



Sybase and Incube ink partnership deal

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InCube to promote Sybase's mobile technologies across the Middle East

PR9.NET November 23, 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 it has signed a strategic partnership deal with InCube, a leading IT project management and consultancy in the Gulf region. According to the agreement, InCube will combine Sybase's cutting-edge mobility solutions to its existing mobile products and solutions to help meet the growing demand for mobile business solutions in the region. InCube will also promote Sybase's mobile solutions across the Middle East.

Speaking on the partnership, Hareth Mustafa, Business Development Manager for the Unwired Division, Sybase Products Middle East, said, "InCube is well-known as the specialist in the development of mobile applications. They have a strong team of professionals who have the knowledge and expertise in mobility. We partnered with InCube because they have extensive market reach and a well-earned reputation for quality and reliability. We look forward to leveraging our partnership with InCube to provide customers with total mobility solutions."

InCube will promote Sybase's Mobile Device Management and Security solution- Afaria, and Sybase's Rapid Application Mobilization technology - the Unwired Accelerator, in the region. Afaria's frontline security management capabilities provide enterprise-ready security solutions to protect mobile data and devices. Afaria frontline systems management capabilities proactively manage all the devices, applications, data and communications critical to frontline success, regardless of the device platform. Sybase Unwired Accelerator speeds the mobilization of Web applications and data sources for always-available access. Its rapid development tools can mobilize existing applications, or create new mobile applications without programming.

"Sybase will help InCube build mobile applications using Sybase's mobile technologies and add value to their mobile devices. We will also offer extensive support and training to InCube on implementing Afaria and the Unwired Accelerator. We are looking forward to working closely with them and are confident that InCube's customers will be extremely satisfied with Sybase's best-in-class solutions," Mustafa added.

InCube, which was founded in 2004, has become a leading IT management and consultancy company with over 65 partners across the region. With their headquarters based in Dubai, the commercial hub of the Middle East, InCube has branches throughout the Middle East that ensure the best possible reach and technical support to its customers. InCube offers Mobile, Banking and Trading solutions. Incube is also the regional office for Hand Held Products, the leading manufacturer mobile devices, and has a development center to provide mobile solutions based on its devices for different verticals. In addition to HandHeld products, Incube also promotes products from companies such as UPS LT®, Temenos, Admerex, Diagram and SoftPro to name a few.

"InCube is happy to partner with Sybase in the mobility space. We wanted to offer our customers the best in mobility solutions and found Sybase, a known leader in Mobility worldwide who has been servicing the market for many years, to be a perfect fit to what InCube is looking to do. By integrating Sybase's mobility solutions with our own mobile products and applications, we are offering our clients truly world-class products. We will be promoting Sybase's mobile technologies throughout the Middle East and are looking forward to extending this partnership to other Sybase products as well in the near future," Mr. Mohammed Zabalawi, Managing Director, InCube Mobility Solutions, concluded on a high note.

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About Sybase Inc

Sybase is the largest enterprise software company exclusively focused on managing and mobilizing 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 optimize 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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