



Welcome to a New World

With New Technology Comes New Ways of Doing Business

The evolution of technology has hit warp speed in the last 25 years, as emerging developments continually change the way we do business, creating new norms that are then quickly replaced by even newer norms. Every company existing in the current business environment needs to be able to ride those waves of change; technology companies, though, need to be one step ahead of them.

Sybase, Inc. has made doing exactly that part of their business model. Headquartered in Dublin, California, the company now has over 4,000 employees worldwide, with a range of products, solutions and services available. But back in 1984, they were just starting out as a database provider. They've succeeded as long as they have in a competitive marketplace by knowing when change was needed, whether it be a switch to web-based databases, or – as happened in 2009 when Sybase introduced iAnywhere Mobile Office – the introduction of an application for Apple's iPhone platform that integrates business email and workflow.

Sybase WorkSpace for Data Analytics

While keeping ahead of the curve can be hard work, Sybase now has a wide range of products meant to enhance its core solutions and to build in functionality designed to respond to the most modern of needs. Sybase WorkSpace for Data Analytics is one example of such a product, designed to enhance the Sybase IQ analytics server. Sybase realized that not only do they need to serve the needs of database administrators for analytics solutions, but they also need to serve architects and developers. That's where Sybase WorkSpace for Data Analytics comes in as a productivity tool.

Introduced in 2009, Sybase WorkSpace combines the power of enterprise modeling with comprehensive tooling capabilities. It is a toolkit that integrates the most important design, development and debugging tools in an easy-to-use Open Source framework including:

- Schema design and enterprise modeling;

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- SQL, stored procedure development and database debugging;
- Report and chart development and testing

The toolkit all comes together forming a complete and flexible solution for clients' development needs.

How Does BIRT Fit In?

BIRT by Actuate provides several useful resources for the Sybase IQ developer; it adds value to the data analytics tool by giving a rich variety of reports. Sybase chose BIRT largely for its open architecture and ease-of-use and because BIRT could easily be plugged into the Sybase tool. Having a reporting tool built into the development environment gives several advantages:

- The developer has an environment to take their SQL and stored procedures that they created in the database development plug-in and visually test them out.

- It gives developers the ability to combine different reports together in a single view.
- It gives them a single tool from which to manage all of the components of building out an analytics solution with Sybase IQ.

Finally, of course, BIRT provides the important resource of a reporting system that provides data access, data transformation, and presentation features that integrate into a Java/J2EE application to produce compelling reports. BIRT can also bring together data from Sybase's enterprise caliber servers – Sybase ASE for OLTP, and Sybase IQ for analytics – as well as any data sources with standard Java interfaces.

Sybase WorkSpace for Data Analytics with BIRT provides a streamlined and comprehensive development environment for Sybase IQ architects and developers.

For more information, visit www.sybase.com.

ID	Surname	GivenName	Street	City	State	Country	PostalCode	Phone	CompanyName
101	Devlin	Michaels	114 Pioneer Avenue	Kingston	NJ	USA	07070	2015558966	The Power Group
102	Reiser	Beth	33 Whippany Road	Rockwood	NY	USA	10154	2125558725	AMF Corp.
103	Niedringhaus	Erin	190 Windsor Street	Tara	PA	USA	19301	2155556513	Darling Associates
104	Mason	Meghan	5520 Dundas Street East	Cheslea	TN	USA	37919	615555463	P.S.C.
105	McCarthy	Laura	110 Highway 36	Clinton	IN	USA	46032	3175558437	Arno & Sons
106	Phillips	Paul	200 Cherry Creek N. Dr.	Brandon	CT	USA	64579	2035553464	Ralston Inc.
107	Colburn	Kelly	1131 Valco Parkway	Chandler	NC	USA	27695-7209	919555152	The Home Club
108	Goforth	Matthew	101 Wayzata Blvd.	Harriston	TN	USA	37421	6155558926	Raleigh Co.
109	Gagliardo	Jessie	201 Park Avenue	Preston	PQ	Canada	K1A 0H3	8195559539	Newton Ent.
110	Aghion	Michael	135 North Glebe Road	Oshawa	OH	USA	43216	6145552496	The Pep Squad
111	Racci	Dylan	1470 Prosperity Avenue	Hastings	NY	USA	13202	3155554486	Dynamics Inc.
112	McDonough	Shawn	1575 S Main Street	Orillia	MN	USA	55428	6125556603	McManus Inc.
113	Kaiser	Samuel	44 Bristol Street	Lake of the Woods	MN	USA	55041	6125553409	Lakes Inc.
114	Chopp	Shane	95 Summer Street	Newmarket	MN	USA	55104	6125556453	Howard Co.
115	Phillips	Shannon	2055 Cory Road	Newmarket	MN	USA	55114	6125556425	Sterling & Co.
116	Gugliuzza	Brian	391 Wynan Street	Stayner	NY	USA	10543	9145553817	Sampson & Sons
117	Morgan	Meredith	9191 Galveston Drive	Unionville	OH	USA	43081	6145558989	Square Sports
118	Sanford	Kristina	22 96th Street	Chandler	NC	USA	27695-7209	919555152	Raleigh Active Wear
119	Smith	Tomm	37 Post Oak Blvd.	Owen Sound	CA	USA	92677	7145554996	Ocean Sports
120	Steinberg	Gertrude	14 Amon Carter Blvd.	Hockley Valley	NY	USA	10523	9145553476	Carney Co.
121	Elkins	Pete	233 Lawerence Street	Clinton	IN	USA	46032	3175558437	Carmel Industries

[Figure 6.1: Sybase WorkSpace Data Analytics with a simple column-based report in the BIRT Report Viewer.]