

Spring 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, is designed to improve service levels and operational efficiency, and enables the transformation required to meet the challenges of today's communications and media industries.

Cool Facts About Sun

- Sun has been announced as a winner of *InfoWorld's* 2008 Green 15 award. The *InfoWorld* Green 15 recognizes the best green-tech-oriented projects of the past year and includes top IT vendors, universities and technology companies. "Savoring the fruits of the Green 15's seeds," Ted Samson, *InfoWorld*, 4/22/2008
- The Environmental Defense Fund (EDF) honored Sun's Open Work program for using innovative technology to enable employees to work anywhere at any time, preventing 29,000 tons of CO2 from entering the atmosphere while saving the company \$68 million in real estate costs. "Making Green Business As Usual," EDF, 5/19/2008
- Thanks to a massive datacenter consolidation, hardware refresh, and creative, energy-efficient facility design, Sun has reduced power capacity demand by 75 percent at its Santa Clara, Calif., datacenter alone, saving \$1.1 million per year in energy costs, while increasing its datacenter processing power more than four times. Overall, Sun estimates that its consolidation efforts will save 4,100 tons of CO2 per year and cut 1 percent from its total carbon footprint. "Sun plants pods for sustainability and savings," by Leon Erlanger, *InfoWorld*, 4/22/2008

- Sun reported triple digit year-over-year billings growth in its energy-efficient, Solaris-based Chip Multi-Threading (CMT) systems to nearly \$300 million, and turned in impressive billings growth in its Blade systems. [Press Release](#)

Cool Product News

- Sun Modular Datacenter S20, widely known as Project Blackbox, won a *GCN* Best of FOSE Award, the annual competition designating the best new products showcased at the annual FOSE Conference and Exposition. "GCN Best of FOSE Winners Named," *GCN*, 4/2/2008
- Sun and Mitel announced the combination of a Sun Ray thin client with a Mitel IP desk phone to be accessed via a Java-based smart card called the Sun Ray Unified IP Client. One major benefit of the combined technology is that it lowers power usage to about 9 total watts for both the phone and thin client. "VoiceCon Offers Range of Unified Communications Products," Matt Hamblen, *Computerworld*, 3/17/2008
- Sun has expanded its Sun Streaming System product portfolio, creating the only IPTV platform that can scale seamlessly and cost-effectively from 100 to 160,000 simultaneous streams. Joining the industry's highest performance Sun Fire X4950 Streaming Switch are new server and storage platforms for small to mid-scale streaming of television and IP-based video. [Press Release](#)



Business Results from Customers

- Canadian communications company St. Joseph Content upgraded its existing Sun infrastructure so that it could take functions that were dispersed across a number of larger servers and bring them onto just a smaller number of more powerful servers. While bottom line benefits were certainly a bonus, St. Joseph Content has been primarily focused on promoting environmental consciousness throughout its whole organization, including its datacenters. *“It’s Not Always About the Bottom Line,” Grant Buckler, [The Globe and Mail](#), 3/10/2008*
- Sony Computer Entertainment America, a world leader in gaming and maker of the Playstation brand of consoles, chose Sun as its IT infrastructure supplier in order to run its new platform for ad insertion within Playstation 3 games. Leveraging Sun technologies including Sun x64 servers, storage systems and the Solaris Operating System and with the help of Sun Services, Sony has been able to rapidly deploy new hardware and improve its time to market for its ad insertion platform, thereby deriving new revenues quickly. [Customer Testimonial](#)
- Live Web content provider The Real Time Matrix Corporation (RTM) achieved an 80% reduction in rack space and power consumption—with a cost savings of 50 cents on the dollar—as system capacity expanded. RTM is also able to develop applications ten times faster by replacing its existing equipment with Sun Fire™ T1000 and T2000 servers running the Solaris™ 10 Operating System. [Customer Profile](#)
- After an extensive procurement review that was based predominantly on “green” criteria, Macquarie Hosting, a division of Macquarie Telecom, chose Sun over incumbent HP and Dell as its new preferred datacenter server supplier. Macquarie committed to a rolling contract initially worth \$1 million for 200 Sun Fire x64

servers and expects to reduce its datacenter energy consumption by over 650,000 kW per year.

“Macquarie Hosting inks million dollar contract for Sun servers,” Sandra Rossi, [ComputerWorld](#), 12/24/2007

- Based in London, U.K., Betfair is the world’s leading online betting exchange, a concept it pioneered. Driven by cutting-edge technology, Betfair serves more than 6,600 page views and processes up to 1,000 transactions per second. Sun servers, storage, software and services are helping the on-line gaming company save power and cooling costs while continuing to support its ever-growing volume of users.” Sun’s energy-efficient computing is such a powerful proposition because you get more computing power and less energy usage. It’s like they’re offering you a race car that goes faster and uses less gas. Why wouldn’t you buy it?” [Customer Profile](#)

What Others Are Saying

- “Sun is an innovative force behind today’s telecom networks, helping customers surmount the challenges that come from evolving consumer demands for new content, flawless delivery and error-free back-end systems,” said Niall Norton, CEO of Openet. “Together, we’re ahead of the curve on promoting sustainable IT and enabling our customers to realize its business benefits and ultimately, our customers will profit.” [Press Release](#)
- “The Internet communications business is all about delivering service faster, cheaper and more reliably. The Sun Fire T1000 and T2000 servers give us the performance, space, power and ultimately cost savings that we need to compete effectively. We have a good working relationship with Sun as well. They’re people who know what we need and work with us to meet our technical requirements,” said Tim Smith, President, Vonage Network Inc. [Customer Testimonial](#)

- “Service Providers are now seeking more open and scalable middleware platforms that enable them to launch high-quality HD applications and services to meet customer demand across large client bases. This will become a bigger issue as the mass adoption of HDTV sets worldwide means that operators and customers alike will demand services that make maximum use of this new format,” stated John Allen, Chief Executive Officer, DigiSoft.tv. “The combination of Sun’s Java client technology and DigiSoft’s middleware means that they can now scale their TV service rollout and achieve a much faster return on investment while having more control of their middleware and applications than ever before.” [Press Release](#)
- “Building B has created a platform that is at the forefront of next-generation television, bringing together the best TV, movies and the Internet to deliver a comprehensive and modern home entertainment experience. Our network operation require a flexible, yet small footprint solution that delivers high streaming performance at any scale,” said Phil Wiser, Building B president and co-founder. “The Sun Streaming System and its new expanded product family provides a reliable, flexible and scalable architecture allowing Building B to cost-effectively deliver a highly advanced and personal television service to consumers.” [Press Release](#)

“So Sun was right after all. They were right about ‘write once, run anywhere.’ They were right about 64-bit servers, 64-bit files, parallelism, Rock, Niagara, utility, grid. They were right about virtualization. (although wrong about not buying VMware.) They were right about thin client terminals. ...And now Microsoft gets it too.”

—“Sun Waits out Microsoft, Gets Some Interoperability Bang After All,” Dana Gardner, [ZDNet](#), 3/10/2008