



DATA WAREHOUSING REFERENCE ARCHITECTURE FOR THE ENTERPRISE



Reference Architectures

**DELIVER DATA WAREHOUSE DEPLOYMENTS IN RECORD TIME,
DRIVE TOTAL COST OF OWNERSHIP INTO THE BASEMENT**

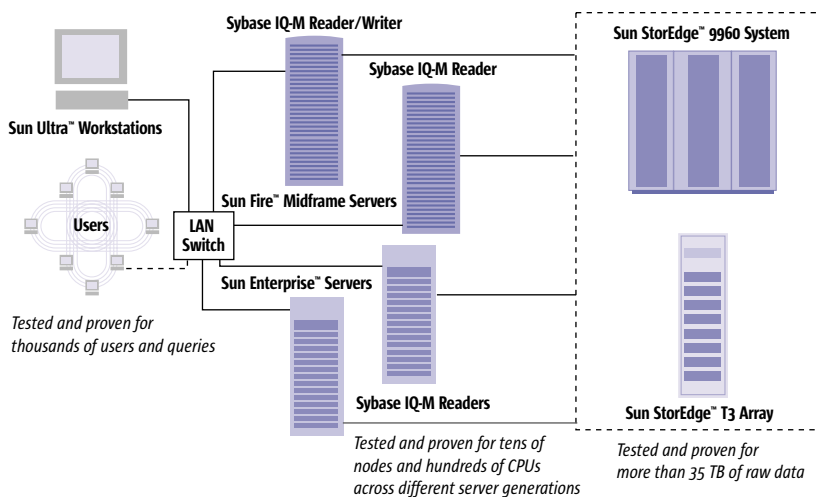
"The big advantage of the Reference Architecture work, done by Sun and Sybase, is that it provides the advance knowledge that this solution will work. It also demonstrates the critical aspects of ease of deployment, performance, scalability, and storage cost economy. Reference Architectures are a real boon to IT managers who are considering solutions for a specific business problem. For us, it has further validated our choice of Sybase IQ running on Sun servers, for this project."

Kim Ross, CIO, Nielsen Media Research

Reduce Complexity and Lower Risk with Sun's iForce™ Enterprise Data Warehouse Reference Architecture.

Knowledge is power. But in today's marketplace it's a lot more than that — it's survival. Every business must understand the needs of its customers, partners and suppliers to build better relationships and increase profitability. The ability to spot the most (and least) effective marketing, sales and customer service has become a paramount success factor.

All this requires collecting, storing and analyzing enormous amounts of data from a complex assortment of touch points throughout the organization — from the Internet, to Supply Chain Management (SCM) systems, to Enterprise Resource Planning (ERP) systems, to Customer Relationship Management (CRM) systems and more. With the need to analyze such large amounts of data in near real time, innovative organizations are deploying enterprise-class data warehouses to handle their critical analytical needs to stay competitive.



ENTERPRISE DW REFERENCE ARCHITECTURE

A Clear Path to Design and Deployment

To address this business challenge, Sun has teamed with Sybase to cut costs and deployment time and deliver an industry leading solution on tested, proven technology. The iForce™ Enterprise Data Warehouse Reference Architecture can simplify and streamline the design and deployment of very large data warehouse systems. The reference architecture is the culmination of extensive design, implementation and testing by Sun and Sybase engineers.

The results are captured in detailed sizing and implementation guides. The complete configuration is available

to customers through Sun's iForcesm Ready Center in Menlo Park, CA. The center can be used to test a customer's specific workloads before purchasing.

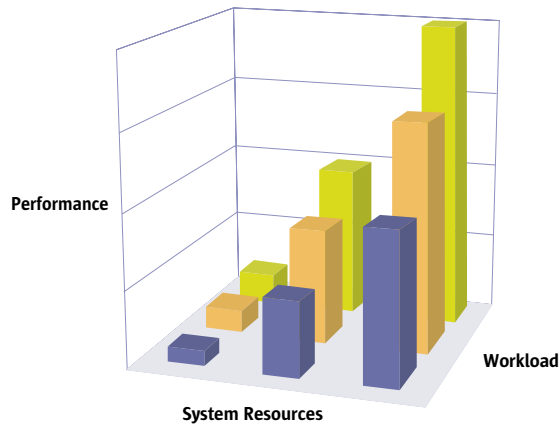
Sybase and Sun Deliver Scalable Solutions

Sun and Sybase have a long track record of building products with leading performance, reliability and scalability to meet the needs of large enterprises. Sun, with its UltraSPARC™ processor and Solaris™ Operating Environment, provides binary application compatibility from sub \$1000 systems to its flagship servers running over 100 processors. This product strategy provides customers with industry-leading investment protection,

knowing that deployments today seamlessly move to more powerful systems, as the need arises, without changing applications.

Sybase's Adaptive Server® IQ Multiplex™ analytic database fully leverages the scalability of Sun's SPARC™ architecture and Solaris Operating Environment (Solaris OE). This combination of technologies means that customers can now analyze data sets that were previously beyond the capacity of conventional data warehouse implementations. Enabling these new capabilities helps deliver the highest return on investment at the lowest total cost of ownership.

WORKLOAD SCALABILITY ANALYSIS



KEY HIGHLIGHTS

As implemented, the Reference Architecture:

- Requires up to 75 percent less storage
- Delivers up to 1000 times the query speed
- Requires as much as 80 percent less installation time
- Tests to over 35 terabytes of raw input data
- Supports 1000s of users simultaneously
- Ensures investment protection with binary compatibility of SPARC architecture and Solaris OE

Take Out the Risk

Sun and Sybase offer complete professional services that encompass every phase of implementation — from planning to deployment and beyond. Sun's consulting experts can help bring your vision to reality with a combination of technical expertise and strong project management skills.

Get Started Now

Contact Sun or Sybase today to discuss the road to success. If you'd like to visit the iForce Ready Competency Center, contact your Sun sales representative to make arrangements.

1 800 555-9SUN

WWW.SUN.COM

1 800 8SYBASE

WWW.SYBASE.COM / BI

HEADQUARTERS SUN MICROSYSTEMS, INC., 901 SAN ANTONIO ROAD, PALO ALTO, CA 94303-4900 USA
PHONE: 650 960-1300 FAX: 650 969-9131 INTERNET: www.sun.com

SALES OFFICES

AFRICA (NORTH, WEST, AND CENTRAL): +33-1-3067-4680 • ARGENTINA: +54-11-4317-5600 • AUSTRALIA: +61-2-9844-5000 • AUSTRIA: +43-1-60563-0 • BELGIUM: +32-2-704-80-00 • BRAZIL: +55-11-5187-2100 • CANADA: +905-477-6745 • CHILE: +56-2-372-4500 • COLOMBIA: +571-629-2323 • COMMONWEALTH OF INDEPENDENT STATES: +7-502-935-8411 • CZECH REPUBLIC: +420-2-33-00-93-11 • EGYPT: +202-570-9442 • DENMARK: +45-4556-5000 • ESTONIA: +372-6-308-9000 • FINLAND: +358-9-525-561 • FRANCE: +33-01-30-67-50-00 • GERMANY: +49-89-46008-0 • GREECE: +30-1-618-8111 • HUNGARY: +36-1-202-4415 • ICELAND: +354-563-3010 • INDIA: +91-80-559-9595 • IRELAND: +353-1-8055-666 • ISRAEL: +972-9-951-3465 • ITALY: +39-039-60551 • JAPAN: +81-3-5717-5000 • KAZAKHSTAN: +7-3272-466774 • KOREA: +822-3469-0114 • LATVIA: +371-750-3700 • LITHUANIA: +370-729-8468 • LUXEMBOURG: +352-49-11-33-1 • MALAYSIA: +603-264-9988 • MEXICO: +52-5-258-6100 • THE NETHERLANDS: +31-33-450-1234 • NEW ZEALAND: +64-4-499-2344 • NORWAY: +47-2202-3900 • PEOPLE'S REPUBLIC OF CHINA: BEIJING: +86-10-6803-5588; CHENGDU: +86-28-619-9333; GUANGZHOU: +86-20-8755-5900; HONGKONG: +852-2802-4188; SHANGHAI: +86-21-6466-1228 • POLAND: +48-22-874-7800 • PORTUGAL: +351-21-4134000 • RUSSIA: +7-502-935-8411 • SINGAPORE: +65-438-1888 • SLOVAK REPUBLIC: +421-7-4342-94-85 • SOUTH AFRICA: +2711-805-4305 • SPAIN: +34-91-596-9900 • SWEDEN: +46-8-623-90-00 • SWITZERLAND: +41-1-908-9000 • TAIWAN: +886-2-2514-0567 • THAILAND: +662-636-1555 • TURKEY: +90-212-236-3300 • UNITED ARAB EMIRATES: +971-4-366-333 • UNITED KINGDOM: +44-1-276-20444 • UNITED STATES: +1-800-555-9SUN OR +1-650-960-1300 • VENEZUELA: +58-2-905-3800 WORLDWIDE HEADQUARTERS: +1-800-555-9SUN OR +1-650-960-1300



take it to the th