

# A STRATEGIC RELATIONSHIP

SYBASE'S PARTNERSHIP  
WITH BMC SOFTWARE  
REAPS REWARDS FOR  
ENTERPRISE CUSTOMERS

➤ BY JON LELAND



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**I**N TODAY'S COMPLEX, MULTIVENDOR, DECENTRALIZED information technology (IT) environments, strategic partnerships are required in order to deliver stable, sophisticated solutions. Bringing sophisticated solutions to market often requires vision and extensive cooperation between enterprise-class vendors.

But building powerful partnerships takes careful planning, focus, and determination, to offer synergies (such as linking their business and IT strategies) necessary for creating solutions to today's intimidating IT challenges. Such partnerships deliver cutting-edge data management solutions that not only help with IT challenges but also resolve the ongoing dilemma of managing a company's most valuable asset—its data.

Sybase has taken tangible action by forming strategic partnerships with top companies that have continually enhanced the bottom-line value delivered to its customers. An example of this kind of relationship is Sybase's partnership with BMC Software, a leading provider of enterprise database management and monitoring tools.

This partnership is exemplary, because Sybase does more than simply cooperate with BMC Software, a member of the S&P 500, with more than \$1.3 billion in annual revenue. BMC Software is a global leader, holding more than 52 software technology patents, and its software is used by more than 80 percent of the Fortune 500 companies.

### Relationship Built on Providing Business Value to Customers

Over the years, BMC Software and Sybase have found more and more ways to work closer together, evolving their partnership from a technical support relationship to a deeper alliance. The result is an unusual, closely knit integration between the two companies that now runs deeper than superficial business relationships. Sybase customers (even future ones) benefit from cooperative efforts that span nearly every area of the IT landscape—from sales and business

development to software development and tech support.

“As both companies take a stronger solution to market and proactively support each other's efforts, the customers are the real winners,” says Sutapa Sur, BMC Software's senior business development manager, who is responsible for the Sybase/BMC Software partnership. “This partnership can be described as the whole being greater than the sum of its parts and allows our customers to see cost savings benefits quickly.”

“In order to make a strategic partnership successful, a serious long-term commitment, such as the one between BMC Software and Sybase, is needed,” says Ashish Kumar, senior product manager. “This partnership is a full technology intermesh. In this kind of business partnership,” he explains, “the relationship is taken to a much deeper level as the two companies share not only technologies with each other but also their strategic visions and their road maps for product development.”

As a result, BMC Software and Sybase software developers work together to cocreate next-generation products, such as BMC Software's DBXray, which leverages the expertise of each company to create significant innovations that benefit the marketplace at a higher level.

### Empowering Another Level of Database Service

Among the best evidence of the value that comes from this form of business relationship—especially in the database management market—is the way IT vendors can benefit from solutions such as BMC Software's SmartDBA Performance Solution.

Not only does the Sybase/BMC Software partnership create value for each company's customers but it has also led to a new kind of service company that leverages the fruit of the Sybase/BMC Software collaboration. Consider, for example, the database monitoring and maintenance company **dbaDIRECT**.

## A Strategic Relationship

Mark Vorholt, dbaDIRECT's chief technology officer, is familiar with the kinds of benefits, such as dramatic cost and resource savings, that the partnership between Sybase and BMC Software offers. Vorholt says that dbaDIRECT—which his customers describe as a “pure service”—is a direct result of the tight partnership between BMC Software and Sybase.

“From my perspective, as a user of both technologies, the synergy between these two companies is strong and working,” Vorholt says. “Those guys have got their act together in terms of how those tools mesh and work together.”

Because of the powerful Sybase/BMC Software solutions, dbaDIRECT has raised the bar for database administration, maintenance, and monitoring. Its complete package is a “productized” service that Vorholt calls a solution set. “Bottom line,” Vorholt says, “we’re talking not just about bodies but also about a new method. And this method comes from these sophisticated tools, such as DBXray. The result is that we give the market something it didn’t have before.”

### A Vision Realized

Although Sybase and BMC Software have cooperated in the past, according to Jan Gipe, product manager for the Infrastructure Products Group at Sybase, Sybase refocused on partnership initiatives, especially products related to Adaptive Server Enterprise (ASE) for the enterprise market.

Two years of development and deepening collaboration culminated with the announcement at TechWave in August 2002 that Sybase would begin selling BMC Software's DBXray product directly as an option for ASE. In a rare case of double branding, Sybase and BMC Software offer DBXray, and Sybase started reselling other BMC Software products, including the popular SQL-BackTrack for Sybase, for high-performance backup and recovery; PATROL for Sybase, for monitoring and identifying performance issues; and SmartDBA, for event management, alerting, and daily database administration and diagnostics.

As Gipe describes the process, “We saw clearly how these tools greatly enhance our overall product set and round out the ASE story, through enterprise data management solutions. With prospective partners, we look for those that augment our core strength and complement what we deliver.”

Commitment is expressed at many levels throughout both organizations. As Gipe explains, “BMC Software's com-

mitment to Sybase means that the company has dedicated people working in partnership with us.”

In addition, members of both companies' engineering and tech support teams have relationships that allow them to call each other when they have questions. To ensure a consistent level of success in the partnership, Sutapa Sur at BMC Software and Jan Gipe at Sybase work on business development and strategic product management. There's also ongoing executive contact and “open” sharing of each company's strategic road map.

Gipe sums it up: “Our relationship with BMC Software is successful because the communication channels are wide open at all levels and the conversations are ongoing and frequent. This assures our customers that the products delivered to the market are timely and make sense in terms of relevance and exploiting new technologies.”

According to Mary Smars, BMC Software vice president and general manager, Enterprise Systems Management Business Unit, “BMC Software's strategic partnership with Sybase enables delivery of award-winning solutions, such as the SmartDBA Performance & Recovery suite of products for Sybase, to the enterprise marketplace that help customers address their management challenges.”

Dr. Raj Nathan, senior vice president and general manager, Sybase Enterprise Solutions Division, underscores how the partnership with BMC Software helps Sybase achieve important strategic goals. “Our commitment is to provide ASE customers with the best management solutions available, and our extended relationship with BMC Software is proof of that commitment,” says Nathan. ■

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