

## Sybase 365 Innovation Ensures Fastest Deployment, Increased Functionality And Widest Device Support For Retail and Corporate Banks

Sybase mBanking 365 3.0 Provides Richer Customer Experience with Multi-Channel Mobile Banking Solution

Sybase 365, a subsidiary of Sybase, Inc., the global leader in mobile messaging and mobile commerce services, today announced the expansion of its mobile commerce offering with version 3.0 of Sybase mBanking 365 the recognised market leading and award winning mobile banking platform. The latest offering significantly enhances functionalities and simplifies the deployment process, enabling financial institutions to more quickly create a richer mobile banking experience and increase customer satisfaction.

In addition to iPhone support for Consumer Retail Banking, Sybase 365 is the only vendor to provide an mBanking iPhone application for Corporate Banking-specific Treasury management. Sybase mBanking 365 3.0 includes device detection and rendering logic to present optimized mobile web pages for Simple Screen Devices, iPhone, Blackberry, Android and many other Smart Devices.

The scope of mobile banking services and a well developed growth strategy is a key indicator of long-range leadership potential, said Howard Wilcox, Senior Analyst of Juniper Research. Research in our recent report revealed banks across the world are exploiting the mobile channel not only to deliver more sophisticated features, options and flexibility that customers demand but also to improve customer service. Robust platforms, such as Sybase mBanking 365, provide the level of

customer experience that constitutes a competitive advantage, which in turn will propel the mobile commerce market.

The platform is now available globally and includes the following key features:

**Multi-Channel mBanking:**

SMS, mobile browser and rich-client. In addition to iPhone support for Consumer Retail Banking, there is an exclusive iPhone app for Corporate Banking-specific Treasury management workflows for Positive Payment decisioning, ACH release, Wire release, Corporate Account Activity Alerts, and mobile phone optimized Cash Management reporting.

**Multi-Device Support:** Includes

device detection and rendering logic to present optimized mobile web pages for Simple Screen Devices, iPhone, Blackberry, and Android. The Java app supports those customers wanting a rich client app outside of these devices.

**Alert Management:**

More control over how banks send alerts, including aggregating messages so that customers receive a single message rather than multiple, consecutive messages.

**Better Compliance:**

Banks can now control which services are currently available based on user, service package, mobile channel used and mobile operator. This not only reduces deployment times, as less customization is needed, but also ensures complete compliance with local banking and telecommunication regulations.

**More Value-Added Services:**

Offering more than core services, including ATM locator, mobile self enrollment and financial product information services.

The launch of Sybase mBanking 365 v. 3.0 furthers our market leadership, said Gregory Dunn, vice president Product Management, Hosted Services & Business Solutions for Sybase. This is an innovative product that offers a single connection to complete, multi-channel mobile banking solutions combining SMS, mobile browser, and rich-client on a single platform. The result is that banks can more effectively personalize services to their customers by giving them more control over SMS messages and the overall experience.

#### Additional Resources:

Sybase Global Consumer Study Sybase and Loudhouse Research recently conducted a global study of 4,100 mobile phone users across 16 countries. The Global Consumer Acceptance and Usage reports examine countries based on mobile communication use, mobile access to information, desire for next generation mobile services, and the ability to conduct mobile commerce.

#### Analyst Perspective:

##### TowerGroup: Leadership

and Market Dynamics Matrix for mBanking - Sybase 365 positioned in the leaders Quadrant (March 2009) Aite Group:

Mobile Banking Vendor Evaluation: The Slightly Maturing U.S. Landscape, Sales Velocity/ Solution Matrix Showed Sybase 365 as having one of the strongest vendor offerings in mBanking (January 2009) Juniper Research:

Mobile Banking Strategies: Applications, Opportunities & Markets 2010- 2015, report measured various vendors abilities to both develop mobile banking solutions enabling new financial products and services as well as accelerate mobile commerce adoption. The report recognized Sybase 365 for its extensive capabilities and global reach, complemented by a market-wide position in mobile banking. Juniper Research clients may access the report on [www.juniperresearch.com](http://www.juniperresearch.com)

#### About Sybase 365

Sybase 365, a subsidiary of Sybase, Inc. (an SAP company; NYSE: SAP), is the global leader in enabling mobile information services for mobile operators, financial institutions and enterprises. We provide our customers with the widest offering in SMS, MMS, GRX, IPX interoperability, end-to-end mobile commerce solutions, innovative mCRM, mobile marketing and content delivery services. Sybase 365 processes more than 1.4 billion messages per day, reaching 850 operators and 4 billion subscribers around the world. For more information, visit: [www.sybase.com/365](http://www.sybase.com/365).

Read our blogs: <http://blogs.sybase.com>.

Follow us on Twitter at @Sybase and @SYBASEmCommerce

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