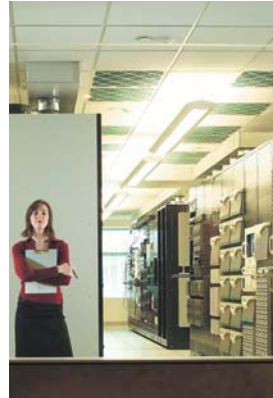


Sun™ Service Optimized Data Center Program

Your roadmap to business optimization—
improve agility, efficiency, and help reduce risk



Key Benefits

- Provides an agile architecture to help you meet ever-changing business needs, promote innovations, and speed time to market of new products and services
- Helps enable a more efficient data center by shifting your IT investment from a slow, inefficient cost center to a critical business driver and strategic weapon
- Improves utilization using virtual and dynamic, real-time processing environments with a flexible architecture, resulting in improved ROA/ROI
- Manages risk by helping to reduce the number of operating environments, removing complexity, and deploying enterprise architectures, shared services models, and service-oriented architectures

Complexity Is the Name of the Game

When it comes to data center complexity, businesses know the routine: New technologies and multiple platforms, dynamic business growth, and exponential increases in data. Not to mention more security threats, an increase in devices, and management complexity. With all these challenges, how can businesses optimize their data center to improve efficiency and accelerate time to market?

Look to Sun to help you migrate to a services-centric, virtualized, and dynamic architecture while satisfying your service level agreements at a higher return on investment. With the Sun™ Service Optimized Data Center program, Sun and its partners can help you overcome data center complexity. Our services help improve agility, increase efficiency, and reduce risk to help boost your competitive advantage.

The Road to a Highly Responsive, Flexible Data Center

The Sun Service Optimized Data Center program is a comprehensive roadmap of services and technologies to help you deploy and manage IT services faster, smarter, and more cost effectively. Utilizing Solaris™ 10 Operating System (OS) and Sun N1™ Grid technologies, the program can help you improve IT integration across data centers and business units, helping to reduce the overall cost and complexity of doing business.

Sun can help you transform traditional data center infrastructure and operations into a highly responsive, flexible, automated service-optimized data center. The Sun Service Optimized Data Center program enables IT investments to shift from slow, inefficient

cost centers to critical business drivers and strategic weapons, helping to drive significant reductions in cost, gains in efficiency, and acceleration in time to market.

This is not a one-size-fits-all solution, but a measured plan based upon your business needs and goals. Sun can help you get your data center from where it is today to where you want it to be. And tangible benefits can be realized at every step of the program.

Solution Building Blocks

To help you design and build an agile data center environment that can provide fast, automated deployment and management of new IT services, Sun's program begins with an assessment, the development of a clearly defined architectural roadmap, program

management deliverables, and implementation projects. Sun then delivers the components necessary to help transform your data center, which may include optimization of some or all of the following elements:

- Reduce the number of operating environments through analysis and established methodologies and tools in migration
- Consolidate servers and storage onto vertically- or horizontally-scaled platforms
- Deploy enterprise architectures, shared services models, and service-oriented architectures
- Transform operation capability and management process with the use of the ITIL-based Operations Management Capability Model (OMCM), which can be supported by Sun Managed Services
- Virtualize and automate provisioning, change control, and IT agility, driven by the Sun N1 Grid technology

- Transition to new business models, such as utility and subscription models
- Initiate architecture and IT governance processes for future technology deployments

Solution Methodologies and Technologies

Through a combination of Sun’s technological innovations, data center design methodologies, and IT service management offerings, the Sun Service Optimized Data Center program details a comprehensive roadmap of solution methodologies to follow to help you achieve high levels of efficiency and flexibility. The program brings together Sun’s advanced Solaris OS and Enterprise systems technologies, including Sun’s proven methodologies in application development, migration, consolidation, automation, and operations management.

Why Choose Sun?

Sun is one of the leaders in industry standards and in using those standards to build IT solutions that offer competitive business advantage. In the same way we built our initial Sun systems based on open standards, Sun now applies technology and methodologies to transform data center environments.

Take the next step.
 To learn more about the Sun Service Optimized Data Center program, contact your local Sun sales representative or authorized reseller or visit sun.com/sodc.

Sun Microsystems, Inc. 4150 Network Circle, Santa Clara, CA 95054 USA Phone 1-650-960-1300 or 1-800-555-9SUN Web sun.com



Sun Worldwide Sales Offices: Argentina +5411-4317-5600, Australia +61-2-9844-5000, Austria +43-1-60563-0, Belgium +32-2-704-8000, Brazil +55-11-5187-2100, Canada +905-477-6745, Chile +56-2-3724500, Colombia +571-629-2323, Commonwealth of Independent States +7-502-935-8411, Czech Republic +420-2-3300-9311, Denmark +45-4556-5000, Egypt +202-570-9442, Estonia +372-6-308-900, Finland +358-9-525-561, France +33-134-03-00-00, Germany +49-89-46008-0, Greece +30-1-618-8111, Hungary +36-1-489-8900, Iceland +354-563-3010, India-Bangalore +91-80-2298989/2295454; New Delhi +91-11-6106000; Mumbai +91-22-697-8111, Ireland +353-1-8055-666, Israel +972-9-9710500, Italy +39-02-6415111, Japan +81-3-5717-5000, Kazakhstan +7-3272-466774, Korea +822-2193-5114, Latvia +371-750-3700, Lithuania +370-729-8468, Luxembourg +352-49-11-33-1, Malaysia +603-21161888, Mexico +52-5-258-6100, The Netherlands +00-31-33-45-15-000, New Zealand-Auckland +64-9-976-6800; Wellington +64-4-462-0780, Norway +47-23-36-96-00, People’s Republic of China-Beijing +86-10-6803-5588; Chengdu +86-28-619-9333, Guangzhou +86-20-8755-5900; Shanghai +86-21-6466-1228; Hong Kong +852-2202-6688, Poland +48-22-8747800, Portugal +351-21-4134000, Russia +7-502-935-8411, Saudi Arabia +9661-273-4567, Singapore +65-6438-1888, Slovak Republic +421-2-4342-94-85, South Africa +27-11-256-6300, Spain +34-91-767-6000, Sweden +46-8-631-10-00, Switzerland-German 41-1-908-90-00; French 41-22-999-0444, Taiwan +886-2-8732-9933, Thailand +662-344-6888, Turkey +90-212-335-22-00, United Arab Emirates +9714-3366333, United Kingdom +44-0-1252-420000, United States +1-800-555-9SUN or +1-650-960-1300, Venezuela +58-2-905-3800, or online at sun.com/store

SUN™ THE NETWORK IS THE COMPUTER © 2005 Sun Microsystems, Inc. All rights reserved. Sun, Sun Microsystems, the Sun logo, N1, Solaris, and The Network is the Computer are trademarks, registered trademarks, or service marks of Sun Microsystems, Inc. in the United States and other countries. Other brand and product names are trademarks of their respective companies. Information subject to change without notice. 01/05 SW #427533