



Do more with less.  
Reduce your eco-impacts.

NXTcomm08

## Sun in Today's Communications and Media Industries

We've all heard of doing more with less. When it comes to demand for services, more is better. And, when it comes to the environment, providing those services with less impact is even better still. Increasing demand for high bandwidth data services and the resulting network traffic, coupled with the increasing cost of energy and real estate, drive requirements to consolidate, virtualize and drive efficiency in new and existing datacenters. Fortunately, efficiencies that improve the *economic* impact of infrastructure build-out or redesign also improve the other "eco" impact—the *ecological* impact.

Sun provides technologies, products and solutions, and services to enable customers to increase efficiencies throughout their businesses—producing results that are beneficial both to the bottom line of the business and to the environment. Sun has helped customers across the industry prepare for and respond to increasing demands, while at the same time reducing the dual eco-impact.

Through its own datacenter redesign, Sun itself reduced energy consumption by 60 percent and carbon emissions by 1 percent (4,100 tons/yr), while at the same time increasing compute power by 456 percent and storage capacity by 244 percent. Let us show you how we did it.

Sun's innovative, eco-friendly solutions are built to scale and to perform. Sun consistently provides the lowest total cost of ownership in the industry, and helps customers do more with less space, less energy and a lower overall eco-impact.

What else would you expect from one of the world's most green and innovative\* companies?

### Sun Technology and Solutions

#### Sun Microsystems—Booth GP9-12, Green Pavilion

**Project SailFin/GlassFish—Open-source Converged Communications** The new Sun Communications Application Server (Project SailFin), combining the open source GlassFish application server with embedded SIP technology, enables new revenue generating telecommunication and enterprise VoIP applications. This Sun software solution leverages the Sun Netra X4250 2U Carrier-Grade Server, based on the high performance, low power quad-core Intel® Xeon® processor. Together Sun software and hardware demonstrate cutting-edge performance and extreme energy efficiency, to better enable converged communication services.

**Sun Netra X4450 4U Carrier-Grade Server** See a preview of the Sun Netra X4450 4U Carrier-Grade Server, also based on the quad-core Intel® Xeon® processor. This four-socket, 16-way carrier-grade 4U server with up to 12 integrated hard drives and 10 I/O slots is the industry's highest capacity x86 carrier-grade rack server. This extremely dense server is an ideal telecommunication consolidation platform.

**Sun Netra CP3250 ATCA Blade Server** Also being previewed is the next generation ATCA blade infrastructure with the Sun Netra CP3250 ATCA Blade Server based on the quad-core Intel® Xeon® processor. This new ATCA blade runs on the Sun Netra CT900 ATCA Server which, with the 10GbE networking and AdvancedRTM technology, delivers top performance, operating system choice, and choice of the new Sun Intel® Xeon® ATCA Blade as well as blades based on the AMD Opteron processor and the UltraSPARC T1 and T2 processors.

\*"Savoring the fruits of the Green 15's seeds," *eWeek*, April 22, 2008, and "The World's 50 Most Innovative Companies," *Fast Company*, March 1, 2008.

**MySQL Cluster–Carrier Grade Database** Sun's MySQL Cluster was designed to satisfy the real-time data management requirements in key network elements. As the leading database for Subscriber Data Management (SDM) it has already earned the reputation for powering the next-generation of services and applications for converged networks.

**Mobile Enterprise Platform** Sun's Mobile Enterprise Platform (MEP) provides a comprehensive mobility solution enabling data caching, data synchronization and secure access to enterprise applications such as CRM and ERP applications as well as e-mail, calendaring, and instant messaging, plus downloadable clients for all mobile platforms.

**Sun Streaming System** Sun Streaming System demonstrates a personalized video streaming application showcasing nPVR, Start-over TV, Pause-Live TV, VOD and personalized VOD in action using industries best unicast streaming video delivery system based on open industry software platform.

**SUN-P WiMAX/LTE ROI Tool** Sun Unified Network Platform (SUN-P) enables NEPs to radically consolidate their portfolio of applications on a common, open standards-based, commercial-off-the-shelf platform. The ROI tool graphically demonstrates the TCO benefits of the SUN-P approach to network consolidation with WiMAX and LTE networks.

**SUN-P WiMAX ASN Gateway Reference Solution** SUN-P enables NEPs to unify their network by allowing control and data plane applications to run on a single platform. The WiMAX ASN Gateway Reference Solution demonstrates how an NEP can combine commercial-off-the-shelf components for a cost-effective and scalable WiMAX offering.

**Sun Modular Datacenter** Sun Modular Datacenter, widely known as Project Blackbox, the world's first virtualized datacenter, applies Sun's trademark innovation and network computing expertise to engineer out complexity and provide a whole new alternative for quickly adding datacenter capacity anywhere it is needed. With its high-density, eco-friendly design that enables rapid deployment, game-changing economics, and unimaginable mobility, Sun Modular Datacenter is reaching new customers worldwide who have been waiting for just this type of break-through solution.

## Sun Technology in Partner Solutions

**AMD–Booth SL1620** Visit the AMD booth to see the Sun Netra X4200 M2 Carrier-Grade Server based on AMD's Opteron processors; this server delivers exceptional expandability and I/O performance and offers a selection of operating systems including Linux, Solaris and Windows. Also in the booth is the Sun Netra CP3220, a highly dense ATCA blade server which delivers the 10GbE performance.

**PICMG Booth–Booth SL5909FF** Sun is previewing the next generation ATCA blade infrastructure with the Sun Netra CP3250 ATCA Blade Server based on the quad-core Intel® Xeon® processor. This new ATCA blade runs on the Sun Netra CT900 ATCA Server which with the 10GbE networking and AdvancedRTM technology delivers the top performance, the choice of operating systems, and a choice of the new Sun Intel® Xeon® ATCA Blade as well as the blades based on the AMD Opteron processor and the UltraSPARC T1 and T2 processors. Witness the Zeus Carrier-Grade L7 Load Balancing demonstrated on the UltraSPARC T2 Sun Netra CP3260 ATCA blade.

**Astute Networks–Booth SL4121** Stop by the Astute Networks booth to see a demonstration of a high-performance, highly scalable ATCA-based Voice Over IP (VoIP) application, based on Sun's MySQL Cluster database and implemented utilizing Sun's market-leading Netra CT900 ATCA bladed server chassis, the Astute Networks Caspian R1100 storage blade, and the Sun Netra CP3260 UltraSPARC server blade.

**Continuous Computing–Booth SL5909H** Stop by to see the Trillium SIP software running on the Sun Netra T5220 Server based on the UltraSPARC T2 processor, a combination which has achieved UDP/TCP performance of 6000 calls per second.

