



RED HAT ENTERPRISE LINUX AND SYBASE IQ

REPORTING AND ANALYTICS PERFORMANCE YOU NEED. PRICES YOU CAN AFFORD.

Timely, accurate data analysis and business reporting are critical for today's businesses. For example, in healthcare, claims must be analyzed to prevent fraud. In finance, analysis is used to assess risk and profitability. Telecommunications companies analyze massive amounts of data to offer new plans. And state governments rely on accurate reports to help ensure Medicaid and other funding. But increasing data growth, more users, and more complex queries lead to slower performance, missed reporting windows, and higher costs, driving a need for a faster, more cost-effective way to store and analyze data.

CHOOSE RED HAT ENTERPRISE LINUX FOR SYBASE IQ

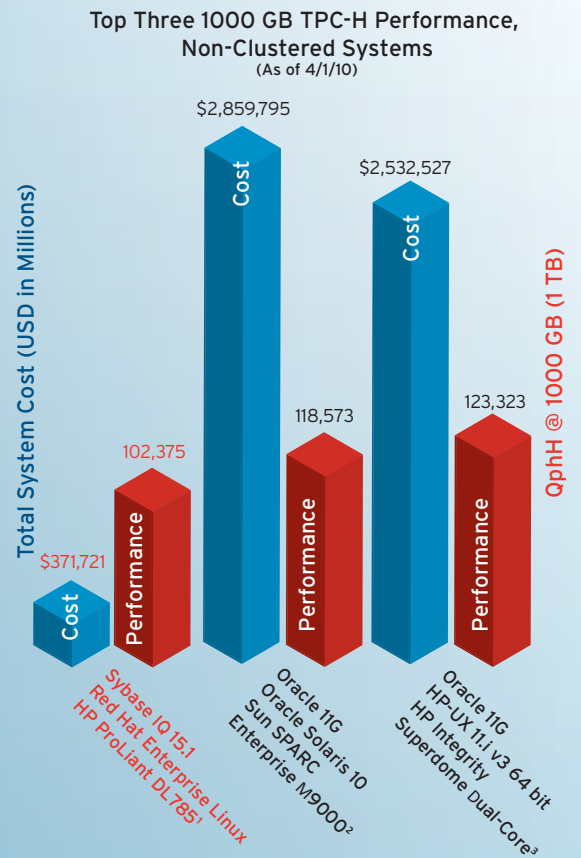
Performance you need. Sybase and Red Hat offer a low-cost platform with a low TCO that delivers enterprise-quality performance, reliability, and scalability for business-critical analytics applications. Sybase IQ running on Red Hat® Enterprise Linux® on an HP ProLiant DL785 G6 server recently posted the leading TCP-H results for x86 and Linux performance in the 1 TB non-clustered category¹. The result provides proof of the combination's ability to deliver maximum price/performance. It is also over 25 percent faster than the previous x86 record using the same number of cores, and approaches the highest non-clustered performance results for this class of test, while using fewer cores.

Prices you can afford. Sybase IQ is a highly optimized analytics engine for business intelligence, advanced analytics, predictive modeling, regulatory compliance, and rapid reporting. Sybase IQ's data compression algorithms reduce TCO by reducing storage needs up to 90 percent. The subscription model for Red Hat Enterprise Linux reduces costs even further. And, the latest x86 processors from AMD and Intel provide ideal platforms at an attractive price. The TCP-H benchmark proves the cost-effectiveness of the combination, achieving a price/performance of \$3.63 per transaction.

"SYBASE TOGETHER WITH RED HAT HAS BEEN PROVIDING ENTERPRISE-CLASS INFORMATION MANAGEMENT SOLUTIONS ON LINUX. LINUX IS SYBASE'S FASTEST GROWING PLATFORM AND IT EXTENDS OUR LOWER COST OF OWNERSHIP VALUE PROPOSITION."

> KATHLEEN SCHAUB, VP IT Solutions Group, Sybase

PERFORMANCE MATTERS PRICE PERFORMANCE IS EVEN BETTER



1) HP ProLiant DL785 G6; 102,375 QphH@1000GB; 3.63 USD per QphH@1000GB; Available Feb 1, 2010. See http://tpc.org/tpch/results/tpch_result_detail.asp?id=110020101 for details. 2) Sun SPARC Enterprise M9000 server; 118,573 QphH@1000GB; 24.12 USD per QphH@1000GB; Available Sep 10, 2008. See http://tpc.org/tpch/results/tpch_result_detail.asp?id=108050501 for details. 3) HP Integrity Superdome Dual-Core Titanium; 123,323 QphH@1000GB; 20.54 USD per QphH@1000GB; Available Apr 29, 2009. See http://tpc.org/tpch/results/tpch_result_detail.asp?id=109042901 for details



World-class collaboration and support. Sybase, Red Hat, and the major hardware vendors have been working together for years to provide powerful, cost-effective solutions and outstanding support:

- Sybase started supporting Red Hat Linux in 1997. Red Hat is a Sybase Gold Global Partner.
- Sybase and Red Hat collaborate to optimize and deliver Sybase data management products on Red Hat Enterprise Linux Advanced Platform.
- Sybase is a member of Red Hat's Collaborative Support Network, which provides seamless support for Red Hat and partner solutions for mutual customers. In multi-vendor cases, the two companies work as one team to provide their common customers with unified solutions.
- Red Hat has strong, long-term relationships with the major hardware vendors, including HP, IBM, Dell, Fujitsu, and NEC to drive innovation in server and open source technology.
- HP certifies, sells, and globally supports more OEM subscriptions of Red Hat Enterprise Linux than any other Linux server vendor. And there are more HP servers running Red Hat Enterprise Linux than any other server brand⁴.
- Red Hat is one of IBM's Linux Development Partners and the entire IBM product line is enabled for Red Hat Enterprise Linux.
- Red Hat ranked first among software companies in the 2009 *CIO Insight* Vendor Value study⁵. This is the fifth time in six years that Red Hat was named most valuable software vendor, topping the list for meeting vendor expectations for customer value, flexibility, and responsiveness.
- Red Hat Enterprise Linux offers the performance, support, features, and extended release cycles required for enterprise-class, business-critical applications.
- Red Hat Enterprise Linux is optimized for the six-core AMD Opteron processors and eight-core Intel Xeon processors.

RED HAT AND SYBASE AT WORK

PlayPhone, a global media company that provides entertainment content, recently chose Sybase IQ for ease of support, low overhead, high performance, and the ability to run on Red Hat Enterprise Linux.

Learn more. http://www.information-management.com/issues/20_2/sybase_iq-10017435-1.html

Metropolitan Health Group, a medical scheme administration and managed healthcare company, chose Sybase ASE and IQ over Oracle because Sybase delivered the best price/performance. MHG runs 5.5 TB ASE Small Business Edition databases on Red Hat Enterprise Linux at its six satellite offices.

Learn more. <http://m.sybase.com/detail?id=1054046>

NEXT STEPS

> www.redhat.com/sybase

Learn more about how Red Hat solutions provide real business value for Sybase applications.

> www.redhat.com/rhel

Learn more about Red Hat Enterprise Linux.

4) Per IDC Quarterly Server Tracker Report Q209, HP has sold more than 3.1M for Linux since 1998. 5) www.cioinsight.com/c/s/Research/.