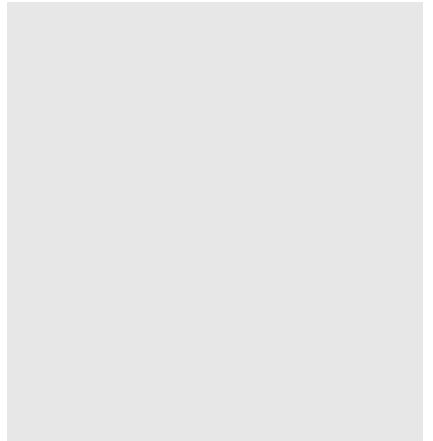
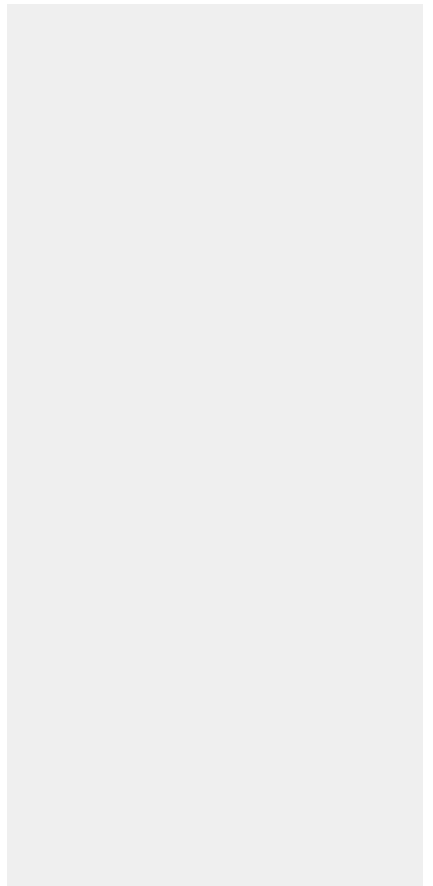


Not
so
long
ago.)



Publication
Nº9.





It ought not be a revelation. The inner machinery of insurers is incredibly unique. So unique, that we think no suit-all generic solution can be pounded and reshaped to make fit. In truth, we don't think there is a grail like piece of software or hardware that you should be searching for at all.

We think that you have all you need to do the business of insurance a little more intelligently, a little more profitably, but you can't put it to work.

opportunities, and model potential outcomes to minimise risk. Again you can't bring all these pieces of the marketing puzzle together. We can. You'd like to begin a

legally must, and you can't output the reports as fast as legally required. We can. You have decision makers in every division, each impacting on your

Solutions as a significant source of their competitive advantage. Some of the insurers that SAS has helped grow their business more intelligently include Chubb &

Now, to help insurance firms grow their business more intelligently, how do they stop selling insurance and start selling relationships?



We can.
It's your customer data that holds the key to your more intelligent, more efficient, more profitable future. You have masses of data on your customers but you simply can't gather it all together, let alone web or intranet enable it.

We can.
Even if you could cobble a single view of each customer's data you can't work out from it their behaviour in the past, or better still, predict their behaviour in the future.

We can.
Cobbling together a similarly intelligent view of the market place needs you to assimilate market data, analyse it, model selling

relationship with prospects by letting them access quotes and policies when they want to with a 24 hour voice-response system but you can't get it to talk to your data.

We can.
In battling to uncover fraud you can't even uncover all the data you need to accurately filter.

We can.
In trying to comply with the new international accounting standards you can't gather all the data you

bottom line, each needing a different report so they can make a profitable decision, but you can't get your existing system to acquiesce.

We can.
Your present system looks like musical chairs played with different vendor software, because you can't assemble an end-to-end solution.

We can.
This is all not mere words or theory, 90% of Fortune 500 organisations rely on SAS Intelligence

Son, NRMA, Royal & SunAlliance, American Automobile Association, and MBF.

Perhaps you would like to learn more about us before you call, then do visit us at www.sas.com.

Then do call us on 1800 784 202 today.

Only we can give you the power to know what's really going on, right now, across your entire insurance firm, and among your best policy holders.

The Power to Know.



There is a 30 day trial period for our software. Please see our website for more information. SAS and the SAS logo are registered trademarks of SAS Institute Inc. in the USA and other countries. ©2007 SAS Institute Inc. All rights reserved. SAS Institute Inc. 100 Water Street, Cary, NC 27513-2415, USA. SAS Institute Inc. 100 Water Street, Cary, NC 27513-2415, USA. SAS Institute Inc. 100 Water Street, Cary, NC 27513-2415, USA.

SAS had been working hard securing opportunities in a number of industry verticals. As their proposals were being considered at board level they wanted visibility in each industry along with a display of their knowledge and strengths. We did double page ads for each industry and placed them in each industry association journal for the designated month. This double page ad for the insurance industry.

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It should not strike you unawares. The inner mechanics of local government are astonishingly unique.

your managers accurate cost intelligence, you can't get the data from your disparate array of databases. We can.

leaving, and also manage recruiting but you can't access all the data you need using your old system. We can.

you simply must drive and measure improvements in efficiency, effectiveness, and adaptability. But as many processes involve

analyse and control your supplier activity in every department, but you can't see how your old system would cope.

federal departments in the US Government, and 85% of the US Government's independent agencies. Some of the local

Now, how does local government work just a little more intelligently, and do things they never thought possible with their old systems?

So unique, that we think no suit-all generic solution can be bent and twisted to make fit.

In confidence, we don't think there is a mystical piece of software or hardware that you should be searching for at all.

We think that you now have all you need to do the business of local government a little more intelligently, a little more resourcefully, but you just can't put it to work. We can.

It's your data that holds the key to your more intelligent, more efficient, more resourceful future.

In labouring to firstly know, and then contain, the day-to-day costs of all your people, all equipment, and all processes by giving

To better manage your human capital you need to know the skills for every position, plan for staff

You know that to improve the quality of delivery of your services good ideas are not enough.

more than one department you can't see a way to deploy the new strategies. We can.

Your departments are all saying to you they can save oodles if only they could automate many of their processes, give the public web access to their information, and put their forms online. You are saying to them that you can't make your old systems jump through such hoops. We can.

Much of your costs are dictated to you by suppliers. You wish for a simple way to centrally

We can.

You wish even more longingly for a way to gather together and analyse all of your financial information no matter what computer, in what database, or across what network it may reside. But you can't imagine how to begin.

We can.

You continue to add bits and pieces, because you can't assemble an end-to-end solution.

We can.

This is all not mere words or mere theory, our government solutions are used by all the 15 major

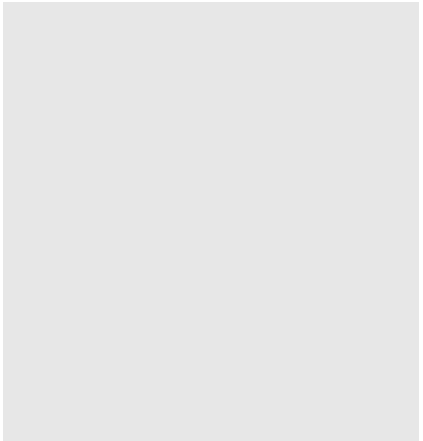
government organisations that SAS has helped work a little more intelligently here include Logan City Council, and overseas, Vienna City Council.

Perhaps you would like to learn more about us before you call, then do visit us at www.sas.com.

Then do call us on 1800 784 202 today.

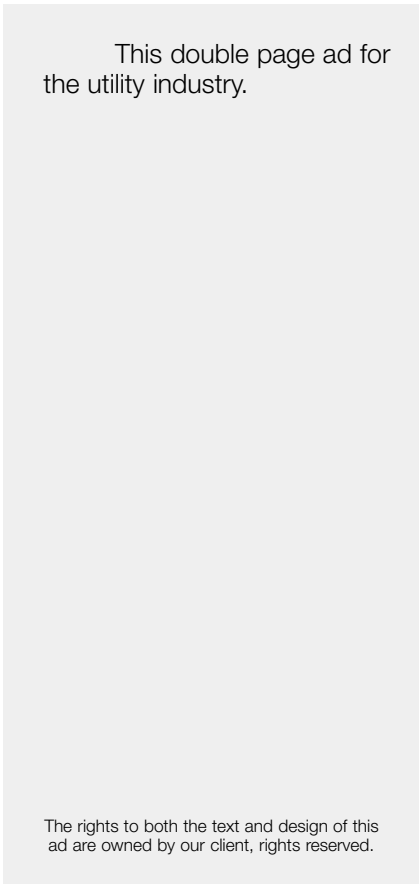
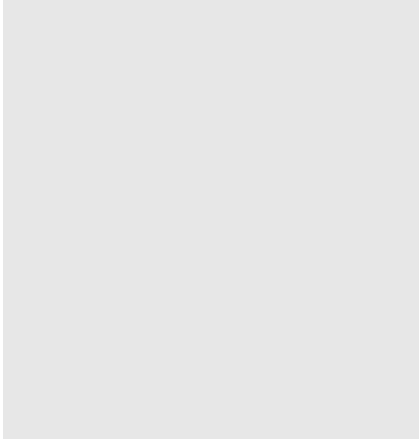
Only we can give you the power to know what's really going on, right now, across your entire local government organisation, and in the areas of your responsibility.

The Power to Know.



This double page ad for the local government and shires vertical.

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It warrants no thoughts of disbelief. The inner cogs of utilities are extraordinarily unique. So unique, that we think no suit-all generic solution can be lathed and honed to make fit. In reality, we don't think there is a alchemic piece of software or hardware that you should be searching for at all. We think that you have all you need to do the business of a utility a little more intelligently, a little more efficiently, a little

few seconds old. You can't. We can. You know marketing to capture new retail cus-

tomers, and also to retain present ones can be very costly and very inefficient if you don't profile the right targets and predict their behaviour, all before you open your cheque book. But you can't get to your most recent data for such analysis. We can. To firstly to know, and then contain, the day-

to-day costs in your utility of your field staff, office personnel, equipment, and processes you can't begin

more competitive, you must become much, much more efficient. But as many of the processes you must improve involve many of your department you can't see a way to deploy the board's new strategies. We can. You know that there are even more efficiencies if you could automate processes, give the public web access to information, and direct promotions to sign ups online. Your team says they can't do it with the present system. We can.

Even more longingly you want to gather and analyse up to the minute financial information from all departments in all databases. But your team can't imagine where to begin. We can. To ensure each manager is making profitable decisions every hour they need reports with data fresh every hour. At present you can't deliver. We can. You think that your information technology people will have to continuing building an ever more

words or theory, 90% of Fortune 500 organisations rely on SAS Intelligence Solutions as a significant source of their competitive advantage. Some of the utilities that SAS has helped be a little more intelligent include Elecrabel, Reliant Energy, and Stanwell Corporation. Perhaps you would like to learn more about us before you call, then do visit us at www.sas.com. Then do call us on 1800 784 202 today. Only we can give you

Now, to help your utility be a little more intelligent when predicting demand, and also capturing and retaining customers, stop relying on data that is often disastrously old.

more profitably, but you just can't put it to work. We can. The central power exchange issues over 4 million items of data to each power generator every day. To profitably predict the right spot bid for the moment you need to be analysing and comparing with your own data that cannot be more than a

complex puzzle of software add ons, because they can't assemble a simple end-to-end solution. We can. This is all not mere

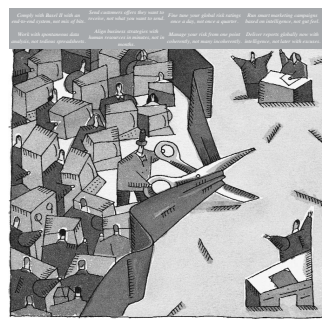
the power to know what's really going on, right now, across your entire utility, and among your very best clients. The Power to Know.



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This double page ad for the utility industry.

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intelligent, more efficient, more profitable future.
In struggling to prepare for Basel II you can't get all the data you need sourced and validated from your wide archipelago of databases.
 We can.
In trying to comply with anti-fraud and also anti-money laundering directives you can't filter all the data you must.
 We can.
You know marketing to your present customer base holds the elusive key

requests is that they need them all now. And, the only similarity in your reply is that you can't deliver.
 We can.
To keep your publicised profit projections on track, you must keep your business units on track. For each you need to be able to establish and then measure their daily performance against their goals. Simply awesome in theory, but your team can't arm wrestle your present system to do it.
 We can.
To build your business

tune your risks daily, but you can't.
 We can.
You'd like to save on customer servicing costs with a wiz-voice-response system but your team can't get it to talk politely to your different databases.
 We can.
You keep on relying on an ever changing maze of systems, because you can't assemble an end-to-end solution.
 We can.
This is all not mere words or theory, 90% of

Some of the banks that SAS has helped do business a little more intelligently include ING Bank, JCB, ANZ, Bank of Scotland, Barclays Bank, Credit Suisse, Standard Chartered Bank, Westpac, GE Capital, and Hang Seng Bank.
Perhaps you would like to learn more about us before you call, then do visit us at www.sas.com.
Then do call us on 1800 784 202 today.
Only we can give you the power to know what's

Now, to help your bank do business a little more intelligently, simply ask your data to turn up to work tomorrow morning.

It should come as no surprise.
The inner workings of banks are astoundingly unique.
So unique, that we think no suit-all generic solution can be squashed and squeezed to make fit.
In fact, we don't think there is a magical piece of software or hardware that

you should be searching for at all.
We think that you have all you need to do the business of banking a little more intelligently, a little more efficiently, a little more profitably, but you just can't put it to work.
 We can.
It's your data that holds the key to your more

to loyalty, lower attrition rates, and easier profits but you simply can't predict their behaviour, or see the opportunities.
 We can.
You have got divisions within divisions, all needing different reports, on all different topics, from all different databases. Now, the only similarity in their

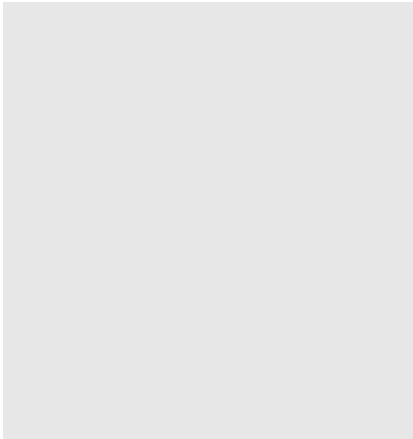
volume you need to relax credit risk. To build your business profit you need to tighten credit risk. If you could, you'd like to fine

Fortune 500 organisations rely on SAS Intelligence Solutions as a significant source of their competitive advantage.

really going on, right now, across your entire banking organisation, and among your best customers.
The Power to Know.

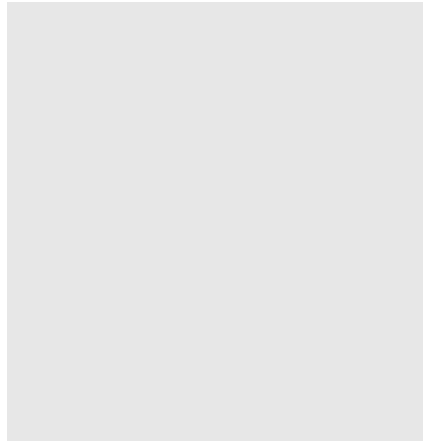


There is no guarantee that you have what it takes to make the most of the world as you see it. SAS and its products are not intended to be used for any purpose other than that for which they were designed. SAS and its products are not intended to be used for any purpose other than that for which they were designed. SAS and its products are not intended to be used for any purpose other than that for which they were designed. SAS and its products are not intended to be used for any purpose other than that for which they were designed.



This double page ad for the banking industry.

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ARE YOU SATISFYING YOUR BANKING INFORMATION USERS, OR STARVING THEM?

Your bank is surely bursting with all of the up-to-the-moment critical information you need to make precisely informed decisions.

That's good. Unfortunately, your staff simply can't get at all of this information that they desperately need.

That's bad. Fortunately, we have the solutions to most of the information starvation problems so common in many of the departments of banks today.

Take for example the brand new customer relationship management

software application your marketing team is so keen on purchasing.

It looks like it'll do everything they're likely to wish for.

Look a little closer and you will find that it'll do very little unless it can instantly access specific parts of your customers' records, which are spread across ten databases, at three sites, and two operating systems. Sybase has the solution for that.

On the white board your novel e-commerce partnership strategy has a marketing edge, but it'll need to garner informa-

tion from twelve different data sources, at three different sites, and also from four different applications. All delivered to different people. All with different needs. Sybase also has the solution for that.

Shareholders are all agape at your canny acquisition program of overseas banks and niche finance houses, but your information technology people are all aghast, because every new acquisition surely brings with it a different computer system, a different information system, as well as

a different set of databases and data marts to talk to. Sybase has the solution for that.

Years of experience has taught you that a timely reduction program of the number of costly remote branches can only increase profits by also increasing remote customer service at the same time. And that will mean a vast jump in the present speed of customer data retrieval. Banking anywhere is your goal. Sybase has the solution for that.

Future hopes are riding on your internet banking team, and they are now ready to roll. So you'll need a complete internet killer back-end built in just a few months, not the usual outside consultant feast of just a few years.

Sybase has the solution for that.

Roving the country, your mobile e-mortgage team is working almost exclusively from laptops.

You need to share with them very confidential customer data, and get an answer back to them while they are still sitting in front of the customer. Sybase has the solution for that.

Frustratingly, your senior managers are making the right decisions, but their bold initiatives are more often than not, costly failures. That's all because they are basing their decisions on far too little data. They need a business-wide intelligence application that is banking intelligent. Sybase has the solution for that.

Your new e-banking

development team needs internet application solutions which will provide a powerful framework for conducting e-business.

They need to get more done, with less cost and effort.

Sybase has the solution for that, too.

Sybase's banking experience makes each solution implementation simple. Sybase's technology makes it dependable.

Already 60% of the world's banks use Sybase technology.

Some of these satisfied banking information users include Wells Fargo, Chase Manhattan, Bank of America, and Sumitomo Bank.

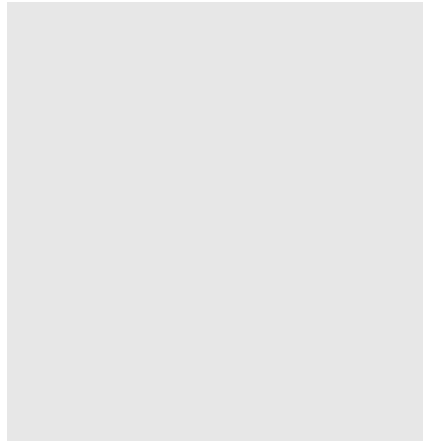
Sybase Australia can be reached on 1800 805 349, and Sybase New Zealand on 04 560 2417.



For more information on the high technology behind our banking solutions, visit our web site, www.sybase.com. There you will find more information on our complete solution for Enterprise Portal, from information on our e-business infrastructure solutions like Sybase.com, from information on mobile and wireless solutions like Wireless Server and SQL Anywhere Mobile. More information on our internet and application development solutions like Enterprise Portal, Sybase Business Intelligence, Sybase Business and Financial, from information on our business intelligence solutions like Adaptive Business Analytics and Business Warehouse. If you would like a presentation on the solutions we have implemented with our banking customers here, and around the world, get in touch with us. We'll be glad to help you. We're committed to our clients and our commitment to our banking customer success. Our customers are there by choice. We're open to industry standards. We're committed to dependability and meeting our obligations.

We were fortunate to be working for the director in charge of both sales and marketing at Sybase. This meant that all our marketing campaigns could be co-ordinated with action from the sales teams. A vertical per month was targeted. During each month a double page describing the deep industry knowledge of Sybase appeared in the targeted industry's journal, we arranged the director to talk at functions, and the sales team in each state made approaches to the major firms in the vertical. This very successful campaign was stopped when Sybase was bought by Hong Kong investors, and the entire executive team resigned.

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The vertical targeted with this double page ad was telecommunications.

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While today's telcos are rather clever at getting others talking to each other, it seems that they are not so clever when it comes to themselves.

On the one hand they already have all the data they could possibly want to make smart and informed business decisions. And on the other hand they have the decision makers who need it. But one hand isn't talking to the other.

Luckily, we have the solutions to almost all of the data communication problems all too common in many of the departments of today's telcos.

For example, take the constant prodding from the finance department for a single customer billing system that will connect to all your existing databases, and allow your finance and technology teams to phase out the sadly aging legacy systems that are holding your growth back.

Sybase has the solution for that.

After two intensive months of think-tanking your marketing and your retail sales teams have come back with strong recommendations for the seemingly impossible.

They want an application that will accurately analyze mobile customer behaviour and preferences, linked to sales channel effectiveness, and those also linked to geographic differences in sales trends by suburb.

Not impossible at all. Sybase also has the solution for all of that.

In their impressive presentation last Friday, your commercial sales team excitedly pointed out the profit that could be made from an application that could capture data directly from PABXs, enabling bills to be produced quickly, and efficiently.

With a lack of excitement they also pointed out that they didn't know if such an application existed.

Yes it does. Sybase has the solution for that.

With their rather usual wordy finesse, your marketing team has e-mailed your directors pleading for a way to provide local number portability, and create an effective technology foundation for future marketing campaigns targeting your competitor's customers.

Yes, Sybase has the portable solution for that.

In the office of your Financial Controller, taste-fully decorated with piles of paper, there's a wish list in the upper corner of the white board.

Wish two is a fraud management system that could increase detection and recovery by 300%.

Sybase has the solution for that. 100% ready now.

Playing catch up to a fast rising, and fully funded startup, your directors want to also be able to offer customers full function voice mail and PABX management solutions with embedded, again full function, zero maintenance databases.

They think they are asking for a lot.

Not really. Sybase already has the solution for that.

Thinking way into the future your business development team is very eager on developing a net radio product which would enable customised programming, and also advertising for their existing internet customers.

They won't have to wait for the future. Sybase has the solution for that right now.

Sybase's telco experience makes each solution implementation simple. Sybase's technology makes it dependable.

Already Sybase technology is used by every one of the world's top one hundred and fifty telecommunications companies, and commands a 61% share of the world's mobile and wireless market.

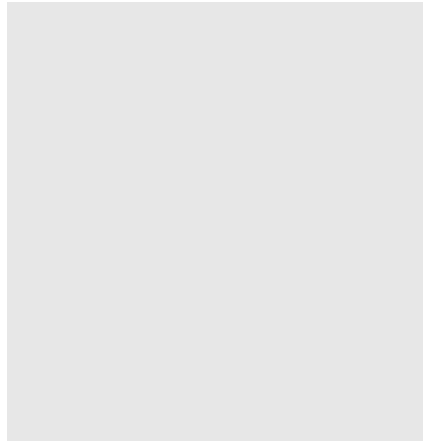
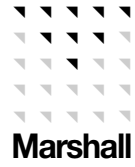
Some of these satisfied telco data users include Bell Atlantic, WorldCom, Airtel, Telewest, Telecel, and also Deutsche Telekom.

Sybase Australia can be reached on 1800 805 549, and Sybase New Zealand on 04 560 2417.

JUST WHO HELPS TELCOS TALK TO THEIR DATA?



For more information on the high technology behind our telco solutions visit our web site, www.sybase.com. There you will find more information on our enterprise solutions like Enterprise Portal, data warehousing and data integration solutions like Enterprise Data Warehouse, data integration and analysis solutions like Enterprise Data Warehouse, and data integration and analysis solutions like Enterprise Data Warehouse, and data integration and analysis solutions like Enterprise Data Warehouse. If you would like a presentation on the solutions we have implemented with our telco customers here, and around the world, just call. Sybase always delivers the complete and consistent telco solutions we deliver. Our solutions are always the best. But it is up to industry standards. But it is standard by both dependability and security availability.



The vertical targeted with this double page ad was healthcare.

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TO IMPROVE PATIENT CARE CHECK THE HEALTH OF YOUR DATA.

Change in healthcare is surely inevitable, so it should be welcomed, shouldn't it?

Well, not so welcome, is the fact that these technological changes are all happening at a never before seen pace in healthcare.

But, very welcome, is the fact that these same technological changes are bringing with them opportunities that have never before been available to healthcare organisations.

These opportunities rely on your data.

As an example, your planning team is excited about the large savings that can be achieved if everyone opts into an American style electronic health data records system.

They are not so excited about trying to find a firm in Australia with experience in such a system.

Sybase has the solution for that.

Your privacy laws liaison group has reported that every patient will shortly have the legal right to demand access to their medical data and records, even doctors' written opinions. What they haven't reported is that they don't know how your present old records system will comply, and cope.

Sybase has the solution for that.

In a surprisingly vocal mood, your head of clinical

research is complaining that her team could do a lot more, a lot faster, if only they could access the data of research databases around the world.

Sybase has the solution for that.

She also sees desirable productive merit in her team being able to access, and query, their own databases from home, or even when they are overseas lecturing.

Sybase has the solution for that, too.

Your insurance company is backing your doctors' bid to buy a system that will reduce the risk in calculating precise drug concentrations. They both argue that such calculations are a complex task with specialist skills in medicine and pharmacokinetics that not all doctors can be expected to possess. The system will need to access five databases, at three sites through both your intranet, the internet, and reply through desktops and hand helds at over twenty-six locations.

Sybase has the solution for that.

Your Chief Executive

Officer is yet again lobbying government. This time she is touting the British Government's solution for much better care of chronic disease using a dedicated NHS like internet based network service, linking the information systems in primary and also secondary care.

The benefits she is sure of. What she's not so sure of is how to build in absolute security and confidentiality, both in terms of who has legitimate access to the system, and also who has legitimate access to the data.

Sybase has the solution for that.

At your most recent board meeting your finance team did a very convincing presentation on the increase in on-going care, and decrease in on-going costs if your facility adopted a wireless communications network that connected doctors, to nurses, to theatre staff, to dispensing staff, to stores, and to admin.

Not so convincing was their belief it could be done.

Sybase has the solution for that.

Circulated widely last week was the report from your stores and finance team saying

that they could save 11% on costs if they could put all stock in a database which would then automatically order supplies when existing stock got to a predetermined level.

It will involve input at thirty-one sites, using three operating systems, and also outputting orders and reports in three computer languages to both internet based and fax based suppliers.

Not so widely circulated was their worry it couldn't be done inexpensively.

Sybase has the solution for that, too.

Sybase's healthcare experience makes each solution implementation simple.

Sybase's technology makes it dependable.

Some of the satisfied healthcare information users include the Physician's Online, Argentina's organ transplant department, National Imaging Associates, and in home care, BeyondNow.

Sybase Australia can be reached on 1800 805 349 and Sybase New Zealand on 04 560 2417.



For more information on the high technology behind our healthcare solutions visit our web site, www.sybase.com. There you will find more information on our enterprise solutions like Sybase PowerBuilder, our information on our database solutions like Sybase Adaptive Server Enterprise, our information on our data warehousing and analytics solutions like Sybase Analytics Suite, Sybase Analytics Express, Sybase Analytics Express, and Sybase Analytics Express. More information on our business intelligence solutions like Sybase Business Intelligence Suite, Sybase Business Intelligence Suite, and Sybase Business Intelligence Suite. For more information on our healthcare solutions visit our web site, www.sybase.com. There you will find more information on our enterprise solutions like Sybase PowerBuilder, our information on our database solutions like Sybase Adaptive Server Enterprise, our information on our data warehousing and analytics solutions like Sybase Analytics Suite, Sybase Analytics Express, Sybase Analytics Express, and Sybase Analytics Express. More information on our business intelligence solutions like Sybase Business Intelligence Suite, Sybase Business Intelligence Suite, and Sybase Business Intelligence Suite. For more information on our healthcare solutions visit our web site, www.sybase.com. There you will find more information on our enterprise solutions like Sybase PowerBuilder, our information on our database solutions like Sybase Adaptive Server Enterprise, our information on our data warehousing and analytics solutions like Sybase Analytics Suite, Sybase Analytics Express, Sybase Analytics Express, and Sybase Analytics Express. More information on our business intelligence solutions like Sybase Business Intelligence Suite, Sybase Business Intelligence Suite, and Sybase Business Intelligence Suite.



It's there, but they just can't get at it. Sadly, that's an all too common problem amongst even the most savvy insurance firms today. Happily, we have the solutions to most of the information shortage problems, in most of the departments, in

When insurance information decisions, that could lead to very expensive market retreats. It's not their fault, it's their data's fault. It's just not where it should be, right in front of them. Sybase has the solution for that. Your Life Sales Director has seen it working profitably

looked more than perfect for your cost saving grand plan to have a single internal call centre handle both customers and brokers. What looks a lot less than perfect is its inability to get the data it will need from each of your state's customer databases, broker databases,

Two months of planning later, you think you can tame the costly administrative paper chase involved in worker's compensation claims with an application your team can develop internally. But first you need to work out how to instantly access your document management application for the

be reduced if your inquiries for quotes on motor vehicle, home and contents, travel, and compulsory third party insurance could be handled by automated replies to forms filled out on the internet. Life insurance teams are thinking the same cost saving thoughts. What's not so exciting

If only it can find a very simple way to instantly access your employee records spread across two operating systems, three data marts, at two sites. Sybase has the solution for that. Sybase's insurance experience makes each solution implementation simple. Sybase's technology makes it

INSURANCE FIRMS ALREADY HAVE ALL THE INFORMATION THEY NEED.

insurance firms today. Take for example the new risk management solution your corporate service team so desperately wants to purchase. It will probably will save the millions in its first year, they say it will. What is just as probable is that it won't be at all able to access the data it needs from each of your state's corporate customer databases, actuarial database, and your risk consultant's database. Sybase has the solution for that. A little dangerously, your new e-commerce team is making rather far-reaching

overseas, and she too wants to automate all of her keen sales representatives in a push to streamline processes, and to increase productivity. She wants sales representatives, hundreds of miles away from their home office, to download up-to-the-minute customer information from their laptops, as well as uploading new customer data, local inquiries, and policy applications for processing. Sybase has the solution for that. In the swish sales presentation the customer relationship management software

product databases, and each of three accounting applications. Then added to all those problems is that these databases reside in either Unix, or NT. Sybase has the solution for that. In a report to the board your claims team says that if only it had the budget it could save 15% of claims processing costs by liaising with your loss adjuster's forty-nine offices all around Australia, automatically annotating claims forms over the internet. It's not getting the right money that will be the problem, it's getting the right data. Sybase has the solution for that.

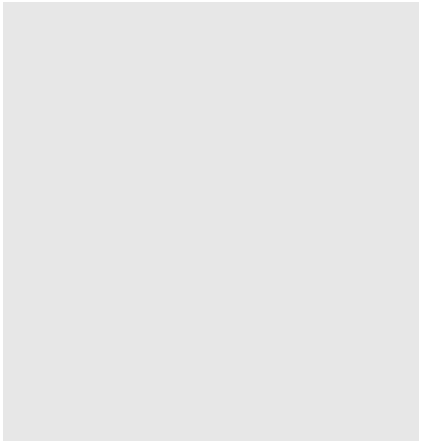
paperwork from employers, lawyers, brokers, and then quickly gather the pertinent information from your databases, and the databases of the regulatory bodies involved. Your dream is to save on costly staff time by having claims cleared in just one day. Sybase has the solution or that. Your eager e-commerce team has excitedly suggested that bloated overheads could

is the fact that such a simple approach will need data from seven different sources, at three different sites, and also from four different applications. All delivered to one customer contact site. Sybase has the solution for that. Human resources says that it could cut 25% of its own operating costs if it adopts an on-line employee self-service strategy.

dependable. Already every one of the world's top twenty life insurers use Sybase Technology. Some of these satisfied insurance information users include Metropolitan Life, Scottish Widow, and New York Life. Sybase Australia can be reached on 1800 805 349, and Sybase New Zealand on 04 560 2417.

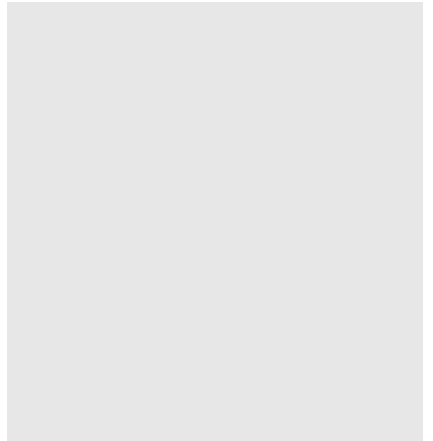


For more information on the high technology behind our insurance solutions visit our web site: www.sybase.com. Please note that some information on our computer solutions like Insurance Fraud, Risk Management, and our e-commerce information solutions like WebRisk.com, have information on our website and application development solutions like Insurance Right-Now, Health, Mortgage Applications, Home, Travel, and Rental. More information on our business intelligence solutions like Analytics, Score 360, and Industry Warehouse. If you would like a presentation on the solutions to better understand our insurance customers best, and around the world, just call. Insurance Sales shows follow for our strategy and also commitment to our customer's success. Our customers are always by our side to ensure that we are successful for both dependability and security availability.



The vertical targeted with this double page ad was insurance.

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The vertical targeted with this double page ad was defence.

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When defence solutions advance.

BEFORE YOUR VERY NEXT OPERATION, CAPTURE AND INTERROGATE YOUR DATA.

Certainly you should be pleased with your efforts. Your combat personnel are trained and ready. Your support personnel are trained and ready. Your transport is all fuelled and ready. Your support bases are

fully stocked and ready. Your communications are up and ready. What you shouldn't be pleased with is that all these groups are totally blind, and also can't move, without the simple means to co-ordinate their tasks.

And that means that your data also needs to be fully trained and operation ready too. When your troops enter their target areas they need to be updated with

maps of the terrain, weather forecasts, positions of the enemy, positions of friendly troops, positions of civilians, time to air strikes, and latest extraction sites.

Sybase also has the solution for that.

To keep every one of your teams fully functioning in the field, each will need a timely, constant supply of ammunition, parts, fuel, and food. Each team will need to constantly report what they need, when they need it, and where they need it.

Sybase has the solution for that.

Then there's the vital support of your support bases. They need to be able to monitor their stocks, and instantly order supplies from private sector contractors and suppliers.

Sybase has the solution for that.

Away from theatres of operation, there's the emerg-

ing need for measurement of all business units' performance within the defence forces. The accuracy of a Balanced Scorecard method, or any other business intelligence methodology is only ever going to be as accurate as the data that goes into the calculations.

Sybase has the solution for that.

Also of importance is not just where your troops and supplies are going, but where your money is going. The precision of your financial reporting software is only ever going to be as good as the data going into it. That could mean gathering data from twenty-two support databases, at fourteen bases, across all of eleven computer networks, three operating systems, then adding real time forward orders, and also real time operational requests. All automatically.

Sybase has the solution

for that.

Perhaps your contractors could cut costs to you if they could use the internet to access your widely dispersed spare parts inventory, maintenance schedules, and then bill you on-line?

Perhaps it would pay for itself in the first year, but how would you go about implementing it?

Sybase has the solution for that, too.

Sybase's defence experience makes each solution implementation simple.

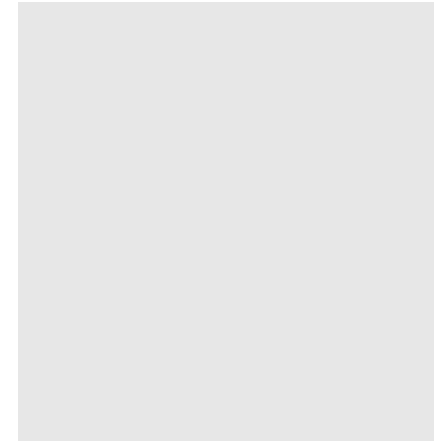
Sybase's technology makes it dependable.

Some of our satisfied defence information users include the US Marines, Canadian Air Force, the US Army War Reserve Support Command, and the US Military Sealift Command.

Sybase Australia can be reached on 1800 805 349, and Sybase New Zealand on 04 560 2417.



For more information on the high technology behind our defence solutions, visit our web site, www.sybase.com. Please note that some information on our corporate website that describes Sybase, their information on our e-business solutions, the Sybase.com, their information on mobile and wireless solutions, the Sybase Wireless, their information on our internet and application development solutions, the Sybase Application Studio, Sybase Application Studio, Sybase Mobile, and Sybase Mobile, their information on our business intelligence solutions, the Sybase Business Intelligence, and Sybase Business Intelligence. If you would like a presentation on the solutions we have implemented with our military customers here, and around the world, just call. Insurance from Sybase is not a warranty and does not constitute an offer of insurance. Our customers are advised to consult with their insurance brokers. The information on this website is not intended to constitute an offer of insurance.



The vertical targeted with this double page ad was utilities.

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This age is new. And with a lot of justly anticipated excitement, the management of utilities are looking forward to the lifting of old age market barriers. Then all utilities will no longer have their profit potential shackled to just getting power to existing customers, they'll be free to get offers to a huge audience of potential new customers.

With a lot of anticipated dread, management isn't looking forward to managing these different offers, and then managing the supply and accounting of these new customers. And these are just the lowly basics for being able to compete, in this new age.

Fortunately, Sybase has the solution for all that.

To go further, your eager marketing department wants to be able to target price offers to customers in a number of usage categories. If only your accounting data could talk to your marketing data, and both could also talk to your new telephone response team.

Sybase has the solution for that.

Your keen Marketing Director wants to go even further, and send out monthly e-mail offers to a purchased list of 324,000 prospects. Each e-mail will need to be correctly addressed by name and also title, accurately mention their disclosed usage level, detail the offer, and list several ways of replying.

Your response team will then need all this information instantly, when they reply.

Sybase has the solution for that.

With all the promises your marketing team is making about guaranteed continuity of supply, your operations team wants to very quickly create an infrastructure that would support a wide variety of applications, all running in wireless mode.

With this, your field service people could visit a site where work is being done on a pavement, road, or building site, and instantly access the latest detailed maps of the site showing exactly which areas can't be dug up.

Sybase has the solution for that.

In your last month's deregulation report to the board, your asset management team requested that their staff assigned to checking on the condition of lines, and pipes in the field, be able to report back in real time, as they are inspecting a faulty unit. Thus saving time, paperwork, and a potentially very costly disruption to supply.

Your Managing Director wants to pacify your jumpy insurer, by installing a simple GPS tracking system in all your service vehicles to give their precise location in case they are closest to an emergency. A low cost initiative which will not only decrease response time, but also decrease corporate risk premiums.

Sybase has the solution for that.

On the much used white board in your Human Resource Manager's office is the simple idea of instantly focussing the entire company, or teams of staff, on a problem, by connecting to a mobile messaging system. They can then all be informed of a problem, and the tasks they are required to complete immediately, no matter where they are in the office, at home, or in the field.

Sybase has the solution for that.

Then there's your ever innovative facilities team, they want all your facilities around Australia to be fitted with real-time data acquisition of temperatures, pressures, rates of production, and also machine status.

And they also want this graphical visualisation fed back to one control centre of three people, not the current twenty-seven operators spread across eleven sites, three management levels, and four states. Sybase has the solution for that.

On your new Chief Information Officer's wish list is an open application that can transform your present low level web front end into an effective and robust e-business experience for both customers and suppliers, both large and small.

Sybase has the solution for that, too.

Sybase's utilities experience makes each solution implementation simple.

Sybase's technology makes it dependable.

Some of the satisfied utilities powered by their data include TransCanada, and Northeast Utilities.

Sybase Australia can be reached on 1800 805 549, and Sybase New Zealand on 04 560 2417.

SYBASE

The above information is the high technology behind our utility solutions and you will see, to be effective. There you will find new information on our enterprise solutions like Enterprise Portal, Meter Management and our Customer Relationship solution like Marketing, Meter Management, Meter and Service Addressing, the Sybase Home, and the Sybase Home. The information on our website and our publications is available on our website. If you would like a presentation on the solutions we have implemented with our utility customers here, and around the world, just call. Utility companies like you should be our supply, and commitment to our customers' success. Our customers are those who believe that to open to utility markets, there is a commitment for both responsibility and accountability.

IN THIS AGE UTILITIES ARE POWERED BY THEIR DATA.



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of account briefings.
You brief Greg Marshall
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and designing.
He will be creating all
your work guided by your
thoughts on how you express
ideas, the image you want to
portray, and how this task at
hand fits in with the direction
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path is how you would like
to work with those tasked
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