



# SYBASE co-sponsors Connect International Telecoms Summit

Oak Company, June 21, 2006

URL: <http://www.pr9.net/comp/development/3998june.html>

*Senior Director from Sybase USA to talk on 'Mobile Data Services and Enterprise Mobility' at the region's premier telecoms event*

PR9.NET June 21, 2006 - Dubai, United Arab Emirates: Sybase Products Middle East, the market leader for Mobile Middleware, Mobile Databases, Mobile Device Management and Security, today announced that they are the Silver Sponsor of the Connect International Telecoms Summit, the premier 4-day event designed for the Middle East's telecommunications industry, which will take place at the JW Marriott Hotel, Dubai from June 24 to 27, 2006. Dr. Jagdish Bansiya, Director of Engineering - Product and Technology Division, Sybase, USA, will present on 'Mobile Data Services and Enterprise Mobility' at the region's premier telecoms event. During this Summit, Sybase will also showcase its cutting edge mobile & wireless solutions, technologies and the framework in which it can be used.

"The telecoms industry in the Middle East is growing at a faster rate as compared to the rest of the world. A premier focused event like the Connect International Telecoms Summit brings together telecoms service providers and technology vendors under one roof. This event is a perfect platform for Sybase to introduce our market leading mobility and wireless solutions to the regional telecoms industry and share our experiences with many of the leading global telecommunication companies," Hisham Malak, Channel and Marketing Manager, Sybase Products Middle East, explains.

"Sybase will be presenting its Mobile Data Services and Enterprise Mobility at the Summit. Dr. Jagdish Bansiya from Sybase USA is specially flying down for this event to discuss how enterprise mobility platforms, mobile data services can help operators grow revenue by offering services such as sales force automation, mobile field force, service delivery and hosted email services," Malak adds.

Sybase's vision is to create an Unwired Enterprise, where business-critical information flows freely within the organization and can be securely moved back and forth from the data center to the end device. To that end, Sybase offers a rich portfolio of information mobility products that enable companies to manage and mobilize their client/server and Web-based content and applications. These solutions empower organizations to securely extend relevant information and deliver it to the right person, anytime, anywhere. This "always-available" information model gives organizations and their employees the ability to improve efficiency, increase productivity, make better decisions and respond faster to changing business needs. As a testament to Sybase's innovation in this field, Computer Business Review has voted Sybase as one of the top ten most influential companies in the world in the Mobile & Wireless area for 2005.

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## About Sybase Products Middle East

Sybase is the largest enterprise software company exclusively focused on managing and mobilising information from the data center to the point of action. Sybase provides open, cross-platform solutions that securely deliver information anytime, anywhere, enabling customers to create an information edge. The world's most critical data in commerce, communications, finance, government and healthcare runs on Sybase. With Sybase, customers can optimise and enhance the investments they already own, link together the valuable data resources already in place, and extend the reach of business-critical information to users on the front lines—giving them a financial agility and productivity edge across all areas of their business.

## About Oak Company

Oak Consulting is a UAE Based Public Relations company specialising in IT and Business PR

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