

Winter 2008

Sun Communications and Media Quarterly News

In the global communications and media industries, technology innovations and regulatory changes have dramatically altered market dynamics, resulting in a convergence of players and services. Sun's broad portfolio, ranging from innovations in client technologies to award-winning software and storage infrastructure, to eco-efficient servers which change the economics of IT, enable content and service providers to create and deliver compelling new products, services, and business models. Sun's network computing infrastructure, combined with global services and support offerings, designed to improve service levels and operational efficiency, enable the transformation required to meet the challenges of today's communications and media industries.

Cool Facts about Sun

- *Fast Company* named Sun one of The World's Most Innovative Companies. "The World's Most Innovative Companies," *Fast Company*, 3/1/2008
- The *InfoWorld* 2008 Technology of the Year awards recognized three Sun products. In the Platforms category, the Solaris™ Operating System (OS) won Most Innovative Server OS. In the Storage category, Solaris ZFS won Best File System, and in the Hardware category, the Sun Fire™ X4500 (Thumper) server won Best Storage Server. "2008 Technology of the Year Awards," *InfoWorld*, 1/7/2008
- Organizers of the 2010 Olympic Games in Vancouver chose Sun as the official supplier of computer servers and data storage. "[Sun] knows what it is like inside a dynamic athletic environment," says John Furlong, CEO of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games. The company knows what the demands are for information, and "is able to live up to those expectations." "Sun Microsystems to supply 2010 Games computer servers," Derrick Penner, *Vancouver Sun*, 1/12/2008

Cool New Products

- Sun added a scalable, energy-conscious midrange modular tape library, a fourth-generation fast-access tape drive, and a multi-tiered archive appliance to its open archive portfolio. Sun also donated the source code for the Sun StorageTek™ 5800 system (Honeycomb) to open source communities. [Press Release](#)
- Sun's Netra™ servers have seen seven consecutive quarters of year-over-year double-digit billings growth. All 10 of the top network equipment provider (NEPs) and 48 of the 50 largest service providers are deploying Sun systems. Now, Sun's expanded Netra ATCA server portfolio and the Sun Unified Network Platform (SUN-P) can enable NEPs and service providers to increase ROI, lower the cost per subscriber, and lower deployment cost. [Press Release](#)
- Sun introduced the Sun Netra T5220 server, the industry's first carrier-grade, 64-thread rack mount server and only Network Equipment Building Standard (NEBS) Level 3 Certified Rack Server based on the UltraSPARC® T2 processor. "Alcatel-Lucent has been validating the Sun Netra T5220 server in our laboratory for several weeks now," says Alcatel-Lucent's Alain Barlier.



“While we are still in the platform verification phase, the Netra T5220 server based on the advanced technology of the UltraSPARC T2 CMT processor and PCI Express I/O has exceeded our performance expectations.”
Press Release

Business Results from Customers

- With 50,000 business customers and 14 datacenters, COLT is one of Europe’s largest fixed line telecommunications providers. With Sun servers, software, and storage, COLT enables customers to save approximately 33% compared to conventional architectures. COLT can also guarantee up to 99.99% availability because of the redundant design of virtually all infrastructures and a loop configuration of all connections.
[Customer Profile](#)
- Swisscom Mobile AG saved five million Swiss francs per year, and increased revenue potential while reducing IT complexity by streamlining access for its more than 1200 points of sale (POS). Swisscom Mobile chose Sun Java™ System Access Manager and Java System Identity Manager to provide its sales channels with secure, role-appropriate access to customer data. The company chose Sun because, in contrast to competitors, Sun offered a solution with an agentless adapter to the CRM system, simplifying project management and development.
[Customer Profile](#)
- Media services company Elektrofilm Digital Studios and sister company eMedia are able to effectively manage 750 TB of data expect to scale to 1.5 PB in the coming year while lowering TCO. The companies are using a tiered storage and content lifecycle management consisting of Sun servers, software, and storage.
[Customer Profile](#)
- Internet service provider netINS Inc. saw a twentyfold increase in email server performance, a 50% reduction in TCO, and a 90% reduction in email server administration time with the deployment of Sun Fire and Netra servers running the Solaris 10 OS.
[Customer Profile](#)

What Others Are Saying

- “With the implementation of the Sun StorageTek SL8500 [modular library system], Televisió de Catalunya achieved a digital video file capacity of 140,000 hours, 175% higher than before, as well as an efficient and nondisruptive means of integrating and accessing different recording technologies. The Sun solution has enabled the network to achieve its goal,” says Xavier Ferrandiz, head of engineering, Televisió de Catalunya.
[Customer Profile](#)
- “Datacenters account for some 3% of world energy use, and Sun has taken that as a dare. Last year, its mad-scientist approach to energy efficiency—and \$2 billion R&D budget—caused ripples across the industry as the company released the UltraSPARC T2, the world’s most efficient processor; Project Blackbox, the first modular datacenter; and a new Silicon Valley datacenter that increases computer power by 456% while cutting energy costs by more than 60%. With four straight profitable quarters for the first time since 2001 and 6% revenue growth, the forecast is sunny.”
“The World’s Most Innovative Companies,” *Fast Company*, 3/1/2008
- “JavaFX continues to grow as an excellent graphical, Web-enabled, and Java-compatible programming language,” writes *Dr. Dobb’s Portal* reviewer Eric Bruno. “JavaFX is moving quickly, and it provides a lot of GUI-programming power with little overhead. Now, with the release of both the compiler and the NetBeans plugin for development, JavaFX Script has become a serious programming environment.”
“JavaFX Compiler and NetBeans Plugin,” *Eric Bruno, Dr. Dobb’s Portal*, 8/2/2007
- “Sun helps us deliver a scalable, reliable service that lets us sleep at night because we know that we can rely on the stability and performance of our Sun products,” says Matthew Leeds, vice president of operations, Gracenote. In addition to gaining the scalability, reliability, and availability to support two billion queries per month, Gracenote achieved a 25% decrease in operating expenses for power and cooling and a 25% reduction in datacenter space requirements by deploying a variety of Sun Fire and Sun Blade™ systems running the Solaris 10 OS.
[Customer Profile](#)

- “Digital media management of this scale has until recently been prohibitively expensive. Additionally, the complexity of the enabling software and infrastructure has acted as a barrier to the successful commercial implementation of our vision—until now. With the help of Sun Microsystems and their comprehensive platform components, including servers, storage, software, and professional services, we’ve been able to focus our development efforts into realizing the Digital Media Environment (DME),” says Chip Aycock, COO, eMedia Systems.
[Customer Profile](#)

About Sun’s Global Communications and Media Practice

Sun’s Global Communications and Media Practice (CMP) provides industry-specific expertise, demonstrating thought leadership in solving both technical and business issues facing our global and regional customers in the communications and media industries.

“Verizon Wireless is achieving a real triple win for their IT operations, their energy bill, and the planet,” says Sun’s Dave Douglas. “By adopting Sun Ray thin clients, Verizon Wireless has increased computing flexibility and decreased administration costs because software updates are done via the server. Add to that the remarkable energy savings of a thin client and you’ve got the perfect example of how the right computing solution can be good for the environment and the bottom line.”
[Feature Story](#)