

## WHITE PAPER

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### **Meeting the Database Needs of SMEs with SAP Sybase ASE: A Partner Guide**

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Christine Dover  
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#### **SITUATION OVERVIEW**

In April 2012, SAP announced the availability of Sybase Adaptive Server Enterprise (SAP Sybase ASE) as a database option for SAP Business All-in-One solutions. While this announcement increases the number of database options for customers of SAP partners initially, it is reasonable to expect that many SAP Business All-in-One customers will choose to move to SAP Sybase ASE for many of the same reasons that SAP's partners should consider moving — simpler business relationships, lower costs, and a foundation for future technology innovation.

#### **SAP SYBASE ASE: WHY IT'S GOOD FOR SAP PARTNERS**

The three main reasons why the combination of SAP Business All-in-One and SAP Sybase ASE is good for SAP partners are as follows:

- Lower costs to support SAP Sybase ASE over competitive database platforms
- Closer and simpler business relationship with SAP
- Foundation for future technology innovation opportunities via the SAP HANA platform

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#### **Lower Costs for Your Business and Your Customers' Business**

In a white paper published in December 2011, IDC reported that the cost to manage the Sybase RDBMS was 28% lower than the cost to manage other RDBMSs. If you are a hosting partner, this cost savings can go right to your bottom line because you need fewer DBAs to manage the systems you provide to customers (or you could choose to pass some of the savings along to your customers in the form of more competitive pricing). If you are a services partner or reseller, you can offer a compelling value proposition to your customers because they can take advantage of the cost savings of the SAP solution to implement and manage their ongoing business applications. On the surface, this may sound like smaller projects and lower profits for services partners and resellers, but the improved value proposition should reduce the time to close the deal, freeing the sales team to pursue additional opportunities.

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## **Simplify Your Business Relationship with Your Technology Vendors**

Historically, SAP Business All-in-One applications have run on database platforms from Oracle, IBM, and Microsoft. Those database platforms will continue to be supported, and your existing customer business need not be impacted. But this also means that as an SAP partner, you may need to manage relationships with Oracle, IBM, and Microsoft. Managing relationships involves people, and people are expensive. Plus, if something goes wrong, there is the possibility for delays as the problem and potential solutions are passed back and forth between the application vendor and the database vendor. With the addition of SAP Sybase ASE as the database platform for SAP Business All-in-One, the complexity of the relationships and problem resolution can be reduced. Your people don't need to split their time working with and negotiating differences with multiple vendors. Instead, you can redirect their energies to delivering more valuable services to your customers.

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## **SAP HANA: Foundation for Innovation**

SAP is planning for HANA to be the core of its real-time data platform. This is important for SAP partners because it means this is the platform on which SAP will build its next-generation business applications, provide real-time reporting capabilities, and extend its reach to mobile and embedded applications. SAP partners can do the same and build industry-specific solutions — both custom and packaged — for their customers. Regardless of their size, customers have increasingly complex businesses and business processes. They need solutions that will allow them to react to rapidly changing markets as well as do business from any location, not just their office or storefront. By getting on board the SAP Sybase ASE train, SAP partners will be well positioned to meet the evolving needs of their customers.

## **CHALLENGES/OPPORTUNITIES**

With any change come challenges and opportunities. For SAP's partners, the challenge lies in the investment in learning a new database technology. Partners need to make the decision to invest sufficient time and money to allow their staff to train, practice, and test the SAP Business All-in-One applications on SAP Sybase ASE. But because database technology is constantly evolving, partners will always need to invest in additional training for their staff, so this investment in SAP Sybase ASE should be considered not an additional cost but a replacement of existing investments in other database technology.

The opportunities for SAP's partners appear to exceed the investment challenge. The opportunity to reduce costs to their business is impressive. Managing business relationships is expensive. Today, most SAP partners are managing relationships with SAP as well as other vendors, and the opportunity to reduce the complexity and cost of managing those relationships should not be overlooked.

## ESSENTIAL GUIDANCE

IDC believes that running SAP Business All-in-One applications on SAP Sybase ASE is an attractive solution for SAP's partners. For those partners who agree, IDC recommends the following:

- ☒ Learn about SAP Sybase ASE and how it compares with Oracle, DB2, and SQL Server as a solution for your customers.
- ☒ Consider the impact to your company's business model over a five-year period if you add SAP Sybase ASE to your solution mix. There may be additional investment in training initially, but there is also opportunity for cost savings as more of your customer business shifts to SAP Sybase ASE.
- ☒ Learn about the HANA product. SAP is making a very big bet on HANA, and you can benefit by building additional solutions and services that take advantage of this in-memory data platform.
- ☒ Evaluate your relationship with SAP. Choosing to work with SAP for application, database, and business intelligence technology makes your company more important to SAP and vice versa. This increased dependency can lead to financial rewards as well as reduced costs for managing your business relationships because it should be easier to work with just SAP instead of SAP and various database vendors.

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