

SYBASE®



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Sybase Inc.

INNOVATION • INTEGRITY • CUSTOMER FOCUS

§ Founded 1984, HQ in California

§ 4000 employees in over 60 countries

§ 95 out of *Fortune 100* companies use Sybase products

§ Sales in 2006 \$876 million

§ Market leader in mobile infrastructure products such as databases and mobile device management

SYBASE® Sybase



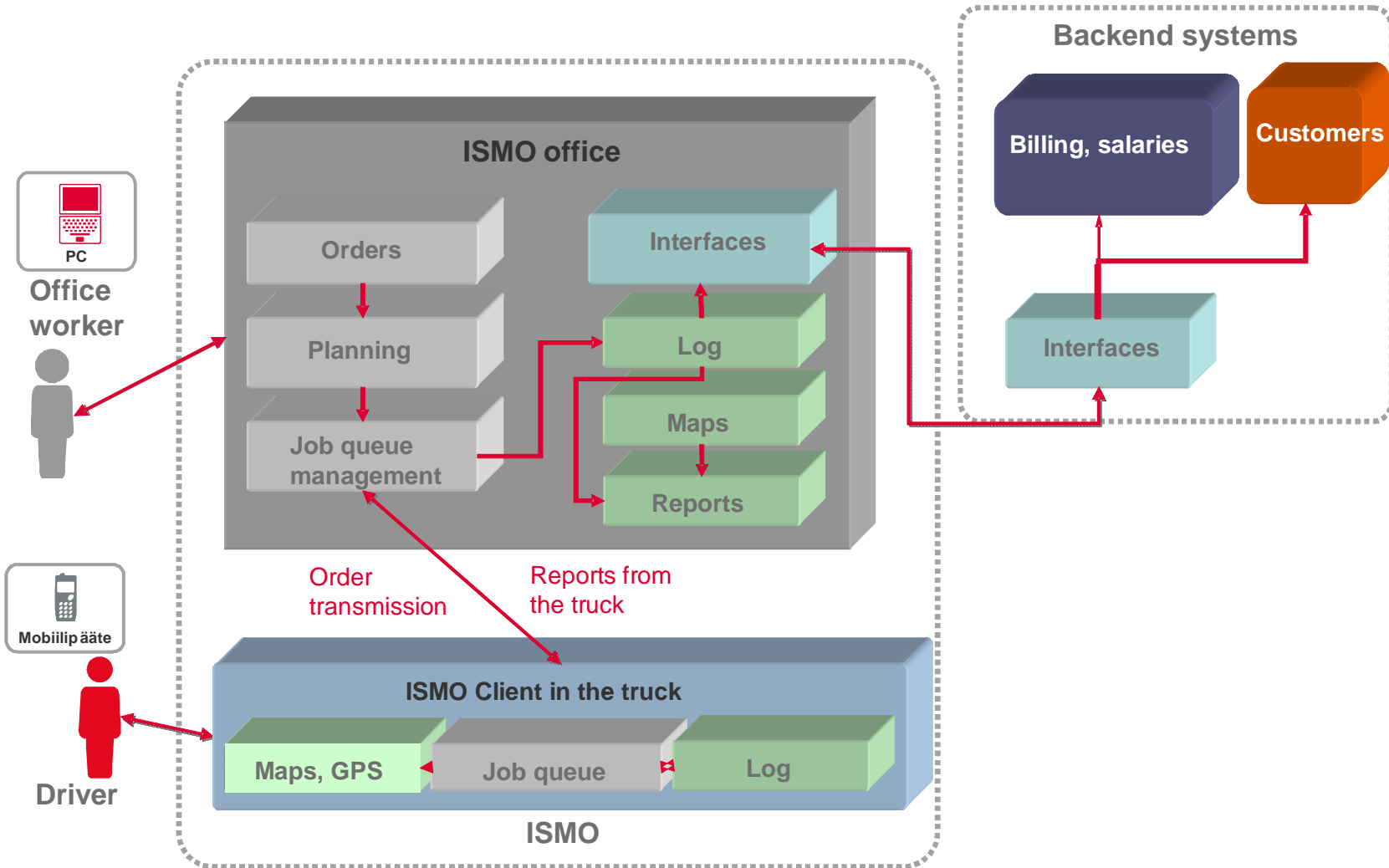
Mobile solutions in logistics

§ Typically the benefits driving the use of mobile solutions are:

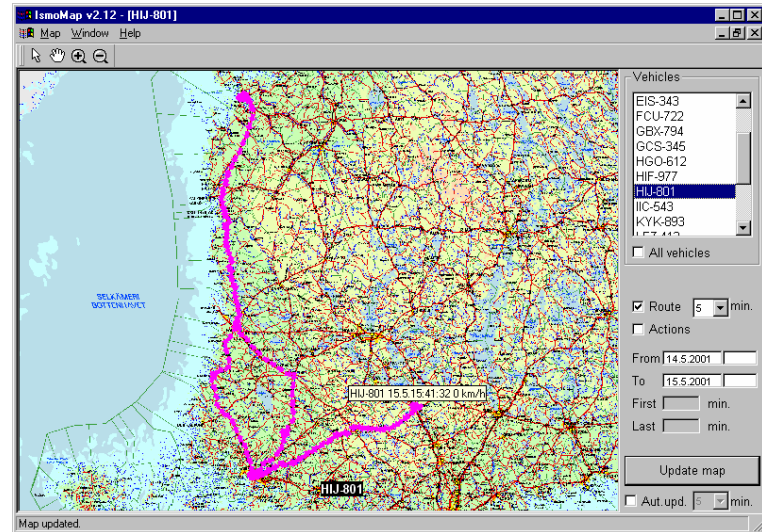
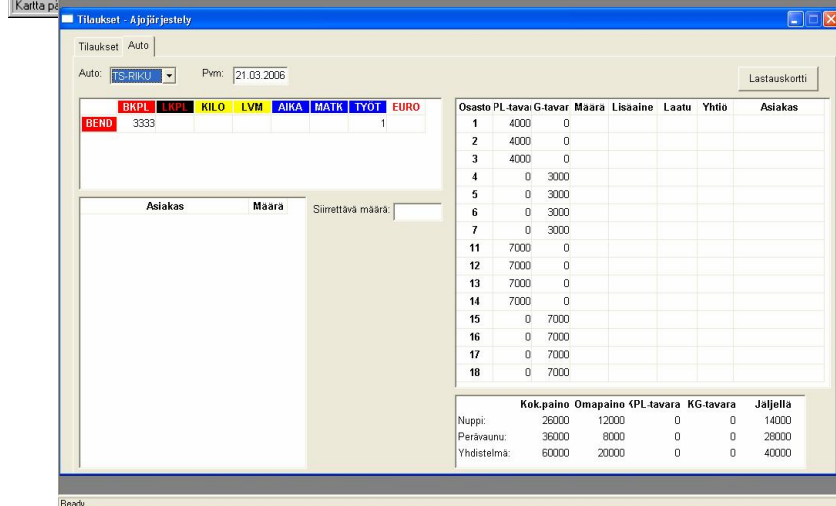
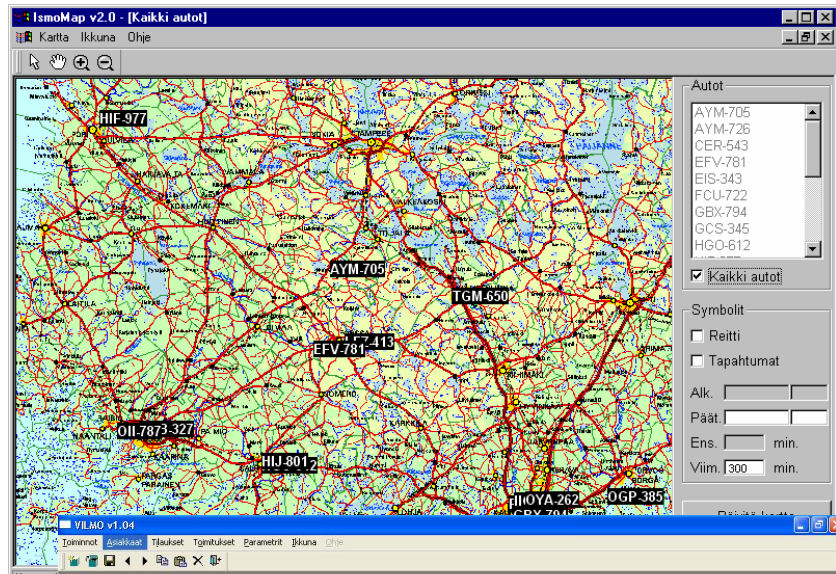
- ü Automated and continuous driving log
- ü Optimizing the route and driving
- ü Recording stops and waiting time
- ü Real time visibility to order status
- ü Automated work time reporting

§ All these together lead to bigger profits in this low margin business

The process



Some example screen shots



Some example screen shots

The screenshot shows the main interface of the HIP-445 application. At the top, there are tabs for 'Synchronize', 'Exit', 'Orders', 'Messages', 'Alerts', 'Statistics', and 'Map'. The 'Orders' tab is active, displaying a table with the following data:

Date	Time	Order ID	Description	Location	Product	Quantity
17.3.2006	9:00	*	110 Lastaus	Paikka:TRE Varasto	Tuote:Laatikko	Määrä:
17.3.2006	14:00	*	120 Purku	Paikka:Rauma	Tuote:Lava	Määrä:45

Below the table are buttons for 'Show', 'Reject', and 'Select'. At the bottom, there is an 'Action' dropdown menu with a list of tasks:

- 201 Nouto
- 123 Sepelin toimitus
- 150 Tankkaus
- 151 Tankkaus2
- 160 Ohje
- 170 Huoltotehtävä
- 201 Nouto
- 230 Rasvauksen aloitus
- 235 Rasvauksen lopetus

This screenshot shows two overlapping windows from the HIP-445 application. The background window is the 'Map' view, displaying a map of the Myllypuro area with streets like Myllypuronkatu and Kolmihaarankatu. It includes controls for 'Zoom in', 'Zoom out', 'Vehicle', and 'Order' (checked). The foreground window is a detailed view for order '110 Lastaus', showing fields for 'Kuljettaja' and 'Kilometrit', and navigation buttons like 'Previous', 'Next', 'Cancel', and 'Ready'.

This screenshot shows a detailed order entry form for '122 Puun purku'. The form includes the following fields:

- Order ID:** 122 Puun purku
- Time:** 17.3.2006 12:00
- Location:** Paikka: Kyrön saha, Pöytyä
- Product:** Tuote: Kuusi (Tukki)
- Quantity:** Määrä (m3): 35
- Notes:** Rahtikirja: HUOM

At the bottom, there is a 'Tapahtuma' section with a dropdown menu set to '122 Puun purku' and input fields for 'Paikka', 'Tuote', 'Määrä (m3)', and 'Rahtikirja'. Buttons for 'Valitse', 'Peruuta', and 'Valmis' are also visible.

Benefits



Benefits

- § Our oldest customers are saying that they make about 10 000 EUR more in margin per truck than they used to do before they started to use our system
- § More efficient use of working time and optimized driving
- § People in the office don't need to spend time guiding drivers to their destinations or asking "where are you?"
- § Invoicing speeds up from weeks to days and errors are reduced

Challenges

Challenges

- § Motivating users is very important, as the drivers can easily feel uncomfortable when they are closely monitored
- § Buying the mobile devices and renewing them every 3-5 years is expensive

Summary

- § Benefits delivered by fleet management solutions can be very significant
- § Using such solutions is not cheap even though benefits are by far bigger than costs
- § The only real problems are more human than technical, technology today is good enough to operate these systems

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