

— James 7 years

Alexandra 5 years



ENTER THE ERA of the
SMARTER ENTERPRISE

> *Unlock the economies of scale
within your data center*



IN the ENTERPRISE, PRIORITY ONE is COST EFFICIENCY.

IN THE SMARTER ENTERPRISE, PRIORITY ONE IS ECONOMY OF SCALE.

> Considering that it's built to be a bastion of discipline and predictability, the data center has seen some heady times over the past five years. The dot-com frenzy. The mad rush to deploy bleeding-edge technology. E-everything. Then the bubble burst, and the new mandate was to eradicate capital expense. Slash costs at all costs.

We're entering a new era today. An era of smarter economics and smarter options for the smarter enterprise.

In the new era, the focus is on economies of scale, not just cost cutting. Building business advantage at the lowest possible cost, with the highest possible efficiency.

By the classic definition of economy of scale, volume increases efficiency and reduces cost for similar or higher levels of service. Most data centers today certainly have "volume," with systems crowding the floor tiles, servers stacked to the ceiling. But where's the efficiency? Where's the cost reduction? Where's the higher level of service?

It's all there for the taking – once you understand two key concepts.

1) Customization of every facet of the IT infrastructure is expensive and unnecessary today. You need to move quickly to a more standardized or utility-based infrastructure so you can invest in real value-add at the business application level.

2) Sun is the one company that truly understands the opportunities of the new economics and can deliver the technologies, products, partnerships, and services to help you take advantage.

If you are looking for a competitive advantage, Sun can show you smarter options for building a standardized enterprise IT infrastructure that drives your economies of scale.





> The move to the new era will require transitions—in the way you think about data center infrastructure, and in the decisions you make about technology purchases.

Let's start with a simple question: does your company produce its own electricity? Does it maintain its own water supply? No? Then why does it need to acquire and maintain all of the computing resources it uses, and pay for the staff, facilities, and expertise to manage all those resources?

A Smarter Way to Architect

The smarter enterprise is a service-oriented enterprise. Here are four key steps to take in designing a service-oriented architecture (SOA).

1. Focus on differentiation, not infrastructure. Refactor your IT assets as business services that provide a platform for launching the applications that will help your company compete more effectively—not as silos of infrastructure built to deliver specific functionality.

2. Insist on open, interoperable infrastructure. The move to standards is imperative—not just the obvious industry standards such as TCP/IP, HTML, SQL, and XML, but also emerging integration standards such as the Liberty Alliance specifications, SAML, WS, and BPEL.*

3. Simplify, standardize, and automate to deliver service levels. By cutting the complexity of your environment, you can dramatically reduce administration costs, software licensing costs, power consumption and floor space, while gaining greater flexibility, availability, performance, and security.

4. Architect security everywhere. Security must be designed in, not bolted on. You need to apply the right security measures in the right places, including identity management, access controls, provisioning, data protection, privacy, virus protection, and more.

IN the ENTERPRISE, YOUR IT INFRASTRUCTURE is UNIQUE. IN THE SMARTER ENTERPRISE, YOUR IT SERVICES ARE UNIQUE.

> Computing power is headed the way of all technical resources for which there is pervasive demand: commoditization. Not just commodity hardware, but commodity compute power. And whether you're talking about electricity, water, telephony—or compute resources—the progression toward commoditization is always the same:

Phase 1: Customization

Solutions are custom-built while the technology is immature and fragile, leading to high deployment, operation, and management expense.

Phase 2: Standardization

Industry standards are established to make adoption easier.

Phase 3: Utilization

Pricing becomes transparent and the resource becomes commoditized and ubiquitous.

As you make the transition from customization to standardization and ultimately to utilization, the key to your competitive advantage will be your applications and IT services, not your infrastructure. You will win and retain customers by being smarter with technology. The smarter enterprise.

Wherever you are on the path to the commodity model, Sun has the unique expertise and solutions to help you take the next step – quickly, cost-efficiently, and successfully – so you can maximize the economies of scale along the way.

THE ENTERPRISE LOVES COMMODITY HARDWARE.

THE SMARTER ENTERPRISE HARNESSSES COMMODITY COMPUTING.



Why Sun?

- *We see the future more clearly than anyone else*
- *We're solving your toughest problems with innovation and technology, not an army of consultants*
- *We offer solutions, not point products.*
- *As you move to become more standardized, we have a clear set of principles by which you can achieve greater agility and resiliency*
- *We're the first to offer utility computing with transparent pricing*
- *Our replicable blueprints cut cost, risk, and deployment times*
- *We're driving the standards that are driving the future of network computing*
- *We partner and share innovation like no one else*

Now let's get specific. What will you need to do to move toward a standardized environment, and ultimately to the commodity computing model? And how can Sun help?

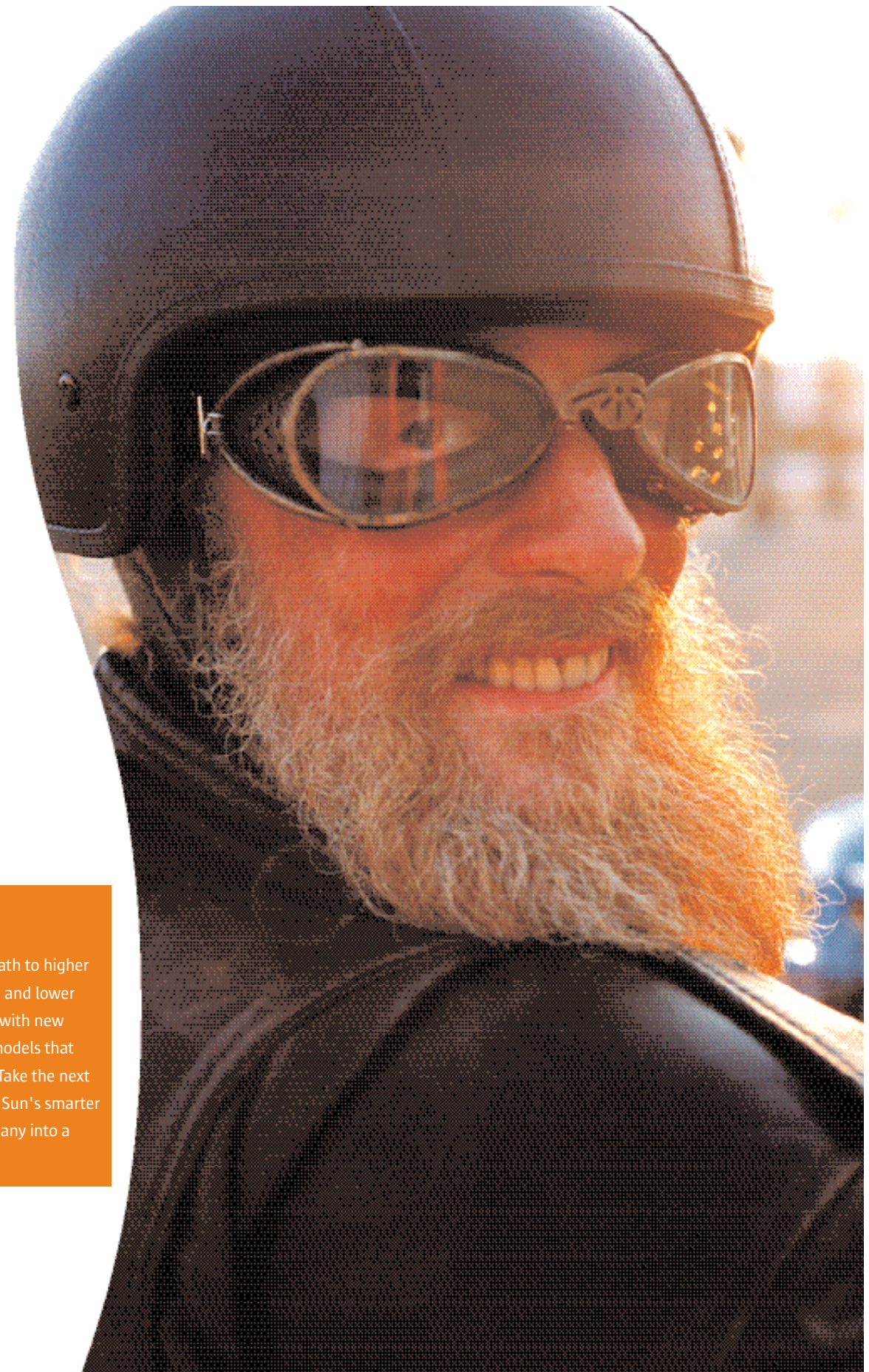
[STANDARDIZATION: WHAT IT MEANS TO SERVERS, STORAGE, SOFTWARE, SERVICES, ETC.]

[THE SPECIFIC BENEFITS OF STANDARDIZATION]

[COMMODITIZATION: WHAT'S REQUIRED, WHAT ARE THE INCREMENTAL BENEFITS]

[GTM PROGRAMS AND HOW THEY DELIVER HIGHER ECONOMIES OF SCALE—WHETHER YOU'RE AT THE "CUSTOM," "STANDARD" OR "COMMODITY" LEVEL]

[REFERENCES AND RESULTS]



Learn More.

Now there's a simpler, smarter path to higher IT efficiency, better service levels, and lower costs. Sun continues to innovate with new technologies and new business models that redefine data center economics. Take the next step. Talk to us and discover how Sun's smarter options can transform your company into a smarter enterprise.