



BEA Maximizes Customer Evaluations with PointBase Embedded

BEA Systems, Inc. (Nasdaq: BEAS) is the world's leading application infrastructure software company, providing the enterprise software foundation that allows thousands of companies to benefit from service-oriented architectures. With more than 15,000 customers around the world, including the majority of the Fortune Global 500, BEA and its WebLogic[®] and Tuxedo[®] brands are among the most trusted names in business. BEA partners with over 1,600 industry leading software, services, and platforms solution providers, distributors and valued added resellers

The BEA WebLogic Platform[™] consists of its Portal, Integration and Workshop products, all based on the flagship WebLogic Application Server. One of the keys to rapid customer acceptance of these products is to embed a database into each application with real-world samples that demonstrate the software's capabilities. Such a value-add default database, offering tutorials or demos, allows customers to immediately begin learning the WebLogic Platform without having to worry about licensing, installation and support for external enterprise databases.

Since BEA is a leader in Java software, all technologies included with WebLogic products must be completely Java-compliant. PointBase Embedded, delivering Java-based portability, a small footprint, comprehensive security and zero administration, offered BEA a cost-effective database for presenting out-of-the-box tutorials and demonstration materials.

"Our primary goal is customer satisfaction. PointBase Embedded helps us to achieve that goal by providing our customers a positive experience with our products right out of the box."

- Randy MacBlane, VP of Engineering, BEA

Meeting the Challenges of BEA's Out-of-the-Box Initiative

BEA researched a number of embedded databases, but PointBase Embedded soon stood out from the competition. "We tried to migrate to a variety of alternative databases," said Randy MacBlane, VP of Engineering at BEA. "PointBase Embedded had by far the most functionality to showcase our samples." He also highlighted PointBase's strong technical support as a key reason for selecting this technology.

As well as fulfilling its technical expectations, PointBase Embedded allows BEA to realize a number of high-level business goals, including:

- Controlling costs with a database that can lower the licensing fees and operating expense related to enterprise databases
- Providing an easy-to-deploy, transparent database for customer evaluations of BEA products
- Leveraging Java-based portability across platforms
- Taking advantage of a robust database that matches the high quality of BEA products

“This was the right business decision for us,” MacBlane concluded. “PointBase Embedded is a cost-effective solution that shows off the complete breadth of our products.”

Supporting Real-World Demos for BEA Customers

BEA products provide the infrastructure for large-scale enterprise applications, corporate portals and integration of complex systems. Since such mission-critical initiatives rely on their technology, BEA must clearly and effectively demonstrate to their customers and prospects the full range of WebLogic's product capabilities.

“Without an integrated database, we’re writing toy applications,” MacBlane said. “We need a database that supports fully functional examples of our products, right out-of-the-box, without the customer having to buy or support an external database.” BEA also needed robust features that supported distributed transactions with XA support and J2EE™ compliance.

As an additional benefit, BEA was able to take advantage of PointBase Embedded's easy integration into the development process, without even needing to retrain their engineers. PointBase's portability and zero administration eliminate the DBA from the application process altogether, both on the development end and on the customer side. The result is a shorter, less expensive development cycle and shorter time-to-market.

Key Benefits to BEA:

- Shorter sales cycle based on improved customer evaluation experience
- Functionality to showcase a breadth of real-world product samples
- Lowered costs due to a simplified development process
- Outstanding support throughout the integration process

BEA Products Using PointBase Embedded*:

BEA WebLogic Platform including

- BEA WebLogic Server™
- BEA WebLogic Portal™
- BEA WebLogic Integration™
- BEA WebLogic Workshop™

*BEA bundles an 'Evaluation Only' version of PointBase Embedded. For a development or deployment license, please contact PointBase.



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