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Sybase Organizes Enterprise Modeling Roadshow

The event will cover the best practices in enterprise modeling, the future in modeling and the features and benefits of PowerDesigner - Sybase's all-in-one enterprise modeling and design solution.

/24-7PressRelease/ - DUBAI, UAE, April 30, 2008 - Sybase Products Middle East today announced that they are organizing a roadshow on enterprise architecture modeling and design in Kuwait City and Dubai in April. Sybase plans to share the best practices and the future trends in modeling. It will also demonstrate how PowerDesigner - Sybase's all-in-one enterprise modeling and design solution- can address the various challenges in the market today to the audience.

"Businesses today are facing challenges in software development, having problems managing changes in application requirements and coping with misunderstandings between business and IT. The Sybase Enterprise Modeling roadshow aims to address these issues by sharing our best practices, product benefits and customer success stories with the audience. Mr. Vladimir Maruna, an international expert in enterprise architecture, will show how companies can bridge the gap between IT and business and why many Oracle, Microsoft and IBM houses today are using PowerDesigner for their modeling requirements," says Mr. Hisham Malak, Channel & Marketing Manager of Sybase Products Middle East.

"PowerDesigner is a comprehensive Enterprise Modeling solution used for data, business processes and application components modeling. It enables simple, controlled and synchronized transitions from one domain to another and promotes collaboration and communication of project team members. Senior executives from our team will be at the event to take delegates through the features and benefits of PowerDesigner," Mr. Malak adds.

PowerDesigner uniquely combines several standard modeling techniques (UML, Business Process Modeling and market-leading data modeling) together with leading development environments, such as .NET, Workspace, PowerBuilder, Java, and Eclipse, to bring business analysis and formal design solutions to the traditional software development lifecycle. It aligns business and IT to improve productivity, provides open support for heterogeneous environments of all kinds, is highly customizable to enforce standards and regulatory compliance, facilitates enterprise architecture by documenting existing systems and increases business agility with link and synch, impact analysis.

The event will cover the best practices in modeling, the basic model and feature set of Sybase PowerDesigner, best practices for Business Analysis, classic Java/.NET development, SODA, Datawarehousing and a Demonstration on Datawarehousing with Sybase PowerDesigner works. Experts will also share how PowerDesigner can work for the Telco, Banking, Government, and other sectors.

The Sybase Enterprise Model roadshow will be held at the Crowne Plaza in Kuwait City on 28th April and at Etisalat Ecademy in Dubai on April 29th, 2008.

About Sybase:

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. For more information, visit the Sybase Web site: <http://www.sybase.ae>

Sybase is a trademark of Sybase, Inc. indicates registration in the United States of America.

OAK Consulting is a United Arab Emirates based PR and Communications firm. For further information, please contact Nirmala D'souza on +00 97150 7343840