be suited to your project based on the requirements and scope of the problem to be solved. This session is intended for people who have implemented a solution using SQL Remote but who may be considering using MobiLink to take advantage of features that cannot be used with SQL Remote, such as a non-Sybase back-end database. We discuss the technical challenges involved in this project and explore ideas on how these challenges can be addressed with a minimum impact to the end user.

Instructor: Reg Domaratzki, Software Engineer, iAnywhere Solutions, a Sybase Company

SQL925 Web Services with SQL Anywhere

Skill Level: Intermediate

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio

Time: Tues 1:30 p.m.

Duration: 90 Minutes

Room: Osceola 4

This session provides an overview of Web service support in ASA. We focus on the ability to expose SQL statements as SOAP services and the ability to provide WSDL definitions for these services. New Web service features in upcoming versions of ASA are discussed. We provide examples of how to create Web services in ASA, and how to access these services from Visual Studio.NET.

Instructor: Gerald Gillespie, Software Engineer, iAnywhere Solutions, a Sybase Company

SQL926 Using SQL Anywhere on UNIX Platforms

Skill Level: Novice

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Sun 1/2

This session provides tips and techniques for using SQL Anywhere on UNIX. An overview covers the installation and use of SQL Anywhere on UNIX, and provides a brief look at

developing applications for SQL Anywhere on the various UNIX platforms. We discuss the differences between SQL Anywhere on Windows and the different UNIX platforms including Linux, Solaris, and Mac OS X.

Instructor: Gerald Gillespie, Software Engineer, iAnywhere Solutions, a Sybase Company

SQL927 Using SQL Anywhere Studio with .NET

Skill Level: All Levels

Audience: Applications Developer

Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio, Other: UltraLite

Times: Tues 3:30 p.m., Wed 1:30 p.m.

Duration: 90 Minutes

Room: Osceola 2

.NET and, in particular, ADO.NET are becoming important to today's developers. In this session, we offer a technical overview of ADO.NET, the data access API in Microsoft's .NET Framework. We provide details and examples of the ASA ADO.NET Data Provider, including some best practices. We also discuss the UltraLite .NET component for Pocket PC platforms. Both the .NET Framework and the .NET Compact Framework are addressed.

Instructor: Alex Reif, Product Manager, iAnywhere Solutions, a Sybase Company

SQL928 Building Handheld Database Applications Using UltraLite

Skill Level: Novice/Intermediate

Audience: Applications Developer

Product Focus: UltraLite

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Captiva 2

UltraLite is iAnywhere's ultra-small, enterprise-class database. With support for dynamic SQL, enterprise synchronization, and a wide array of development tools, languages, and platforms developers can build sophisticated, data-driven applications for handheld devices. In this session, we introduce you to the UltraLite database technology with demonstrations, example code, and development tips. After attending this session, you should be ready to start building UltraLite applications.

Instructor: Paul Fast, Software Engineer, iAnywhere Solutions, a Sybase Company

SQL929 SQL Anywhere Benchmarking

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA)

Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio

Time: Mon 3:30 p.m.

Duration: 90 Minutes

Room: Captiva 2

SQL Anywhere achieves impressive performance on inexpensive desktop and server platforms. This presentation discusses some of the SQL Anywhere benchmarking efforts to date that provide proof points of its excellent scalability.

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We overview the product feature set that enables the ASA database to achieve great performance out-of-box, and provide information on how DBAs, developers, and partners can apply techniques and tools in benchmarking their own SQL Anywhere applications.

Instructor: Anil Goel, Software Engineer, iAnywhere Solutions, a Sybase Company

TRACK: FINANCIAL

FIN952 Turning Infrastructure into Solutions—Marrying Business and Technology

Skill Level: Experienced

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Industry Warehouse Studio, Sybase IQ, Sybase Enterprise Portal (EP)

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Tallahassee 3

This session presents a real-life success story about how Sybase re-established technology leadership in the financial services vertical via a partnership with domain expertise. We describe the trials, tribulations, the mistakes, the ultimate pay-off, and what could be done differently next time. We discuss how to use the model to replicate success, how to address a global marketplace using different go-to-market strategies, and when to partner and when to compete.

Instructors: Paul Ashton, Principal, Quadrant-RMI; Jon Simmons, Data Warehouse Architect, Sybase, Inc.

FIN953 Using Non-Intrusive Monitoring for Automated Database Access, Auditing, and Compliance

Skill Level: Experienced

Audience: Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Enterprise (ASE) 12.0+

Time: Wed 3:30 p.m.

Duration: 90 Minutes

Room: Sarasota 2

Protecting the data in Sybase databases has never been more important to financial services firms who are required to meet strict privacy and compliance regulations. Today's database auditing activities are very labor-intensive. This session details how emerging, non-intrusive monitoring technologies can provide real-time visibility into database access, enable forensic investigation of intrusive events, and enhance corporate governance for compliance. We provide insights into new approaches for analyzing every aspect of the SQL stream from both content and context perspectives. We showcase real-world examples of how some of the country's largest banks and insurance organizations use non-intrusive monitoring technologies to protect against intrusions without any degradation in database performance.

Instructor: Ron Ben-Natan, Chief Technology Officer, Guardium

FIN957 Building a Time Series Data Store for Portfolio and Risk Analytics in Capital Markets

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: All Sybase Products

Time: Mon 1:30 p.m.

Duration: 60 Minutes

Room: Sarasota 2

Strategies for trading and investment allocation for optimizing returns on capital rely on an understanding of the state of the financial markets—tracking securities trading activity at various exchanges globally. The timely collection of relevant data; validation and normalization of the vast amounts of data generated; and the transformation of the data into actionable information through analytics for decision makers is the core activity of the value chain in capital markets. The recent emphasis on retention of historical data and on reporting returns on a risk-adjusted basis have raised the standards and the expectations on managing the information flow so that decisions can be made in near real time and risk-adjusted returns on capital can be improved. This session overviews how to meet these new requirements head-on with a time series data store that can provide critical access to data for portfolio and risk analysis.

Instructor: Sinan Baskan, Area Lead Architect, Sybase, Inc.

TRACK: HEALTHCARE

HTH971 Proven Real-World Solutions for the Healthcare Vertical Mobile Market—A Technical Case Study

Skill Level: All Levels

Audience: Applications Developer, Database Administrator (DBA), IS/IT Management, Systems Integrator

Product Focus: Adaptive Server Anywhere (ASA), SQL Anywhere Studio, Other: MobiLink, Oracle*j*

Time: Tues 3:30 p.m.

Duration: 90 Minutes

Room: Tallahassee 2

This session is a solutions knowledge-share that pertains to a heterogeneous ASA-to-Oracle synchronizing system based upon case management workflows. Key discussion topics include conflict resolution processes in support of application business rules that go beyond the common primary key data conflicts; implementation protocol to remove the potential for missing data and encountering RI conflicts within the download stream; an innovative remote system patch process that provides solutions for database updates (revisions and schema) as well as software revisions and installs during the sync process; a method for providing high availability of MobiLink instances that is driven by the remote client during the sync process; multiple publications within a remote database involving vertical and horizontal partitioning in support of complex user subsets; how to enforce record deletions across the distributed database system; and a deployment strategy for initializing a large-scale remote database for all users from a single point process.

Instructor: James Petty, System Architect, Crawford & Co.

AFTERNOON SESSION DESCRIPTIONS

HTH973 Clinical Devices Integration and Sybase Kiosk

Skill Level: All Levels
Audience: Applications Developer, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: e-Biz Impact, Other: BPI Suite for Healthcare
Time: Tues 1:30 p.m.
Duration: 90 Minutes
Room: Naples 1/2

Clinical devices are a very important part of every healthcare provider's day-to-day activities. This session demonstrates how to utilize Sybase products to integrate patient clinical information recorded by clinical devices with hospital information systems, medical records, and the patient master index.

Instructors: Dean Boyer, Healthcare Practice Director, Sybase, Inc.; Aisha El-Zorba, Senior Product Manager, Sybase, Inc.

HTH974 What's Next after HIPAA Transactions— Neighborhood Health Plan Success Story

Skill Level: All Levels
Audience: Applications Developer, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: EDI Server, HIPAA Solutions
Time: Wed 2:45 p.m.
Duration: 60 Minutes
Room: Sarasota 1

Neighborhood Health Plan (NHP), a not-for-profit health maintenance organization that serves 120,000 members throughout Massachusetts, includes 1,900 primary care physicians at more than 250 primary care sites; over 9,000 specialists; 41 teaching, community, and specialty hospitals; and 26 community health centers. NHP and Sybase have created a showcase of efficiency that should make any payer and provider proud. By streamlining their operation, increasing service levels to their providers, and reducing everyone's cost of doing business NHP has increased the HIPAA claim adjudication rate from 70% to 95%; reduced HIPAA claim turnaround time by 45%; reduced EDI operational costs by 40%; and reduced FTE time for manual handling of claims.

Instructors: Marilyn Daly, Director of Applications and e-Business, Neighborhood Health; Aisha El-Zorba, Senior Product Manager, Sybase, Inc.

HTH975 Connecting Providers and Payers—Secure Exchange of Healthcare Data over the Internet

Skill Level: All Levels
Audience: Applications Developer, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: EDI Server, HIPAA Solutions, Web Services
Time: Tues 2:45 p.m.
Duration: 60 Minutes
Room: Sarasota 1

This session provides an overview and demonstration of Sybase's Web Services Integrator's implementation of ebXML and EDIINT AS2, and highlights the benefits—including security and reliability—provided by these solutions. Both ebXML and EDIINT AS2 are mature specifications: ebXML is based on SOAP, which allows for secure and reliable business-to-business communications, and EDIINT AS2 is an applicability statement that describes how current Internet

standards can be used to achieve this functionality for process-to-process (real-time) EDI based on MIME and HTTP. We provide an overview of a successful implementation for the government of Canada developed by Pentelar Inc. which has been nominated for a 2004 Computerworld Honors award for technical innovation. In addition, a healthcare-related (eligibility request/response) demonstration involving communications via the Internet highlights Web Services Integrator's capabilities with a review of all created/exchanged XML messages.

Instructors: Aisha El-Zorba, Senior Product Manager, Sybase, Inc.; Mike Woods, President, Pentelar, Inc.

HTH977 Sybase Healthcare and Standards Direction

Skill Level: All Levels
Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator
Product Focus: Healthcare Standards
Time: Mon 1:30 p.m.
Duration: 60 Minutes
Room: Sarasota 1

Sybase is part of multiple healthcare standards organizations and groups including HL7, WEDI, and NCPDP. This session presents an overview of how these standards are changing and how these changes will improve patient care and reduce cost.

Instructors: Scott Harper, Healthcare Sales Director, Sybase, Inc.; Catherine Schulten, Healthcare Business Development Manager, Sybase, Inc.

HTH978 Sybase HIPAA Solutions and Industry Warehouse Studio for Healthcare Analytics

Skill Level: All Levels
Audience: Applications Developer Consultant, Corporate Management, Database Administrator (DBA), IS/IT Management, Systems Integrator
Product Focus: Industry Warehouse Studio
Time: Mon 2:45 p.m.
Duration: 60 Minutes
Room: Sarasota 1

This session covers Industry Warehouse Studio for Healthcare Analytics and the HIPAA Data Repository solutions, including an overview of the Industry Warehouse Studio solution for Healthcare Analytics. *Industry Warehouse Studio for Healthcare:* Industry Warehouse Studio delivers a pre-built business intelligence application infrastructure designed to exploit the industry-specific transaction-level data in a typical healthcare organization. Tracking the performance of a healthcare enterprise requires an understanding of the history of patient treatments and procedures and an ability to cross-analyze different outcomes by facility and the type of treatment administered. We explain how an integrated information environment can assist in both administration and claims processing, as well as provide the ability to target preventative campaigns at particular risk groups. We take a look at the specific analytical reports available: Healthcare Financial Reports, Claim Analysis Reports, Membership Analysis Reports, and Provider Analysis Reports. *HIPAA Data Repository:* HIPAA transaction

AFTERNOON SESSION DESCRIPTIONS

data is often either unintelligible or inaccessible. Sybase's HIPAA Data Repository (HDR) stores and puts your data within reach. We provide an overview of the HDR solution including an explanation of what the HDR is, what data is available, how to extract the data from the HDR, how to load data to the Industry Warehouse Studio, and how to source data from the HDR. A Java interface makes building 835 claim payments a snap. A claim-splitting component allows the isolation and rejection of specific claims. We review a customer's approach to HIPAA claim auditing and reconciliation.

Instructors: Heather Long, Manager—Software Engineering, Sybase, Inc.; Mike Magee, Manager—Software Engineering, Sybase, Inc.

HTH979 Syndromic Surveillance

Skill Level: All Levels

Audience: Applications Developer, Consultant, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: All Sybase Products

Time: Mon 4:00 p.m.

Duration: 60 Minutes

Room: Sarasota 1

This session discusses the concept of Syndromic Surveillance and how it can be used for detection and reporting of possible bioterrorism outbreaks as well as for everyday regional and national public health reporting. Sybase offers a solution for Syndromic Surveillance. We examine the overall architecture of this solution and how customers have applied this solution to meet their needs.

Instructor: Catherine Schulten, Healthcare Business Development Manager, Sybase, Inc.

TRACK: GOVERNMENT

GOV991 Sybase and Computer Security

Skill Level: All Levels

Audience: All Audiences

Product Focus: Adaptive Server Anywhere (ASA), Adaptive Server Enterprise (ASE), SQL Anywhere Studio, Sybase IQ

Time: Tues 1:30 p.m.

Duration: 60 Minutes

Room: Sarasota 1

Sybase's recent corporate commitment to achieving Common Criteria Security Certifications for its ASE, ASA, and Sybase IQ products is intended to meet new government procurement requirements for National Security Solutions. These certifications are honored by many international governments through mutual recognition agreements and will have an impact concerning Sybase's commitment to achieving quality, low-cost of ownership, secure solutions to the government and across the business community. We address what the Common Criteria for security are, what compliance with

the Common Criteria requirements provides, and explain the process by which Common Criteria Security Certifications are achieved. Common Criteria Security Certifications to EAL 2 have been mandated by the United States federal government for software purchased for use in any national security mission-critical system.

Instructor: John Kendrick, Senior Consultant—Sybase Professional Services, Sybase, Inc.

GOV992 Meeting Department of Defense and Intelligence Information Movement Requirements with Sybase

Skill Level: All Levels

Audience: Applications Developer, Consultant, Database Administrator (DBA), IS/IT Management

Product Focus: All Sybase Products

Time: Wed 4:00 p.m.

Duration: 60 Minutes

Room: Sarasota 1

This session describes the numerous ways in which Sybase's technology offerings help governmental agencies meet program requirements that include integration, process automation, and mobile initiatives.

Instructor: Anthony Robinson, Principal Systems Consultant, Sybase, Inc.

GOV993 How Sybase Helps the Hong Kong Government Fight SARS with eSARS

Skill Level: All Levels

Audience: Applications Developer, Corporate Management, IS/IT Management, Systems Integrator

Product Focus: All Sybase Products

Time: Wed 1:30 p.m.

Duration: 90 Minutes

Room: Sarasota 1

This session explains how Sybase helped the Hong Kong government fight SARS. Utilizing Sybase products, the Hong Kong Government was able to track cases and send help to locations that needed assistance.

Instructors: Dean Boyer, Healthcare Practice Director, Sybase, Inc.; Co-Speaker TBA

EXHIBIT HALL FLOOR PLAN AND HOURS



Technology Boardwalk

- TB1 = Worldwide Partner Group—Application Partners
- TB2 = Business Solutions Alliance Program
- TB3 = Sybase Developer Network and CodeXchange
- TB4 = Professional Services—Field Solutions
- TB5 = Government Solutions
- TB6 = Healthcare Solutions
- TB7 = Unwired Enterprise Solutions
- TB8 = Technical Publications
- TB9-12 = Information Management Products
- TB13-15 = Development and Integration Products
- TB16 = Ask the iAnywhere Experts

EXHIBIT HALL HOURS:

- Monday, August 16 2:30 p.m. - 7:00 p.m.
- Tuesday, August 17 12:30 p.m. - 3:00 p.m.
5:00 p.m. - 7:00 p.m.
- Wednesday, August 18 12:00 p.m. - 4:00 p.m.

Please join us Monday evening in the Exhibit Hall from 5:00 p.m. – 7:00 p.m. for the Sponsor Reception!

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Booth #207

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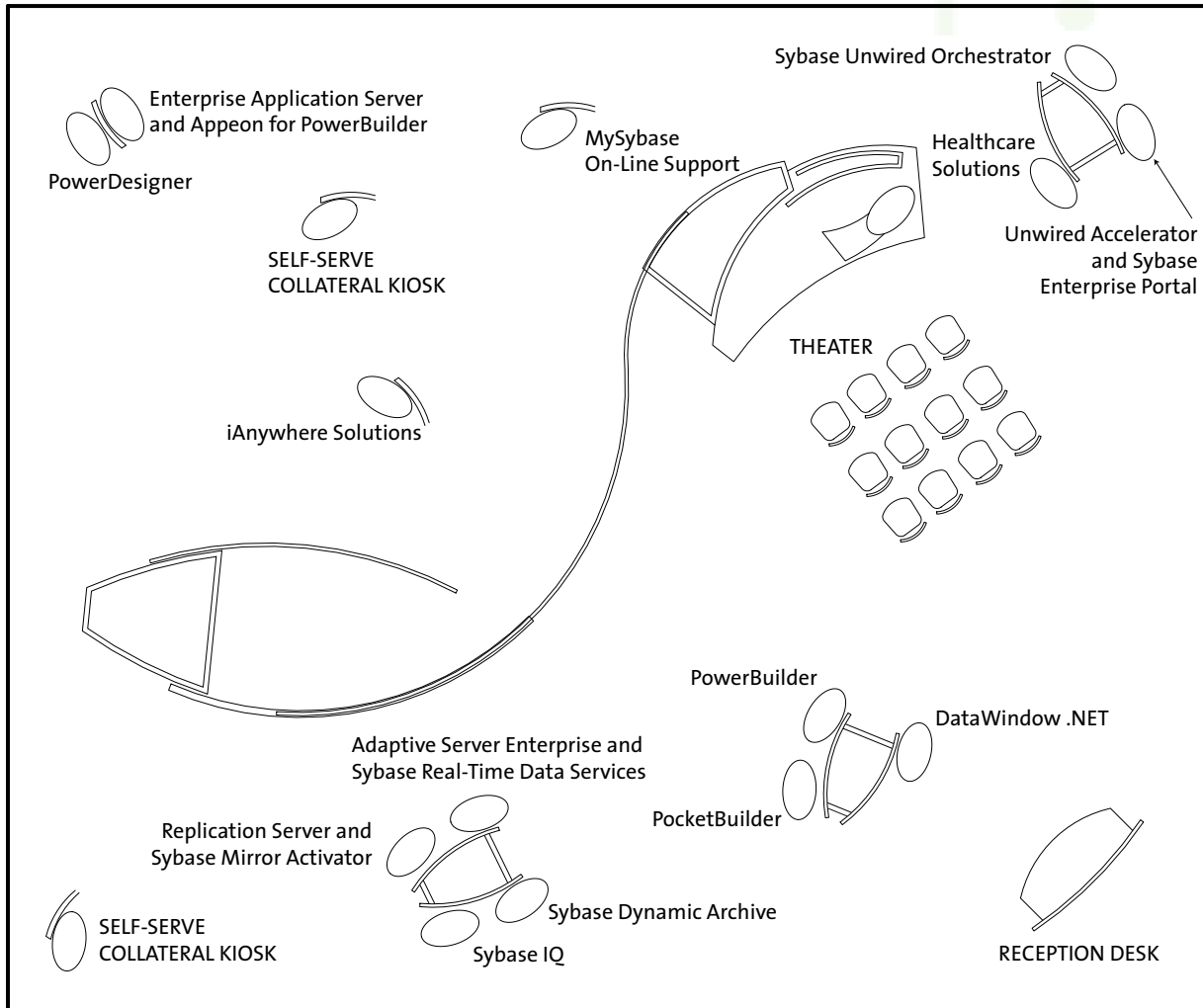


PowerObjects is a Minneapolis-based software development and consulting firm that has provided IT solutions nationwide for over ten years. Specializing in client/server, n-tier, Web, distributed, and handheld application development PowerObjects is recognized nationally for our expertise in these areas. A commitment to uncompromising quality and integrity has earned PowerObjects a place as a premier VAR with Sybase.

SYBASE BOOTH

The Sybase booth at Sybase TechWave 2004 features sixteen pedestals and scheduled theater presentations that cover software, services, and training. The pedestals and the presentations are designed to show you how Sybase can help your organization attain maximum value from your data assets by getting the right information to the right people at the right time and place.

Stop by each area within the booth: Development and Integration, Information Management, Healthcare Solutions, iAnywhere Solutions, On-Line Support, and the Unwired Enterprise. And be sure to attend the special presentations going on at the Sybase Booth Theater!



SYBASE BOOTH PEDESTAL DESCRIPTIONS

DEVELOPMENT AND INTEGRATION

DataWindow .NET

Powerful and patented technology is now available for the .NET platform. Bring high-productivity and RAD data access to .NET development today with your existing skill set!

PowerBuilder and PocketBuilder

Test out new features for PowerBuilder 10.0. Go mobile with PocketBuilder—the Jolt Award-winning tool that is now in beta for release 2.0. Visit www.sybase.com/products/internetappdevttools/powerbuilder and www.sybase.com/products/internetappdevttools/pocketpowerbuilder for more information on these development products.

PowerDesigner

PowerDesigner is the best data modeling tool in the industry. Beyond the ordinary, PowerDesigner integrates data modeling with UML and business process modeling to improve team productivity—saving money, time, and resources. For more information, visit www.sybase.com/products/enterprisemodeling/powerdesigner.

Enterprise Application Server (EAServer) and Sybase Apeon for PowerBuilder

Stop by and learn more about EAServer—Sybase's open application server for powering business-critical applications that provide the lowest total cost of ownership. Visit www.sybase.com/products/applicationsever/easerver for more information on EAServer. And find out how to bring the utility of your Sybase PowerBuilder applications to the Web with Sybase Apeon for PowerBuilder. Visit www.sybase.com/products/internetappdevttools/appeon for more details.

INFORMATION MANAGEMENT

Sybase Dynamic Archive

NEW from Sybase! The Sybase Dynamic Archive is an on-line database archiving solution that was developed to combat excessive maintenance cycles, poor application performance, and escalating hardware costs while providing efficient, long-term data retention. Stop by to learn more about Sybase Dynamic Archive.

Sybase IQ

Sybase IQ 12.5 accelerates the performance of your data warehouse, reporting system, and decision support applications by 75% or more! Find out why over 25% of the world's largest data warehouses run on this award-winning technology. Sybase IQ is now available on Linux. Stop by the booth and learn more about Sybase IQ, and visit www.sybase.com/products/databaseservers/sybaseiq.

Replication Server and Sybase Mirror Activator

Learn the latest about Replication Server 12.6 features, such as Multi-Site Availability and performance improvements. Also find out about Sybase's newest disaster recovery product: Sybase Mirror Activator works with your existing storage replication system to mirror database transactions synchronously and creates a live standby Adaptive Server Enterprise database. Visit www.sybase.com/products/middleware/replicationserver and www.sybase.com/mirroractivator for more information.

Adaptive Server Enterprise (ASE) and Sybase Real-Time Data Services

Stop by and learn more about Sybase's high-performance, low-cost data manager for enterprise applications and find out what's planned for ASE 15.0. Also, discover how you can publish time-critical data from heterogeneous databases to a messaging bus with Real-Time Data Services. Want more information? Visit www.sybase.com/ase and www.sybase.com/rtds.

HEALTHCARE SOLUTIONS

Healthcare Solutions

Sybase healthcare technologies address worldwide healthcare business issues. We enable real-time eligibility verification at admission and give clinicians and physicians secure access to patients' clinical information via the Web. We also enable healthcare organizations to comply with HIPAA regulations on claims transactions and security, and support other industry standards. Learn more at www.sybase.com/solutions/healthcare.

iANYWHERE SOLUTIONS

iAnywhere Solutions

iAnywhere Solutions is the worldwide market leader in mobile and embedded databases, mobile middleware, and mobile and remote device management including SQL Anywhere Studio, XcelleNet, and AvantGo products. Get more details at www.ianywhere.com.

SYBASE BOOTH PEDESTAL DESCRIPTIONS

ON-LINE SUPPORT

MySybase On-Line Support

Experience faster on-line support with MySybase. Personalized support portlets make logging cases, researching technical information, and posting messages even more convenient!

UNWIRED ENTERPRISE

Sybase Unwired Accelerator and Sybase Enterprise Portal

The Unwired Accelerator is a solution for accelerating the mobilization of enterprise Web applications and data sources for always available or occasionally connected access. Visit www.sybase.com/unwiredenterprise to learn more.

Sybase Unwired Orchestrator

Unwired Orchestrator integrates mobile and RFID devices with your enterprise processes. Unwired Orchestrator provides integration services, Web services, and process orchestration to reduce the time, risk, and effort to integrate mobile and RFID technology into your enterprise. Visit us at www.sybase.com/unwired.

SYBASE BOOTH THEATER PRESENTATIONS

Visit the Sybase Booth Theater to see scheduled presentations that cover exciting Sybase products. Some examples of what you will see include:

Appeon for PowerBuilder Overview

Presenter: Rex Geissler, Principal Systems Consultant, Sybase, Inc.

Appeon for PowerBuilder is perfect for building new Web browser and client/server applications at the same time because it reuses the same set of code for both applications, provides the same rich GUI, takes a fraction of the lines of code (usually four to ten times fewer lines of code) and time compared with J2EE or .NET, and converts existing applications with the highest reuse of existing code (usually 85% to 98%).

Enabling the Real-Time Enterprise with Sybase Real-Time Data Services

Presenter: Kannan Ananthanarayanan, Senior Manager, Sybase, Inc.

Businesses today need immediate visibility into changing business conditions so they can respond rapidly and effectively. In a real-time enterprise, information related to important business events is moved from one part of the enterprise to another efficiently, connecting people and applications with vital data at just the right time. Attend this presentation and learn how to enable the real-time enterprise with Sybase Real-Time Data Services (RTDS).

Healthcare—HIPAA Audit Solution

Presenter: John Napoli, Director of Payer Solutions, Sybase, Inc.

Sybase is proud to offer the HIPAA Audit Solution that allows the healthcare industry to realize the cost-savings benefits of HIPAA while complying with state “prompt-pay” laws and CMS’s mandate for individual claim management. Join us to learn how Neighborhood Health Plan (a non-profit HMO) was able to increase HIPAA claims auto-adjudication rate from 70% to 90%, reduce HIPAA claims turnaround time by 45%, and reduce EDI operating costs by 40%.

Healthcare—Syndromic Surveillance

Presenter: Catherine Schulten, Healthcare Business Development Manager, Sybase, Inc.

In responding to outbreaks of disease or bioterrorism, time is critical. The sooner public health officials know about it, the more decisively they can intervene to stem its spread. To aid in the early detection of these types of events, a new method called syndromic surveillance was developed. Learn how Sybase supplies all the components to develop a robust syndromic surveillance system architecture that can help health department staff monitor and detect outbreaks earlier and more completely than would otherwise be possible with traditional public health models.

Industry Warehouse Studio for Healthcare

Presenter: Jeff Salmon, System Consultant, Sybase, Inc.

Many healthcare organizations recognize that there is untapped business value locked up in the data they already collect and store. With Sybase Industry Warehouse Studio for Healthcare, we can help you get access to these valuable assets and eliminate barriers such as fragmented datasets stored in multiple systems, redundant and conflicting data, inadequate data standards, and a lack of integration tools to extract and share data easily. Stop by and experience the Sybase Industry Warehouse Studio for Healthcare advantage for yourself.

Looking Ahead—Adaptive Server Enterprise 15.0/Galaxy

Presenter: Naveen Puttagunta, Senior Product Manager, Sybase, Inc.

Get ready for the next release of Adaptive Server Enterprise, code-named Galaxy! It will deliver significant improvements in scalability and manageability features, as well as technologies that make it easier than ever to build new applications. Attend this presentation to learn more about these new features and register to participate in the beta program!

Mirror Activator

Presenters: Naveen Puttagunta, Senior Product Manager, Sybase, Inc. or Rick Linden, Product Manager, Sybase, Inc.

Sybase Mirror Activator is a new business continuity solution for Adaptive Server Enterprise (ASE) database applications that complements traditional storage mirroring systems. Mirror Activator uses your existing storage replication system to mirror database transactions synchronously and create a live standby ASE database.

Pocket PowerBuilder 1.5.1 New Features

Presenter: Ian Thain, Technical Evangelist/Software Engineer, Sybase, Inc.

Stop by and learn about the new features of Pocket PowerBuilder 1.5.1, including the Pocket Outlook Object Model (POOM), today items, toolbars, and printing.

PocketBuilder 2.0 Futures

Presenter: Ian Thain, Technical Evangelist/Software Engineer, Sybase, Inc.

PocketBuilder—a NEW name and NEW features (formerly known as Pocket PowerBuilder). Join us for a look at the new features coming up in PocketBuilder 2.0, such as Smartphone, Pocket PC Phone Edition, and WM2003 SE support.

SYBASE BOOTH THEATER PRESENTATIONS

PowerDesigner

Presenter: David Dichmann, Senior Product Manager—PowerDesigner, Sybase, Inc.

PowerDesigner, the all-in-one modeling and design solution, enables enterprises to build information systems quickly, cost-effectively, and consistently. PowerDesigner's repository offers advanced teamwork and metadata management. This session demonstrates PowerDesigner's unique "Link and Synch" technology and shows how to use it for any RDBMS and all leading development platforms including PowerBuilder. PowerDesigner integrated modeling aligns business and IT. We show how PowerDesigner is ideal for developing the Unwired Enterprise, today and into the future.

Replication Server

Presenter: Naveen Puttagunta, Senior Product Manager, Sybase, Inc.

Replication Server simplifies data movement and synchronization across the enterprise. It allows DBAs to set up redundant disaster recovery sites quickly and synchronize data across heterogeneous database platforms—including Sybase Adaptive Server Enterprise, Oracle, IBM DB2, and Microsoft SQL Server. By moving and synchronizing data easily, companies gain economic value by sharing data sitting in application silos with other applications when and where needed.

Sybase Dynamic Archive

Presenter: Lisa Dreyer, Director—Marketing, Sybase, Inc.

Learn about Sybase's innovative, new approach to managing data growth. Intelligently and automatically manage business transactional data through its lifecycle by off-loading inactive data from the production system, while keeping archived data fully accessible on line. Dynamic Archive helps you reduce maintenance cycles and comply with service level agreements; improve application performance by 30% to 80%; reduce annual hardware and storage expenditures; and comply with regulatory requirements for long-term storage, fast access, and data integrity.

Sybase Healthcare Solutions

Presenter: Howard Massingill, Director of Healthcare Vertical, Sybase, Inc.

In this interactive theater presentation, learn how Sybase healthcare solutions address current healthcare challenges and empower customer success. Sybase technology is used by more than 1,250 payer and provider organizations, boasting 2,400 installations worldwide. With more than 18 years of experience, Sybase healthcare solutions are installed in the top six US managed-care organizations, and in 29 of the 41 BlueCross BlueShield plans.

Sybase IQ

Presenter: Andrew Neugebauer, Senior Product Manager, Sybase, Inc.

Learn how you can increase your competitive advantage and reduce costs at the same time with a database especially designed for business intelligence, starting with single source reporting through analytics and data warehousing. Sybase IQ is specifically designed for these tasks and complements your transactional and mixed OLTP and reporting solutions. Sybase IQ helps you get a better return on the information assets that you already have while reducing maintenance, software, and hardware costs.

Take Your Enterprise Information Anywhere with iAnywhere Solutions

Presenter: Christine Weber, Marketing Manager, iAnywhere Solutions, a Sybase Company

iAnywhere Solutions provides software and services that enable the delivery of enterprise information anywhere, at any time. More than 12,000 customers and 1,000 partners worldwide rely on the company's industry-leading SQL Anywhere database and mobile enterprise solutions. In addition, the company's AvantGo mobile Internet service has more than ten million registered subscribers. Join us for an overview of iAnywhere Solutions and how you can take your enterprise information anywhere!

Unwired Products Overview

Presenter: Neil McGovern, Director of Strategy, Sybase, Inc.

Enterprises are mobilizing their enterprises in record numbers to improve operational efficiency, increase revenue, and enhance customer satisfaction. Advances in communication technologies coupled with a wide range of portable devices have enticed organizations to explore mobility. Sybase offers an easy-to-use, flexible infrastructure product line that mobilizes any enterprise application. Come learn about our new Unwired Products—Sybase Unwired Accelerator, Sybase Unwired Orchestrator, and Sybase Unwired Toolkit.

What's New in Adaptive Server Enterprise 12.5.2

Presenter: Tom Traubitz, Senior Marketing Manager—ASE Product Marketing, Sybase, Inc.

Adaptive Server Enterprise 12.5.2 delivers a host of new functionality including better security integration with corporate authentication systems, improved operational scalability including a smart SQL statement cache, advanced Web services support, and improved scalability for enterprise-class applications on 32- and 64-bit Linux. Attend this presentation to learn more!

SYBASE BOOTH THEATER SCHEDULE*

| Time | Monday, August 16 | Tuesday, August 17 | Wednesday, August 18 |
|------------|--|--|--|
| 12:15 p.m. | | | Pocket PowerBuilder 1.5.1 New Features |
| 12:30 p.m. | | What's New in ASE 12.5.2 | Take Your Enterprise Information Anywhere with iAnywhere Solutions |
| 12:45 p.m. | | Sybase Dynamic Archive | |
| 1:00 p.m. | | Looking Ahead—ASE 15.0/Galaxy | Enabling the Real-Time Enterprise with Sybase Real- Time Data Services |
| 1:15 p.m. | | Sybase IQ | Sybase Dynamic Archive |
| 1:30 p.m. | | PowerDesigner | What's New in ASE 12.5.2 |
| 1:45 p.m. | | | Looking Ahead—ASE 15.0/Galaxy |
| 2:00 p.m. | | Enabling the Real-Time Enterprise with Sybase Real- Time Data Services | Sybase IQ |
| 2:15 p.m. | | | PowerDesigner |
| 2:30 p.m. | | Appeon for PowerBuilder Overview | PocketBuilder 2.0 Futures |
| 2:45 p.m. | Enabling the Real-Time Enterprise with Sybase Real- Time Data Services | | Industry Warehouse Studio for Healthcare |
| 3:00 p.m. | Unwired Products Overview | | Sybase Dynamic Archive |
| 3:15 p.m. | | | Sybase IQ |
| 3:30 p.m. | | | |
| 3:45 p.m. | What's New in ASE 12.5.2 | | |
| 4:00 p.m. | Sybase IQ | | |
| 4:15 p.m. | Looking Ahead—ASE 15.0/Galaxy | | |
| 4:30 p.m. | Sybase Dynamic Archive | | |
| 4:45 p.m. | Sybase IQ | | |
| 5:00 p.m. | Appeon for PowerBuilder Overview | | |
| 5:15 p.m. | PowerDesigner | Sybase IQ | |
| 5:30 p.m. | Mirror Activator | Replication Server | |
| 5:45 p.m. | Sybase Healthcare Solutions | Healthcare—Syndromic Surveillance | |
| 6:00 p.m. | Healthcare—HIPAA Audit Solution | | |
| 6:15 p.m. | Take Your Enterprise Information Anywhere with iAnywhere Solutions | Sybase Dynamic Archive | |
| 6:30 p.m. | Sybase Dynamic Archive | Take Your Enterprise Information Anywhere with iAnywhere Solutions | |
| 6:45 p.m. | PocketBuilder 2.0 Futures | | |

*Schedule subject to change.

SYBASE TECHNOLOGY BOARDWALK

Stop by the Sybase Technology Boardwalk for in-depth conversations with the engineers and staff who make Sybase products possible! The Technology Boardwalk features the following areas:

Ask the iAnywhere Experts

Visit the “Ask the iAnywhere Experts” area for your chance to speak one-on-one with our senior engineers, product managers, and technical experts for iAnywhere products. It’s also a great chance to get your yearly technical review! Don’t miss your chance to ask our technical experts about: database and synchronization; mobile middleware; mobile Web-based solutions; mobile access to PIM, e-mail, and Notes databases; and mobile and remote device management. iAnywhere Solutions provides software and services that enable the delivery of enterprise information anywhere, at any time. More than 15,000 customers and 1,000 partners rely on the company’s award-winning products, including SQL Anywhere Studio and XcelleNet front-line solutions, and AvantGo mobile Internet service.

Business Solutions Alliance Program

Sybase partners with industry-leading solution providers and resellers to bring innovative technologies to market to solve customer business problems. Committed to the philosophy that partnerships should be mutually beneficial, Sybase’s Business Solutions Alliance (BSA) Program connects partners to the resources they need to profit from the relationship, including quality products, development software, training and access to marketing, and business and technical support. To learn more about partnering with Sybase, visit us at the Technology Boardwalk. For further information about BSA benefits, visit www.sybase.com/partner.

Development and Integration Products—Powerful, Yet Easy to Use

Sybase development and integration products are innovative, flexible, open, and fast. They boost productivity, cut development time, and reduce project complexity while improving collaboration between business and technical team members. That means your applications can be created and integrated consistently, predictably, and with the highest quality possible. Stop by the Technology Boardwalk to talk to the engineers who build PowerDesigner, PowerBuilder, PocketBuilder, DataWindow .NET, Enterprise Application Server, and Appeon for PowerBuilder.

Government Solutions

Visit the Government Solutions area in the Technology Boardwalk to view all the latest solutions for federal, state and local, and homeland security. Solutions include data warehousing and integration capabilities as well as secure mobile capabilities. Take the opportunity to meet with the engineers and other members of the Sybase Government Team.

Healthcare Solutions

Healthcare organizations face mounting pressures to contain costs, meet federal regulations, deal with increased competition, and satisfy an increasingly dissatisfied consumer. Physicians, pharmacists, caregivers, and administrators must deliver service and care where and when it’s needed. They need Sybase. We enable real-time eligibility verification at admission and give clinicians and physicians secure access to patients’ clinical information via the Web. We also enable healthcare organizations to comply with HIPAA regulations on claims transactions and security, and support other industry standards such as HL7, EDIFACT, ASTM, X12, DICOM, and ASC. Come to the Technology Boardwalk and “meet the experts” for one-on-one discussions on Sybase EDI Server, e-Biz Impact, and our overall healthcare solutions.

Information Management Products

Our solutions help you to increase information manageability and availability, so you always have access to the right information at the right time. At Sybase, our focus is on “unwiring” the enterprise, turning your information into real economic value. Take this opportunity to get face-to-face time with the engineers who are building our solutions and learn about future product versions and upgrades. Visit our information management solutions on the Technology Boardwalk: Adaptive Server Enterprise (ASE), Sybase Real-Time Data Services (RTDS), Replication Server, Mirror Activator, Sybase IQ, Sybase Dynamic Operational Data Store, and Sybase Dynamic Archive.

Professional Services—Field Solutions

Visit the Worldwide Field Operations Professional Services area in the Technology Boardwalk to meet with the solution architects responsible for setting the course of field-based developments that utilize RFID, dynamic archiving, and other emerging technologies at Sybase. Take part in a live demonstration that illustrates wireless asset tracking using both active and passive RFID technology. Meet one-on-one with the Sybase Professional Services program managers to learn how these solutions are taken to market and how our delivery frameworks help ensure successful implementations for customers and partners. Also, take the opportunity to sign up for Sybase Education—priced especially for Sybase TechWave 2004 participants.

Sybase Developer Network and CodeXchange

The Sybase Developer Network (SDN) is the one-stop technical resource for Sybase users. Visit us and learn more about all that’s freely available to SDN members on the www.sybase.com/sdn Web site. Explore the benefits of CodeXchange, where Sybase users can collaborate and share code. SDN provides easy access to beta programs, CodeXchange, e-Learning, technical white papers, and more.

SYBASE TECHNOLOGY BOARDWALK

Technical Publications

Visit the Technical Publications booth in the Technology Boardwalk to view and provide feedback on the latest on-line documentation for Adaptive Server Enterprise (ASE) and Unwired Orchestrator. Get your free copy of the ASE 12.5.2 SyBooks™ CD, available now! Take this opportunity to meet the writers who document Sybase products. Here's your chance to help drive the future of documentation. Take the Technical Publications survey and receive a free *ASE Quick Reference Pocket Guide*.

Unwired Enterprise Solutions

The Unwired Enterprise is where information flows freely within an organization, whether your workers are inside the office or on the road. An Unwired Enterprise breaks down IT barriers—information silos, incompatible technologies, hardwired connections—and delivers critical information and applications to employees, partners, and customers any time, anywhere. An Unwired Enterprise is more efficient, more productive, and better able to capitalize on new opportunities and the changing dynamics of the market. Visit the Technology Boardwalk and hear about our newest products for the Unwired Enterprise: Sybase Unwired Orchestrator and Sybase Unwired Accelerator!

Worldwide Partner Group—Application Partners

Come to the Technology Boardwalk to learn more about our strategic initiatives with Ascential, PeopleSoft, SAP, and other application partners. Share with us those application providers that are critical to your organization and receive a free gift from the Worldwide Partner Group—Application Partner Group.

TECH SUPPORT PIT STOP— MEET THE EXPERTS!

The Tech Support area of the Technology Boardwalk is a place where you can meet one-on-one with technical experts from Sybase and TeamSybase. Come prepared with your technical questions, and you'll get answers on the spot! Whether you have a basic administrative issue, a specific case you'd like to discuss, or more complex issues including feature requests or hints on performance and tuning, our Tech Support crew is here to answer your questions and provide you with solutions that will keep you on track and ahead of the competition. You also have the opportunity to give us feedback about Sybase's Customer Service and Support. So make a quick Tech Support pit stop, and find out why our customers continue to rave about Sybase Support.



SEE YOU NEXT YEAR!

SYBASE TECHWAVE 2005

SYBASE TECHWAVE 2004 WOULD LIKE TO THANK
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