



OPEN SOURCE.  
OPEN STANDARDS.  
OPEN PRACTICES.

**SUN OPENS THE WORLD  
TO TECHNOLOGY.**



“Sun was founded on the ideals of openness and sharing, and today, we remain committed to those ideals. Because openness has always been a powerful force for progress.”

– Jonathan Schwartz  
President and Chief Executive Officer  
Sun Microsystems, Inc.

Sun Microsystems develops solutions that power today’s global marketplace. Every day, organizations of all types, around the world, benefit from Sun’s commitment and leadership in technology innovation.

Our customers range from startups and individual developers to governments and the largest global enterprises. Our expansive portfolio of software, systems, services, and microelectronics fuels everything from consumer electronics to the world’s most powerful datacenters. And our network computing platforms are used by nearly every sector of society and power some of the world’s best-known companies.

With our innovative technologies, the strength and breadth of our solutions portfolio, and our extensive services and support offerings, there are a lot of reasons to consider Sun.





## > INNOVATION HAPPENS HERE. EVERY DAY.

Sun is the leader in network computing innovation. From day one, we've followed a singular vision, The Network is the Computer™, delivering industry-leading technologies that focus on the whole solution — where systems, software, and services combine. With more than 14,000 global patents, we've created breakthroughs that have set the industry direction in network computing. And over the years, we've delivered a vast array of products that have continually demonstrated our expertise, thought leadership, and innovation — products such as:

- Java™ technology, the most ubiquitous platform, powering more than 5.5 billion devices
- The free and open Solaris™ OS, the fastest, most reliable, and most secure operating system
- The ZFS™ file system, a new approach to data management that provides simple administration, transactional semantics, end-to-end data integrity, and immense scalability
- MySQL™, the world's most popular open-source database
- The UltraSPARC® T1, the industry's first eco responsible processor, and UltraSPARC T2, the world's fastest, most energy-efficient processor
- The Sun Fire™ X4500, the first hybrid data server to combine an x64 server, network fabric and switch, and storage into a single integrated system
- The Sun™ Modular Datacenter, the first totally virtualized, portable datacenter

## > YOU CAN'T GET MORE OPEN THAN US.

When it comes to open source, Sun is #1. We've contributed more to the open-source community than any other company. Our software — Java, Solaris, MySQL, OpenOffice.org™, GlassFish™, NetBeans™, PostgreSQL, and more — is either already open sourced or in the process of being open sourced. We've even open sourced advanced hardware products such as our UltraSPARC T1 and T2 processors.

Why open source? Because it helps increase — and accelerate — innovation. It eliminates vendor lock-in. It reduces the risks in adopting new technologies. And it expands opportunities and markets by providing customers with more and better choices. With open source, we're proving that business growth through sharing is not a paradox.

## > WE BELIEVE CHOICE IS A REQUIREMENT, NOT A LUXURY.

Getting locked in to one technology platform just doesn't make sense. That's why Sun gives you choice in both hardware and software, so you can freely select what works best for you.

Sun servers are based on three processor families: AMD Opteron™ x64 processors, Intel® Xeon® x64 processors, and Sun SPARC® and UltraSPARC processors. Our x64 servers are leaders in space and power reduction. Our SPARC servers provide massive scale and hold world-record benchmarks for large ERP and database applications. And our UltraSPARC processors with CoolThreads™ technology deliver high performance and energy efficiency with up to 64-way chip multithreading capabilities. Regardless of which processor you choose, Sun servers deliver a secure, flexible platform that combines lower prices and greater energy efficiency with high performance, rapid scalability, and high availability.

To complement our three chip platforms, we offer a choice of three operating systems. And because our middleware runs on each OS, you don't have to settle — you can choose the OS that best fits your needs:

- Linux on x64, x86, and UltraSPARC platforms
- Windows on x64 and x86 platforms
- The open-source Solaris OS, optimized for all three platforms

The Solaris 10 OS has set and re-set dozens of performance and price/performance world records on a wide range of benchmarks, covering a variety of workloads on x64/x86 and SPARC systems of all sizes. With its superior performance, stability, and security, Solaris is the one OS that can span the entire enterprise.

## > WE THINK SHARING DATA IS AS IMPORTANT AS PROTECTING IT.

Sun is a storage market leader in disk, tape, and tape automation. We deliver best-in-class archive innovation and high-performance, high-capacity solutions that offer significantly greater ROI versus the competition. Our Open Storage solutions combine open-source software with industry-standard system components, enabling high-performance, secure storage solutions that can be deployed at a fraction of the cost of traditional systems.

Want proof? Our Sun Storage 7000 unified storage systems provide unmatched simplicity, enabling installation and configuration in under five minutes. They offer greater ease of use through breakthrough analytics capabilities. And by automatically optimizing performance while reducing energy consumption by 75%, they dramatically reduce the cost of storing and protecting your data.

With a comprehensive portfolio of storage and data management products, coupled with world-class services, we provide integrated solutions that enable you to simplify your IT infrastructure, reduce costs, and manage data intelligently and securely — from creation to deletion.



## WE DELIVER ZERO-COST SECURITY THAT'S BUILT RIGHT IN.

Identity theft. Datacenter breaches. Viruses. Compliance requirements. Security — with all its cost and complexity — is the #1 priority for all IT organizations. And that's another area in which Sun excels and leads. We don't think of security as an add-on or an afterthought. It's built into our products right from the start:

- Our UltraSPARC T2 processor includes one integrated cryptographic unit for each of its eight cores, so applications can run securely without the cost of a separate cryptographic processor. The units support the 10 most common ciphers and secure hashing functions, including NSA-approved algorithms. And they outperform competing accelerators by more than 10x.
- Solaris 10 is the most secure OS on the planet and has the strongest government-certified protection profile. It includes security features previously only found in our military-grade Trusted Solaris™ OS, plus some of the world's most advanced security features.
- Java continues to be the most secure development environment with the fewest security vulnerabilities. Java technology spans a wide range of areas, including cryptography, public-key infrastructure, secure communication, authentication, and access control. It provides a comprehensive security framework for writing applications and a set of tools for securely managing them.
- Sun Virtual Desktop Infrastructure Software offers an end-to-end solution for easily establishing and managing a highly secure, resilient, and available virtual desktop environment. And it runs on a wide variety of client devices, from traditional to Sun Ray™ clients. In fact, Sun's virtualized desktop environment is one of the most secure ways to deliver a Windows desktop.



## WE'VE MADE VIRTUALIZATION A REALITY.

With servers typically running one OS instance and one key application, their utilization is about 15%. That's why virtualization is quickly becoming an important technology across all aspects of the IT environment. Sun's virtualization solutions enable you to pool IT resources for better utilization, efficiency, and performance from fewer systems, so you use less energy and need less space.

- Our Sun xVM virtualization portfolio lets you virtualize and manage your entire infrastructure — from the desktop to the datacenter, on Solaris, Linux, and Windows — delivering operational efficiency through consolidation.
- Solaris Containers let you consolidate and virtualize hundreds of applications onto a single system.
- With Sun Logical Domains, you can run multiple operating systems simultaneously on a single system.
- Our CoolThreads servers offer no-cost virtualization technology built in, providing the ability — and flexibility — to run up to 128 virtual systems on a single server.



## TO US, GREEN IS MORE THAN JUST A FASHION STATEMENT.

Sun products are designed to provide increased performance and scalability while delivering greater space, energy, and cost efficiencies. In fact, we're setting new standards in energy use in a number of computing areas:

- For power consumption, the Sun Ray 2 virtual display client is one of the most efficient devices on the market. While PCs consume 80 watts or more, the Sun Ray 2 client has a typical power consumption of an astonishingly low 4 watts — about 5% of a PC.
- Our UltraSPARC T1 and T2 processors deliver faster and cooler processing than ever before. While most processors use 150 watts and more, our T1 processor uses just 72 watts — about the same as a light bulb. And our T2 processor delivers 64 threads while using less than 95 watts — about 1.5 watts per thread.
- The Sun Modular Datacenter, the world's first virtualized datacenter, is optimized to deliver extreme energy, space, and performance efficiencies. It combines rapid deployment and flexible expansion with some serious eco — ecological and economic — benefits.



## WE KNOW THAT ONE SIZE NEVER FITS ALL.

At Sun, we offer a variety of solutions to address a wide range of specific needs. In traditional enterprise-scale computing, the emphasis is on reducing cost, minimizing risk, improving efficiencies, and ensuring reliability and availability. Our solutions help improve datacenter efficiency by providing increased performance, with less energy and space required, and enabling more secure service delivery.

For Web-scale computing, the emphasis is on the combination of performance and agility. Our solutions exploit the Web's potential by providing the speed, flexibility, and performance necessary to quickly and efficiently deliver secure, next-generation Web services to large audiences. They help expand network services, shorten time to market, manage explosive growth, and secure business platforms.

Sun is also at the forefront of cloud computing. Since 2002, we've delivered cloud capabilities to thousands of customers through Network.com, our on-demand environment. And for customers building their own clouds, we provide key technologies critical to cloud deployments: efficient servers and storage systems, enterprise-class operating systems, virtualization technologies, a wealth of software platforms and tools, and the services and support to keep it all running smoothly. With Sun's cloud computing solutions, you can share peak-load capacity, reduce — or even eliminate — technology infrastructure maintenance, scale to meet changing user demands, and save money, time, and resources.



## > **WE MAY BE ONE COMPANY, BUT WE WEAR MANY HATS.**

While network computing is what we do, it's not the only thing that defines us. With more than \$13.8 billion in annual revenue and a Fortune 184 ranking, we're a force in the technology industry. As the leader in open source, we're active participants in a variety of communities that share experiences, innovation, and opportunities. With more than 14,000 global patents and \$2 billion spent annually in R&D, we're scientists and researchers looking for the next big thing. And as the first company to combine high performance with energy efficiency, we're eco responsible members of the largest community out there — the world.

## > **WE MAKE IT EASY TO GET STARTED. AND KEEP GOING.**

Whether you're an energetic startup or an established business, building out your infrastructure can be a serious challenge. Access to new technologies, scalability, reliability, ease of use, management, and efficiency are all critical to your success. And to ours. That's why we make it easy for you to begin your build-out:

- Our Try and Buy program gives you a 60-day, risk-free trial of new technologies — before you ever cut a PO.
- Free software downloads bring the cost of infrastructure software about as low as it gets.
- Free access to numerous IT communities supported by Sun — including the Sun Developer Network, Sun Advisory Panel, and Sun Inner Circle — provide objective, free advice from peers.
- Sun.com offers promotions, customer stories, blogs, news, the Sun Store, and information on the best ways to engage with us.

# LEARN MORE ABOUT WHAT YOU NEED TO KNOW.

At Sun, our goal is to design and build solutions that conserve more, cost less, and give you choice. We offer multiple chip platforms and operating systems, so you're not locked in to any one technology. Our software runs on other hardware technologies. Our storage can attach to other platforms. And our services support it all. We deliver all this, with industry-leading performance, interoperability, and cost and power efficiencies, so that you get exactly what you need to succeed in today's global marketplace.

Whether you're looking to reduce cost, minimize your power footprint, move to open source, consolidate and virtualize your applications, or improve scale, performance, and security, you should be talking with Sun.

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