

# Case Study: Sybase

**Customer Profile:** Based in Dublin, California, Sybase is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information.

**The Challenge:** To operate more efficiently on a global basis, and meet customer requirements for ease and flexibility in accessing and using Sybase software.

**The Benefits:** With FlexNet Suite, Sybase has been able to achieve operational efficiencies such as consolidating manufacturing in-house, and closing its European distribution center. In addition, customers give Sybase exemplary ratings based on their experience in accessing and using the company's software.

**The Solution:** Sybase has been an early adopter of Flexera Software FlexNet Suite; it started using FlexNet Delivery OnDemand in 2002 and FlexNet Operations OnDemand in 2005.



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Bob Mullen  
Director of Operations at Sybase



## SYBASE®

### Sybase Transforms Its Operations and Achieves Outstanding Customer Satisfaction Levels with FlexNet Suite.

Many software companies have experienced the profound cost savings that electronic distribution and licensing can deliver. Sybase, an industry leader in delivering enterprise and mobile software, is no exception. In 2002 the company partnered with Flexera Software to use FlexNet Delivery OnDemand to establish the Sybase Product Download Center, and in 2005 used Flexera Software FlexNet Operations OnDemand to implement a robust license management solution. Since then, Sybase's per-unit distribution costs have dropped more than 80 percent.

Even more impressive than this figure is the fundamental operational transformation that Flexera Software FlexNet Suite has enabled. With FlexNet Operations and FlexNet Delivery OnDemand, Sybase has been able to streamline its global operations while concurrently achieving outstanding levels of customer satisfaction.

"FlexNet has helped us transition our focus from individual, repetitive customer fulfillment transaction processing to customer self-service enablement – a far more strategic and high-impact place to be," says Bob Mullen, Director of Operations at Sybase. "With FlexNet we have re-architected our business for today's on-demand world. This has yielded major benefits in streamlining operations, and in solidifying high levels of customer satisfaction."

### Sybase gains a competitive advantage

Mullen, who has been with Sybase for more than fifteen years, has long been a strong proponent of electronic software distribution and licensing. In retrospect, he says, "not every software company needs to be an early adopter, because that often becomes an exercise in risk management. But those who take the risk, and make the right choices, can end up with a significant competitive advantage."

In choosing Flexera Software FlexNet Suite, Sybase adopted a strategy that "changed the back office focus to creating a one-time definition of the rules that govern Operations' transaction processing," Mullen says. By automating key processes like software distribution and licensing, his team has

concurrently achieved two benefits:

1. Operations have been streamlined, and
2. Customers have been empowered with exceptional software self-service capabilities.

Both of these benefits translate into competitive advantages for Sybase.

### Streamlined operations allow a focus on core competencies

Sybase's shift from physical media distribution and manual entitlement management allowed the company to reduce its reliance on third-party vendors and consolidate operations in-house. Mullen explains that by offloading the vast majority of its software distribution and licensing to self-service downloads, "we've been able to bring manufacturing back in-house from a third-party provider.

"This resulted in significant savings," he continues. "We were able to close our EMEA distribution center in Europe, which was also a third-party operation. So not only has Flexera Software's FlexNet Suite helped us reduce costs, but it has permitted Sybase to operate more efficiently on a corporate level."

## Customers rate Sybase highly

One of Sybase's largest market segments is the financial services industry, which has been severely challenged by difficult market conditions. Still, demand for Sybase products remains strong, and customer satisfaction very high. Mullen cites findings from recent Sybase customer satisfaction surveys including:

- 92.8% of surveyed customers were satisfied with the software download service Sybase provides; major accounts reported 96.4% satisfaction. 82% of the customers surveyed said the Sybase download services were better than those provided by competitors.
- 85.5% of surveyed customers were satisfied with the licensing and entitlement services Sybase provides; major accounts gave an 85.7% satisfaction rating. Additionally, 71.8% of customers surveyed gave Sybase a superior rating on their experience in accessing and generating software licenses, compared to Sybase competitors".

Sybase offers a number of innovative approaches to satisfy customers' dynamic needs around software downloads and license management. For example, the company uses FlexNet's overdraft capabilities to allow users to dynamically acquire additional entitlements on an as-needed basis. "If a customer is constrained in an emergency situation, we allow them to immediately access additional software licenses above and beyond what they're entitled to," Mullen says.

"When we set up overdraft capabilities with a customer, we create an arrangement that allows them to pay us later for that. This is just one example of the various licensing architectures that FlexNet supports, which allows us to offer creative solutions to customer needs."

## A strategic look ahead

As Sybase continues to develop advanced enterprise software solutions, including mobile applications, Flexera Software FlexNet Suite will play an important role. Mullen summarizes, "Solutions like FlexNet Operations and FlexNet Delivery OnDemand have now matured beyond the early adopter stage. If software publishers are not in the game by now, they risk significant competitive disadvantages from a lack of agility and poor responsiveness to customer needs. At Sybase, we are reaping the rewards of being early adopters of FlexNet self-serve solutions for software distribution, licensing and entitlement management – today and into the future."

## About Flexera Software

Flexera Software provides solutions that power the business of software for multiple customer segments, including device manufacturers and software producers, engineers and developers, helping them uncover revenue opportunities, streamline their infrastructure and reduce costs. Flexera Software's proven solutions have been simplifying the business relationship between software producers and device manufacturers and their enterprise and government customers for more than 20 years, enabling Flexera Software to maximize the value of the software the world develops and uses. For more information, please go to: [www.flexerasoftware.com](http://www.flexerasoftware.com).



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