

# Demand it now.

Sun™ Open Net Environment – Sun ONE



# Demand ROI



*“Sun ONE is hairball-free. It runs on clean, simple, and open industry standards, meaning you’ll never get tangled up in complex and expensive lock-in technologies. It also helps you use existing IT assets to cut costs, retain customers, and even make some money by creating services out of software. Our Services on Demand model is focused on integrating with your legacy systems to provide information and applications to anyone, anytime, anywhere, on any device.”*

Scott McNealy  
Chairman and CEO, Sun Microsystems

## The world of business has never been more demanding.

Your customers demand higher quality and lower costs. Your shareholders demand greater returns on their investment dollars. Your partners demand bigger margins. Your employees demand better information and support.

And you’re demanding too. You demand the most of yourself, your people, your suppliers, and your technology infrastructure.

But perhaps the greatest demand of all is that fueled by constant change – in technology, in the marketplace, in the world. The pressure is on to cut costs, improve service, increase productivity, streamline business processes, build the customer base, boost ROI, and outwit the competition.

So whatever your networked systems are doing for you now, you need them to do more. But what? And how?

### **The vision: Services on Demand.**

Sun Microsystems’ vision is to enable your organization to leverage your information assets and grow your business by tapping a variety of Services on Demand. These include everything from dedicated applications to Web-based applications to Web services that automatically combine and recombine across the network to meet the real-time business and information needs of customers, partners, suppliers, and employees.

What can Services on Demand do for your business? They help you establish and maintain personalized marketing relationships with your customers, improve value chain efficiency with your suppliers, and enhance employee productivity. They empower your company to market its core competencies over the Internet to provide new revenue streams. And they give your target communities more dynamic and interactive access to the information they need to do business.

### **The architecture: Sun™ ONE.**

As a concept, this sounds great. But Services on Demand are not some future pipe dream. You can build out your Internet infrastructure right now with the Sun™ Open Net Environment – Sun ONE. It’s Sun’s vision, architecture, platform, and expertise for delivering services based on existing software today, and laying a solid foundation for the Web services of tomorrow.

Sun ONE embraces a Services on Demand vision based on reality. The reality that you need to build on what you already have. The reality that you will continue to support multiple modes of computing. The reality that your legacy and emerging technologies must work together. The reality that evolution is better than revolution – because it’s the best way to maximize your ROI.

*Sun ONE is here. Demand it now.*

*“Delphi’s ROI analysis tool helps Sun customers evaluate the potential payback of deploying the iPlanet Portal Server. Sun clients that have been assessed to date have achieved ROI exceeding 250% with project breakeven occurring in the first year in almost all cases.”*

Nathaniel Palmer  
Delphi Group

# Demand Services



## Create customers for life.

Current customer relationship management (CRM) efforts use e-marketing to identify, attract, and retain legions of loyal customers.

Unfortunately, most CRM initiatives fall short of this goal. They don't provide enterprises with a complete view of their customers – never mind keep track of their ever-changing likes and dislikes. That's because so much information is trapped in isolated silos of information that can't be integrated.

How can you overcome this obstacle, and create a single, coordinated way of treating each individual customer throughout the life of your relationship?

The answer is customer-centric e-marketing, made possible by a new breed of Services on Demand and Sun ONE. These services deepen customer relationships, provide flexible access to information, lower the cost of sales and marketing, gain real-time feedback, and help you speed products to market.

Well-constructed Services on Demand put your customers in the driver's seat. They give you the power to deliver personalized products and services to your customers based on who they are, where they are, and what they need to do.

Most important, Sun ONE eliminates the problem of information silos by offering seamless data integration among and between each e-marketing and e-service application.

Sun ONE gives you a golden opportunity to optimize the value of each customer and transform every relationship into a profitable one. It makes customer-centric e-marketing a global reality for your organization.

### Sun ONE is integratable.

Sun ONE is designed for simple, seamless integration with your existing hardware and software – regardless of what platform it's on or who made it. The Sun ONE foundation embraces standards such as UDDI, SOAP, XML, ebXML, and Java™ technology. In fact, more large-scale, Web-based services are built on the Java 2 Platform, Enterprise Edition (J2EE™) than on any other architecture.

The task: To create and manage the most comprehensive Major League Baseball resource on the Internet by uniting the official league site, [www.mlb.com](http://www.mlb.com), with each of the 30 individual club sites. MLB Advanced Media (MLBAM) understood right from the start that it needed to build an infrastructure scalable enough to support a global audience, including hundreds of millions of baseball fans of varying ages and interests, and flexible enough to quickly add new features and content. To meet this objective, MLBAM turned to Sun for a comprehensive solution based on Sun ONE. This architecture includes Sun Enterprise™ 6500, Sun Enterprise 4500, and Netra™ servers running the iPlanet™ Web Server and iPlanet Application Server for all page composition and the iPlanet Directory Server for all user registration. Integration support was provided by Sun and iPlanet Professional Services teams. Additionally, MLB.com makes heavy use of JavaServer Page™ technology for dynamically assembling content.



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### The strategy: Keep the keys.

Sun's view of Services on Demand recognizes that your most important asset is your communities – the shareholders, customers, partners, and suppliers with whom you're trying to build, maintain, grow, and ultimately monetize a relationship.

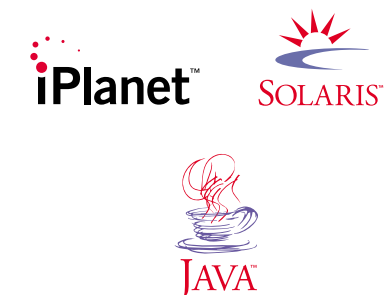
That's why we're leading an industry effort to develop and deploy an open, interoperable standard for network identity, one that enables single sign-on, decentralized authentication, and authorization from any device – from a desktop computer to a cell phone. Our approach ensures that each user's personal profile, buying habits, preferences, and worth are centrally administered and shared only with organizations they choose.

This prevents any one organization from gathering everyone's personal, proprietary information and charging for access to it. It allows you to "keep the keys" to your data and your directory, so you can continue to use this asset to nurture relationships, bring products and services to market, and boost revenue. And, it gives all your communities access to personalized products and services, while protecting their privacy.

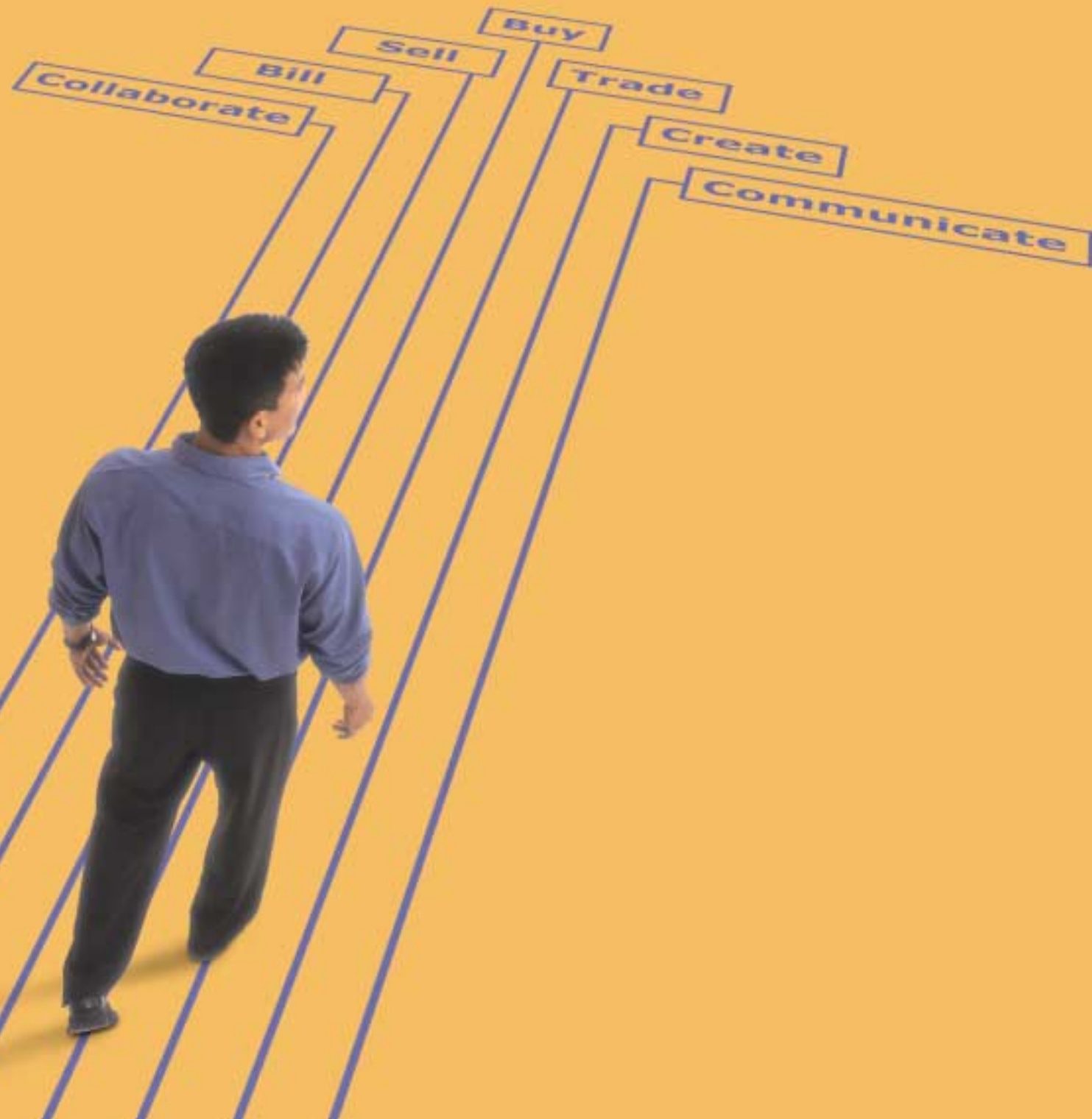
Deregulation, competition, and customer demand have dramatically changed the communications industry in Malaysia. And Telekom Malaysia has responded by introducing an easy-to-use package of communications services for small businesses called COINS iOffice. The company selected Sun as the primary project manager because Sun Professional Services understood their business vision and had the technology, strategies, skills, and knowledge to successfully turn it into reality. Based on an architectural assessment, Sun consultants proposed using the Sun ONE platform and an application framework built on Java 2 Platform, Enterprise Edition (J2EE) technology. The software for the infrastructure is based on iPlanet E-Commerce Solutions. And the server and storage infrastructure is powered by a Sun Enterprise 10000 server running the Solaris™ 8 Operating Environment and Sun StorEdge™ D1000 disk arrays. The initial release of COINS iOffice is designed to serve up to 40,000 users, with the capacity to scale to 500,000 subscribers generating an average of 2,000 concurrent user sessions.

*"Sun understood our IP-based services better than the other vendors. The Sun ONE strategy mapped very closely with our key objectives."*

Mohamed Roslan Sallehuddin  
Head of iCOMMS Division  
Telekom Malaysia



# Demand A Better Way



## Turn your supply chain into a value chain.

The move from traditional enterprise systems and dedicated applications to Web-centric computing has created a 180-degree shift in the way companies do business.

We've gone from a "build and sell" model to a "sell and build" one, forever changing the process flow within organizations, as well as the way trading partners interact with each other.

The old "supply chain" model is now driven by demand, giving rise to the "value chain" – a tight coordination and integration of trading partners. But if you think integrating your own internal applications is a challenge, try connecting with thousands of trading partners over which you have little control.

How can you quickly turn your supply chain into a value chain that supports complex, multitiered trading

relationships? With the Sun ONE platform and architecture. Your customers become part of the process by way of Web-enabled self-service systems and configuration tools. They can now tell you what they want and when they want it. So you can then source and build it.

According to Aberdeen Group<sup>1</sup>, effective use of Web-centric computing to drive efficiency into value chain processes has already helped companies shorten sourcing cycles, reduce time to market, and negotiate more favorable pricing.

Think of Sun ONE as a roadmap for building supplier portals and deploying application components or services that give them the power to buy, sell, bill, and trade products and services in ways never before possible.

Clearly, this is a much better way to do business.

The Government of Singapore has been transforming itself into an eGovernment, where members of the public and businesses can easily reach, communicate, and interact with government agencies. However, until recently, the Government had disparate operations in which each agency chose different technologies and architectures. Its goal was to create an integrated, electronic system to simplify official government transactions by improving the efficiency and quality of services, and reducing operational costs. That's why the Government of Singapore – in conjunction with Ecquaria and a consortium of other vendors – chose the iPlanet Application Server to jointly develop a common platform. Today, the people of Singapore have access to more than 600 online services, ranging from e-filing of income taxes to online business registration to the renewal of drivers' licenses. The Ecquaria Service-Oriented Platform encompasses the best practices of eGovernment service delivery, and provides a complete platform of horizontal Web services, such as payment, security, electronic data exchange, and user profile management, for government agencies to quickly build services. The iPlanet Application Server is part of the Sun ONE offering, designed to enable the delivery of robust Services on Demand. By 2003, the Government of Singapore intends to offer even more online services to its nearly four million citizens based upon this common infrastructure running on Sun's Solaris Operating Environment.

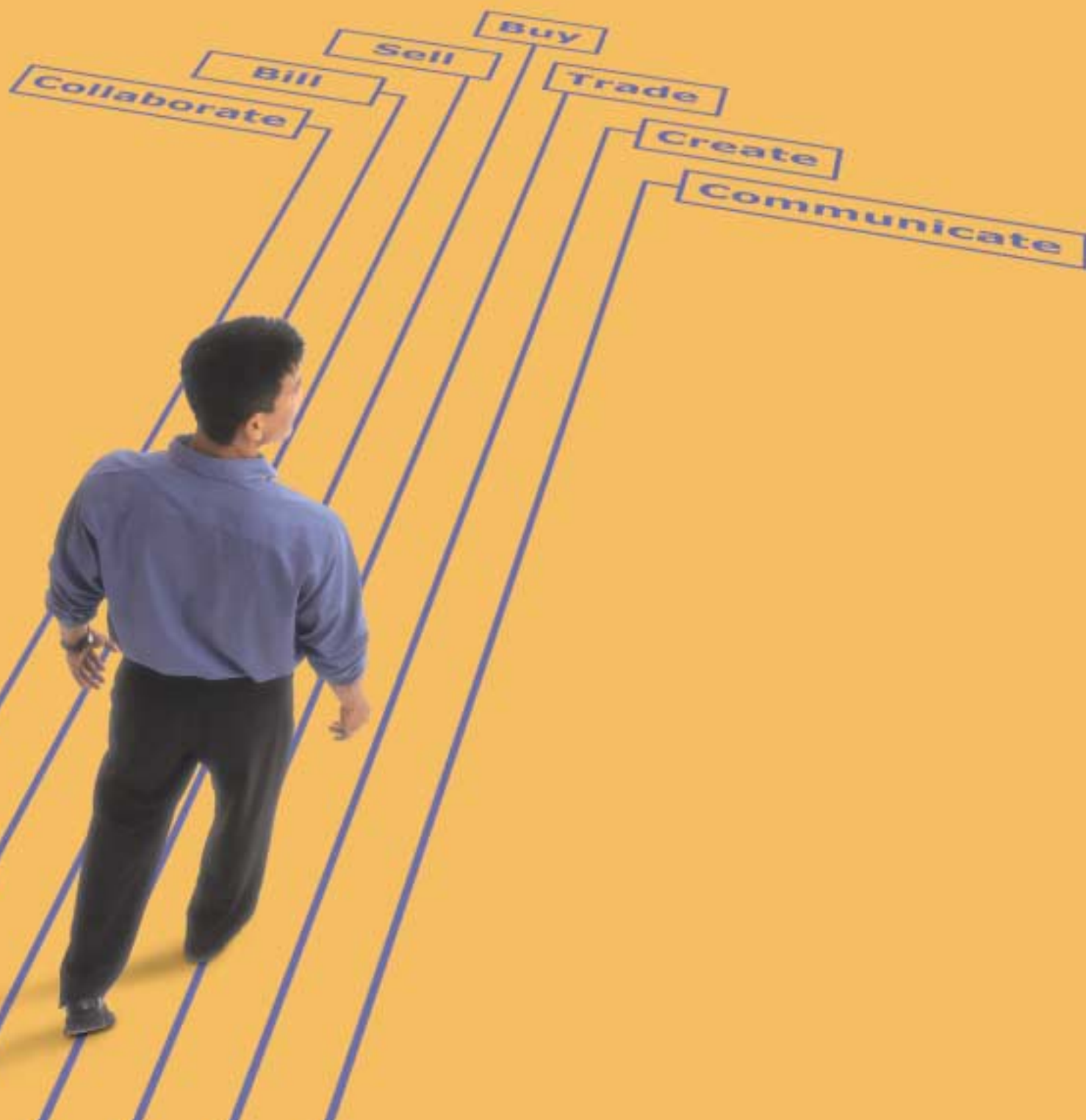
*"Ecquaria was looking for a J2EE-compliant application server that could provide scalability, flexibility, and robustness, and complement our eGovernment service delivery solution – the Ecquaria Service-Oriented Platform. We found it in the iPlanet Application Server."*

Choon Yang QUEK  
Director, Government & Infrastructure  
Ecquaria



1. "Web Services Architecture: The Foundation for Driving Efficiency into a Dynamic Value Chain," An Executive White Paper, Aberdeen Group, September 2001.

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### Sun ONE is good for business.

- > Quickly adapt to customer context and swings in business and regulatory environments
- > Personalize responses on the fly
- > Simplify development and lower costs
- > Improve service and satisfaction
- > Present a unified view to customers, trading partners, and employees
- > Decrease operating costs by tapping available resources
- > Speed products to market
- > Reduce maintenance costs
- > Future-proof current investments
- > Reduce supplier lock-in
- > Integrate IT assets, including disparate application and data, to maximize ROI

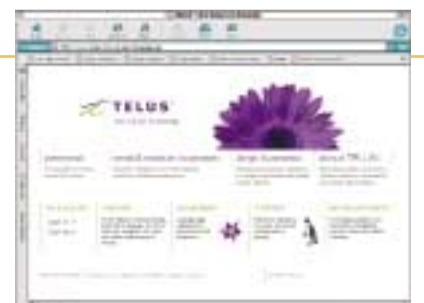
## Sun ONE @Work

Telus Enterprise Services  
www.telus.com

Canada's largest service provider, Telus Enterprise Services, worked with engineers from Sun Microsystems to create a Web-centric delivery model for Internet applications. The solution they created, the Sun ONE Portal for Service Providers (SPs), offers Telus customers a flexible, cost-effective architecture with which to access Web services. Using a Web portal, SPs can deliver an array of Web services tailored to a specified vertical market or target audience. Customer-facing portals can be rapidly adapted from one industry to the next by inserting new Web content and selecting appropriate applications that are available through the existing Web services infrastructure. Now, a proven Web services-based architecture can be quickly replicated in different systems to serve multiple vertical markets. Telus integrated best-of-breed products from Sun, iPlanet, and leading ISVs to create a highly reliable, scalable, and secure Web-centric framework. And they completed proof of concept testing at the Sun ONE iForce™ Competency Center.

*"We wanted a vendor with proven robustness, performance, and scalability. It was essential that the vendor provide expertise to us during the development process. We wanted solutions that were compatible with one another. Sun offered the most complete Web services solution on the market today."*

David Sinnett  
Director of Consulting Services  
Telus Enterprise Services



1. "Web Services Architecture: The Foundation for Driving Efficiency into a Dynamic Value Chain," An Executive White Paper, Aberdeen Group, September 2001.

# Demand Productivity



## Make the most of your employees.

If you're looking for immediate ROI from Web-based applications and services, there's no better place to start than employee productivity.

Internet-enabled processes free employees to focus on their work. They give everyone instant access to the information they need to make fast, informed decisions – with confidence. And they eliminate the need for “information intermediaries” that stand between your employees and the information they need to get the work out and profits in.

The result? Increased efficiency of production lines, improved throughput, lower costs, more effective use of human, capital, and network resources, and dramatic gains in overall productivity. The opportunity to improve productivity is massive.

And the biggest winners are the communities served by the Sun ONE architecture. Field sales, line-of-business employees, and supply chain partners all receive personalized service over the Internet.

How can Sun ONE and Services on Demand help you get the most out of your people?

In customer service, you can increase employee productivity by proactively

linking customers with in-company experts – adding a human touch to online interactions.

In maintenance, repair, and operations (MRO), you can take a global view of planning and production to gain bargaining leverage with suppliers and contractors.

In the executive suite, you get a more flexible way to develop your business strategy, shortening the time needed to capitalize on new opportunities or to react to changing business conditions.

In IT, you can engage as few or as many Web services as needed to manage and maintain their infrastructures, reducing the cost of support for large, monolithic applications.

In every area of your enterprise, authorized employees can use Services on Demand to instantly find out what skills and resources are available within your organization. That information is delivered directly to them – in real time – and in a format that automatically identifies who they are and the device they're using.

You can do all this and more using a powerful, customizable infrastructure available right now – Sun ONE.

Sun ONE @Work

Swedbank  
www.foreningssparbanken.se

One of the premier retail banks in northern Europe, Swedbank was one of the first to develop and deploy Internet banking capabilities. It expanded its Internet banking customer base from 30,000 in 1998 to over 1 million in 2001. But this growth did not come easily. First, Swedbank executives had to make a significant investment in the platform infrastructure powering its e-business initiatives. Beginning in 2000, Swedbank engaged consultants from Sun to architect, build, and deploy a robust, scalable platform infrastructure that would support its rapidly expanding traffic and transaction volumes. Today, several of Swedbank's applications now run on [Java 2 Platform, Enterprise Edition \(J2EE\)](#) technology on the [Solaris Operating Environment](#) – with plans to migrate the remainder of the Internet-based banking services to the J2EE platform. Already more than 30 percent of total banking transactions are conducted online at 30 percent less cost than banking at branch facilities, and the bank has been able to close more than 60 local branches. With the new Sun infrastructure in place, Swedbank is adding an average of 9,000 new online users every week.

*“We have other vendors with which we work, but we wanted to go in a direction toward standardizing our Internet banking infrastructure based on the architectural suggestions of Sun.”*

Bertil Deurell  
IT Service Manager  
Swedbank



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Sun ONE @Work

Sprint Corporation  
www.sprint.com

Sprint is a global communications company serving 23 million business and residential customers. The company is widely recognized for developing, engineering, and deploying state-of-the-art technologies, including the United States' first nationwide all-digital, fiber-optic network. In May 2001, Sprint announced the extension of its management capabilities to include Sprint customers' infrastructure and applications environments via the Sprint Application Infrastructure Management (AIM) platform. By focusing on expanding Web capabilities to offer customers an end-to-end source for E|business, Sprint E|Solutions, a division of the Sprint FON business unit, strategically collaborated with Sun and iPlanet. Not only did we provide the network and hosting infrastructure on which the company runs its business, we also supply and manage the applications needed to outsource Web-enabled business processes. The platform infrastructure powered by Sun ONE technologies includes the iPlanet Portal Server, iPlanet Messaging Server, and iPlanet Calendar Server running on Sun Enterprise servers and storage devices. It enhances and complements the Web services offerings available from Sprint E|Solutions because it's both integratable and scalable.

*“The performance and flexibility of the iPlanet servers strengthen Sprint E|Solutions portfolio of end-to-end solutions and services. In this case, e-mail and group-scheduling applications that are available to our customers.”*

Keith Paglusch  
President  
Sprint E|Solutions

### How to get there from here.

1. **Think strategically:** Access your future needs and align them to your business drivers.
2. **Create a portal architecture:** Use a standards-based model for integratability and modularity.
3. **Partner with suppliers who support standards:** Heterogeneity is typical, standards achieve interoperability.
4. **Look for ROI:** Must have measurable goals to quantify ROI.
5. **Pilot:** Start small, then scale.
6. **Draw on available expertise:** Partner to fill the gap.



# Demand Expertise



*“Our open network environment is integratable, meaning you can adopt this architecture but never be forced to buy all of its components from just one company. Our approach is to partner with a best-of-breed community of product companies and system integrators. At the end of the day, we think this gives our customers the opportunity to use IT as a competitive advantage. And that’s what Sun ONE is all about.”*

Ed Zander  
President, Sun Microsystems

## Tap the power of partnership.

When it comes to technology, getting from here to there is never as easy as you’d like. That’s why Sun offers the expertise and advice you need to successfully bring Services on Demand capabilities to your organization with Sun ONE.

Sun delivers one of the richest, most flexible software platforms and the deepest, broadest, network computing knowledge in the industry. Our tailored programs and extensive set of services are designed to get you from here to there quickly, easily, and without disrupting your business.

**Sun Professional Services.** Sun Professional Services delivers Sun ONE expertise to help you meet the demands of designing and implementing architectures for long-term success. With consultants around the globe, we bring best practices, methodologies, and years of consulting experience to build Web-based, networked computing solutions. Customers leverage Sun Professional Services to gain competitive advantage by creating customized Sun ONE solutions that are tailored to their business and technical requirements. Our customers come from all industries in locations around the world, for example, Telekom Malaysia, Swedbank, Major League Baseball, and Sprint.

**iForce.** When it comes to building out Sun ONE in your environment, you want to work with the best system and technology partners on the planet. The iForce program gives you ready access to the expertise you need to implement business processes like decision support systems, supply chain management, product design and development, e-mail and communication, and more – all of which can be delivered as Services on Demand. And a fleet of iForce Ready Centers around the world offers the hands-on, in-person help you need to successfully design and deploy services that leverage the Internet to grow business.

**SunTone<sup>sm</sup>.** Sun’s continual focus on quality dictates that we don’t leave anything to chance. That’s why we’ve created a rigorous certification program for third-party products and solutions that work with Sun ONE. You can be sure that SunTone<sup>sm</sup> certified services, applications, and integrator offerings will help you deploy Services on Demand that are reliable, secure, and of high quality. More than 150 solutions are SunTone certified today, and that number keeps growing.



**Why Sun ONE?** Because it provides a solid strategy and powerful architecture for delivering Services on Demand. Sun ONE is the ideal platform for beginning or extending your organization’s Web-centric computing initiative today.

**It’s integratable.** You can deploy an optimum platform that connects your existing systems and easily ties in third-party software.

**It’s complete.** This solid platform includes iPlanet, Solaris, and Forte products, giving you a comprehensive infrastructure to create, assemble, and deploy services.

**It’s based on standards.** Sun ONE uses standards like UDDI, SOAP, XML, and Java technology, so you don’t get locked into a single vendor.

**It’s scalable.** Sun ONE scales both horizontally and vertically to meet your most demanding requirements. It’s designed for industrial-strength use.

**It’s evolutionary.** You don’t rip out and replace your existing software, you leverage and extend it, so you have more time to get returns on your IT investments.

**It’s here.** Unlike some architectures and platforms that promise Services on Demand, Sun ONE is ready to go to work right now.

# Demand Sun ONE

## Put your DARTs to work.

You already have the foundation for building successful Services on Demand – your company's data, applications, reports, and transactions, or DARTs. Sun makes it easy to turn these information assets into services and put them online. Products from the Sun ONE architecture use DARTs to help you build and deliver Services on Demand to your customer, trading partner, supplier, and employee communities. The objective is to create better, more relevant services, quicker and more economically than your competition.

## Data.

Your architecture must be able to present and aggregate data that's meaningful to each of your target communities. Such personalized content is delivered through *portals*. The key underlying mechanism by which user access to information is controlled is called a *directory*. Directories house all the user data – who they are, what privileges they have, and what part of your business they need to interact with. The company that owns the directory, owns the market.

## Applications.

Applications in a DART can run on the iPlanet Application Server. The server connects existing databases and applications, giving you access to the legacy pieces in your environment. It also provides you with a large, scalable place to run Java technology-based business logic – a key advantage of the Sun ONE platform. The application server is the necessary component to meet the demand for 24x7 availability in the face of exponential growth in Web traffic and new service deployments.

## Reports.

Tracking the use and value of your organization's services is critical. Sun ONE offers fast Web server access to provide meaningful reports. Already some of the highest volume Web sites in the world use Sun's iPlanet Web Server to keep up with constantly rising demand.

## Transactions.

Transactions ensure that your communities can do useful things with the information assets available to them. Like buy, sell, bill, or trade products and services, communicate with others within or outside their community, or do routine daily work more efficiently.

## Java 2 Platform

The Java 2 Platform provides a solid foundation for quickly developing and deploying custom applications that provide unique business services – for everything from consumer devices to application servers and everywhere in between. Java technology offers built-in consistency across products, and can run anywhere, anytime, over any device. The code is completely portable, so applications written in the Java 2 Platform, Micro Edition (J2ME™), for example, can scale up to work with the Java 2 Platform, Standard Edition (J2SE™) and Enterprise Edition (J2EE) products. Incorporating a number of technologies and standards to ensure simplified connectivity to legacy databases and systems, the J2EE platform defines the standard for developing enterprise applications and services. In fact, over 95% of application servers out there today are built to the J2EE standard. With the Java 2 Platform, Sun provides a complete, end-to-end solution for creating networked products, giving you the power to quickly and easily develop new products and revenue streams in a cost-effective way.

## iPlanet Application and Integration Servers

Sun's Services on Demand vision relies on a powerful, yet flexible engine to drive the delivery of these services across the Web-based universe. This engine must coordinate external Internet-based collaborations with internal resources and processes. The iPlanet Web Server and iPlanet Application Server – both standard and enterprise editions – are ideally suited to this task because they offer proven performance in world-class environments. And since they're built on open standards, these servers readily interface with other elements in the software stack, from applications down to basic directory and security services. To preserve your software investment while moving toward Services on Demand, iPlanet also provides a complete integration family incorporating SOAP, Java technology, and XML into a comprehensive solution.

Web and Application products include: iPlanet Web Server, Enterprise Edition; iPlanet Application Server, Standard Edition; iPlanet Application Server, Enterprise Edition; iPlanet Application Server, Enterprise Pro Edition. Integration products include: iPlanet Integration Server: EAI Edition; iPlanet Integration Server: B2B Edition; iPlanet Message Queue for Java.

## Forte™ Tools

Forte™ tools give you the power to transform your data into shared Services on Demand, providing the wherewithal to create, assemble, and deploy both traditional and Web-based applications into a services-driven framework. With market-proven and standards-based tools for the Java, C++, C, and Fortran languages, Forte tools enable you to leverage your existing systems while laying the foundation for future innovation.

Products include: Forte for Java (Community Edition, Enterprise Edition); Forte Developer products (Forte C, Forte C++, Forte Fortran, Forte HPC).

## Sun ONE Webtop

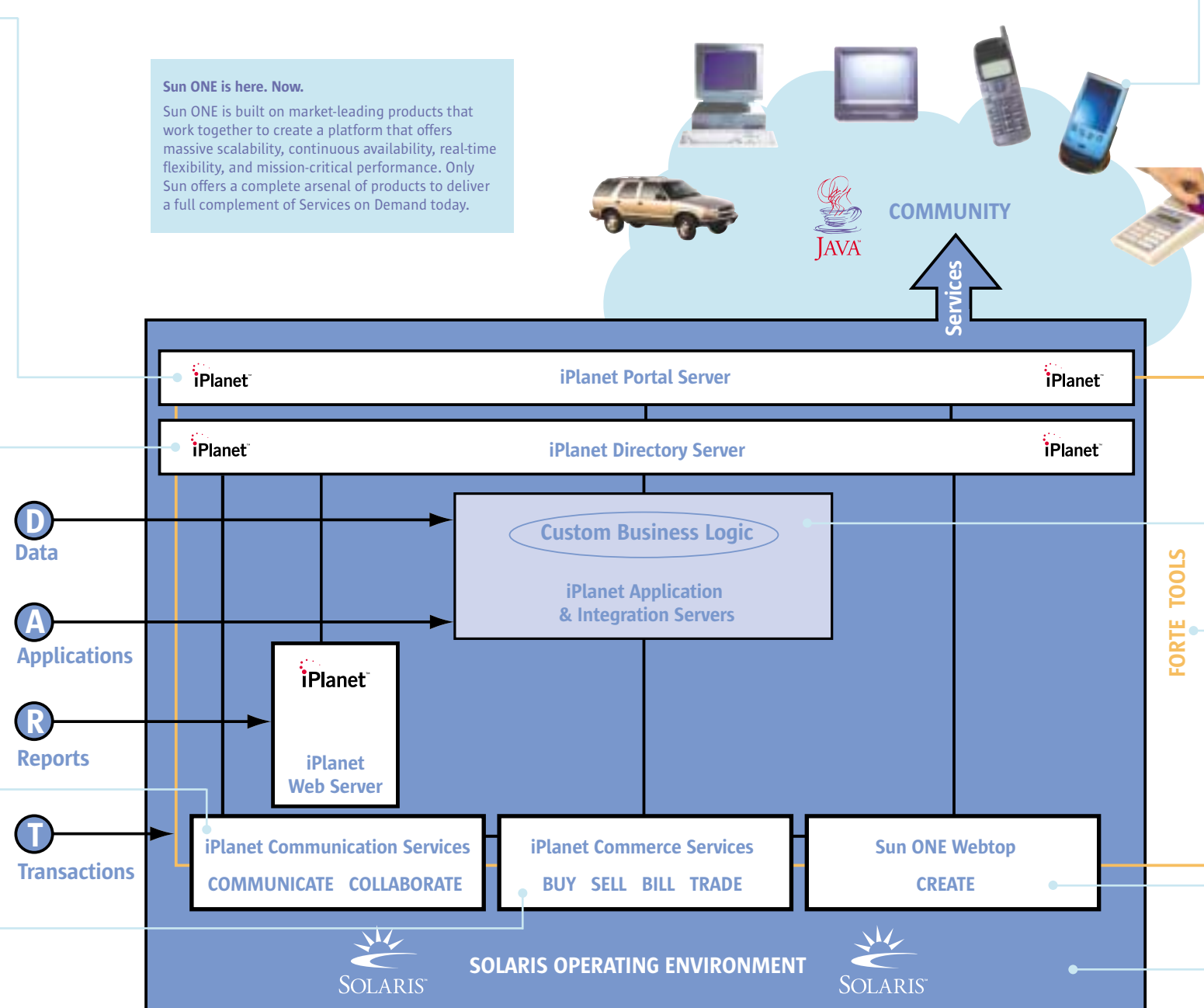
Sun ONE extends to the desktop with Sun ONE Webtop – a set of office productivity Web services based on Sun's award-winning StarOffice™ suite. Together, they provide you with word processing, spreadsheet, presentation, and drawing applications that run on Solaris Operating Environment, Microsoft Windows, and Linux platforms. Anyone in your organization can view, edit, fax, and e-mail documents and files at any time, anywhere, using virtually any device. With Sun ONE Webtop, your people can be more mobile and productive with minimal training and transition costs.

## Solaris 8 Operating Environment

As the foundation for Sun ONE, the Solaris 8 Operating Environment provides the premier platform for building and deploying Services on Demand. It delivers a complete and highly refined environment designed to enable you to increase service levels, while lowering your costs and reducing IT risks. Solaris 8 software is rated the #1 UNIX operating system<sup>1</sup>, a position it achieved by delivering new levels of performance in scalability, availability, manageability, and security. It's also the software that powers many of today's leading companies across a variety of industries, for example, the top five aerospace companies, four out of the top five commercial banks, and ten of the top eleven telecommunications companies. Through additional products such as Sun Management Center, Solaris Resource Manager™, and Solaris Bandwidth Manager software, you can easily and effectively manage systems and ensure that your resources and bandwidth are allocated where they're needed most. And with Sun's highly rated Sun Cluster software solution, the Solaris 8 Operating Environment provides maximum uptime and availability.

## Sun ONE is here. Now.

Sun ONE is built on market-leading products that work together to create a platform that offers massive scalability, continuous availability, real-time flexibility, and mission-critical performance. Only Sun offers a complete arsenal of products to deliver a full complement of Services on Demand today.



1. D.H. Brown Associates, Inc., 2001 UNIX Function Review, March 2001

## Join the Sun ONE Inner Circle Program

Would you like to take part in ongoing discussions of architectural processes and industry trends shaping the large-scale deployment of network services? Then sign up for the Sun ONE Inner Circle Program.

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