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**SYS-CON
MEDIA**



Sybase is Back and Better than Ever

Sybase is back in the news, having once again posted gains in both revenues and profits. In fact, their latest quarterly announcement indicates they had the best quarter in the history of the company. That caps a truly amazing turnaround.:

In the last several years many technology companies successful in the '80s weren't able to keep up with the markets, went out of business, or were consumed by other companies like CA. Sybase is in good company. Oracle, Microsoft, and Sun all faced that challenge and beat it by making innovative and somewhat risky moves. A classic example is Sun. It was declining until it bet its future on Java. A brilliant marketing campaign made Java the language to compare all other languages against. Now Sun is more successful than ever.

Sybase's remarkable database success in the late '80s waned in the mid '90s, and the company struggled for several years. However, in the last two years they've made great strides, putting their hopes into their mobile computing, wireless, and portal products. They've had great success so far with their entries into these markets and are intent on maintaining their dominant market share even as the markets grow dramatically, by billions, each year.

Although Sybase's database and tools have lagged in the broad markets, they've been successful in several vertical markets including financial and telecommunications. And they continue to make inroads there due to ever-increasing features and offerings. Huge successes in those markets could lead to broader acceptance in general.

Sybase's portal product, Enterprise Portal (EP), is very hot and continues to sell well. It's not a cheap entry, but rather is positioned as a tool for development of enterprise-wide portals. For companies looking for a good packaged system, EP deserves serious consideration.

EASstudio 4/PowerBuilder 8 is in the late stages of beta. It's a quality product and completes the evolution of PowerBuilder from a client/server tool to a true web and distributed development tool. By the time you read this they'll probably have announced a specific ship date.

Sybase's current technical and financial positions are strong. Having incredible growth in new markets coupled with solid revenues in several stable vertical markets makes Sybase a real powerhouse and strong competitor.



...
An amusing fact is that when the IPO technology craze was in full swing at the end of '99 and early '00, many of the more stable and large technology companies experienced a painful exodus of their employees to start-up companies. The lure of quick riches led some of the best talent to trade their secure well-paying jobs for often lower paying and higher stress positions. Now that the technology bubble has burst and companies are closing their doors, many of these talented people are coming back to their original employers. ▼

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