**SAP Information Sheet**SAP Sybase Event Stream Processor

# **Continuous Intelligence from Real-Time Business Events**



What if your business could analyze the flood of incoming information in real time and identify what's meaningful – and the appropriate response? With SAP Sybase Event Stream Processor software, you can analyze events in real time, identify emerging threats and opportunities as they happen, and respond immediately, before it's too late.

### Summary

A continuous flow of new information about your markets, customers, partners, and more is streaming into your business. Quickly making sense of this deluge of information is vital to maintaining a competitive edge. With SAP® Sybase® Event Stream Processor software, you can build applications that continuously glean intelligence from real-time business events – and understand and respond to what's happening **right now.** 

#### **Business Challenges**

- · Continuously manage new information arriving from many different sources
- Understand what's happening right now in your business
- Process and make sense of large volumes of streaming events

#### **Key Features**

- **Development tools** Reduce dependence on specialists' programming expertise with tools that make it easy to define how events are processed and analyzed
- Integration tools Use built-in connectivity and add-on adapters to link with a wide range of common data sources and specialized applications
- High performance Process hundreds of thousands of events per second with millisecond end-to-end latency
- Advanced clustering architecture Take advantage of "private cloud" style deployment and scalability for continuous queries across any number of machines
- Event persistence Store and analyze extremely large event histories and play back history for simulation and back testing

#### **Business Benefits**

- Gain immediate insight into real-time events by continuously analyzing live data about marketers, transactions, customers, and operations
- Respond faster to emerging threats and opportunities
- Make informed decisions based on current events rather than outdated information
- **Empower employees** with a faster, simpler way to build and deploy applications that analyze and act on event streams

#### For More Information

Contact your SAP representative.





## GLEAN INSIGHT FROM BUSINESS EVENTS

In today's fast-paced business world, it's critical to focus on what's important in the large volumes of incoming data. With SAP® Sybase® Event Stream Processor software, you can tame this flood of data to turn streams of business events into actionable information.

The software empowers you to combine information from different sources, jettison the irrelevant, and examine events in the context of other events to determine what's important. Moreover, the software handles all this at very high

speeds in real time. The result? You can respond faster to changing conditions, spot threats and opportunities as they emerge, and make better decisions based on more complete and timely information.

## ANALYZE AND ACT ON FAST-MOVING DATA

When you conduct traditional data analysis, you run queries against static data in a database. Event stream processing, a form of complex event processing (CEP), rewrites the rules by letting you define "continuous queries" in advance. As new

data arrives, it flows through the queries, producing a continuous stream of insight. With SAP Sybase Event Stream Processor, you can more easily extract meaningful information from high-volume streams of event data to:

- Immediately react to new information
- Alert users to emerging opportunities or threats
- Process new transactions based on an evolving awareness of current conditions
- Make decisions using continuously updated information

## RAPIDLY DEVELOP AND DEPLOY NEW APPLICATIONS

As a platform for application development, SAP Sybase Event Stream Processor gives you high-level tools to define how events are processed and analyzed, and to rapidly develop and deploy new applications. By taking advantage of this software, you can:

- Reduce development time and effort by up to 75% compared to building applications from scratch – based on our customers' experience
- Lessen dependence on specialized programming skills and empower more employees to implement business logic for responding to events
- Lower application lifecycle costs by maintaining only the business logic, not the infrastructure

