

HOSTED TECHNOLOGIES:

- Custom Hosting
- IBM AIX (pSeries)
- Sun Solaris

SYBASE: A CUSTOM HOSTING CASE STUDY

Connectria - delivering hosting services how you need it, when you need it.

Sybase, an SAP[®] company, provides internet banking solutions to corporate, small business and retail consumer markets. With more than 200 of the world's leading financial institutions as its customers, chances are when you login to your banking site, you're using a Sybase product. When Sybase decided to investigate alternative providers to host its solutions, they chose Connectria. Discover the challenges that Sybase faced and how Connectria's custom hosting services helped Sybase meet them head on.



About Sybase

Sybase, an SAP® company, is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. Critical data in commerce, finance, government, healthcare and defense from all over the world run on Sybase applications. Sybase was founded in 1984 and was the first company to deliver open replication technology. By 1999, Sybase was the industry leader in capital markets for delivery of online banking and brokerage applications and they have continued to receive numerous awards and accolades throughout the years.



In particular, Sybase's Financial Fusion product line is highly recognizable in the online and mobile banking marketplace. The Financial Fusion Banking Suite is designed to meet the online delivery requirements of the financial services industry. Many of the world's leading financial institutions rely on Sybase. They are responsible for extending financial data outside of corporate walls, reducing time to implementation and the total cost of ownership for mobile finance applications.

Sybase Challenges

Sybase's Financial Fusion provides solutions to some of the world's most recognizable banks. When one of its largest banking customers required hosting services, Sybase turned to one of the largest global hosting providers with expectations of premium service and support. Their experience with this hosting provider, however, was disappointing. Each change order and request was accompanied by vendor charges, costs and profitability was hard to maintain, and uptime was never a certainty. As a result, this very important client with high visibility began to investigate competitive alternatives to Sybase.

In an effort to retain their client, Sybase began their own search for alternative hosting providers.

Several requirements of the new hosting provider were prominent:

- Experience hosting and managing multiple, complex technology platforms such as Windows, Linux, Solaris and IBM AIX
- Able to address dynamic, unique requirements of Sybase and its clients
- Superior uptime and customer support
- Exceptional security, capable of withstanding audits from Sybase and the largest banks in the world
- Reasonable and predictable pricing

After a wide search, Sybase narrowed the field to a few hosting providers, including its large incumbent as well as Connectria Hosting.

Choosing Connectria

During their search, Sybase noticed a common theme among most hosting providers. Each had their own packaged solution and standard Service License Agreement (SLA) with little to no deviation. And should you deviate from the standard, it would come with a cost and extended timeline.

Connectria was different. Their whole approach appeared to be aligned with that of Sybase. Providing a plain, one track option was not what Connectria presented. Connectria understood the quality assurance needs of Sybase's customer base and was willing to deliver a custom hosting solution with flexibility. After giving Connectria multiple scenarios to test how they would handle certain situations, Sybase quickly realized that Connectria was willing to change their SLA's to meet Sybase's needs. Sybase conducted an on-site tour of Connectria, and met with their employees. Connectria remained upfront and transparent with their costs throughout the process, which was a key factor in Sybase's decision in selecting Connectria as their hosting provider. Sybase saw Connectria as a lean and efficient company, with all their resources deployed correctly.

"Connectria's style and approach fit our style and approach. We target top 100 banks who all try to be unique. We can't go with a standard package. Connectria has a style where they're willing to take on a little risk and do things a little differently because each project we take to them is a little unique."

Tony Dmitrich , Director of Professional Services, Sybase

Today, Connectria not only hosts the production environment for Sybase Financial Fusion, but also another product line from a subdivision of the company, as well as the Financial Fusion's internal operations and development.

1-800-781-7820 • 1-314-587-7000

info@connectria.com  www.connectria.com



According to Tony Dmitrich, Sybase Director of Professional Services, "Connectria participates in our relationships with our clients as if they are totally vested, and that's what we'd expect."

"We don't want to do what Connectria does. Banks should focus upon banking, we should focus developing their software and Connectria should focus upon hosting. If we all do that and do it well, the end result is a better, more competitive and focused service."

Tony Dmitrich , Director of Professional Services, Sybase

"We now include hosting services as part of each proposal and Connectria is always willing and able to respond to questions in an effort to facilitate business—and they don't charge extra for it! On top of that they'll take potential and existing

customers to their site and make them feel comfortable. After all, this is transactional data and the overall level of service and security is crucial to the banks. Connectria is totally transparent in what they do. We couldn't be any happier with Connectria."

About Connectria

Connectria provides award-winning cloud computing, managed hosting and custom hosting solutions for more than 1,000 customers in over 30 countries worldwide. We are experts in complex multi-vendor solutions, and we support the broadest range of technologies, managed services and security in the industry.

At the core of Connectria is our No Jerks Allowed® company philosophy. As The Jerk Free Company®, we've established a unique culture where every individual goes "the extra mile" to take care of our customers. Being The Jerk Free Company® extends beyond our people too. We make it easy to do business with us through flexible terms, scalable solutions and straight-forward pricing to serve the hosting needs of large and small organizations alike.



To learn more about Connectria and our custom hosting solutions, please visit us at: www.connectria.com/hosting/custom_hosting.php



To learn more about Sybase, please visit: www.sybase.com/products/allproductsa-z/financialfusionserver

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