

Sun Microsystems and Siebel Systems

Optimized to Deliver Superior eBusiness Solutions



Key Highlights

- Sun systems are optimized for the challenges of the real world.
- Sun supports new world-record number of users; leading performance and price/performance for UNIX systems on Siebel eBusiness applications (Up to 174% higher performance and 4x lower cost than closest competitor).
- Demonstrates binary compatibility of UltraSPARC III and UltraSPARC IV mixed environments to produce world record performance while protecting customer investments.
- Demonstrates the power of Sun™ systems running across horizontal and vertically scaled architectures, giving customers the ultimate deployment choice.
- Customer investments are protected with no sacrifice to performance as they mix and match Sun technologies.
- Satisfies customers who are increasingly demanding to do business using any device, in any place, and at any time they choose.
- Siebel eBusiness Applications and Sun's midrange platform transform e-business and deliver a personalized customer experience to accommodate multi-channel customer interaction.

Sun Sets New Performance and Price/Performance World Records on Leading Siebel Benchmarks

Web-centric computing continues to dominate the business environment, and customers' expectations have continuously changed. More and more, they want to conduct business using any device, in any place, at any time they choose. Sun Microsystems and Siebel Systems recognize these relationships must be optimized for today and ready for tomorrow.

Sun, the world's leading provider of hardware, software, and services that power the Internet, and Siebel Systems, the world's leading provider of eBusiness applications software, are committed to bringing reliable, customer-centric eBusiness solutions to joint global enterprise customers. The combination of Siebel eBusiness Applications with Sun's unique open network environment enables the world's largest enterprise organizations to improve customer satisfaction and increase revenue by delivering personalized service through multiple channels.

Today, nearly a third of Siebel Systems customers deploy Siebel Database Repository Layer on UltraSPARC® and Solaris™ Operating System platforms. To ensure that the most demanding global enterprise customers can meet their deployment requirements, Siebel Systems and Sun are working jointly on several engineering projects to further enhance Siebel server performance for Sun's high-performance and exceptionally scalable platform.

A Proven Combination

With Siebel 7.5.2 running on Sun's UltraSPARC servers, enterprises get an optimized platform that provides the performance, scalability, security, and low TCO demanded by customers deploying enterprise applications. Customers can take advantage of recent innovations in processor technology with the introduction of UltraSPARC IV to Sun's midrange server family, enabling up to twice the application throughput with Chip Multithreading (CMT) technology.

This leap in processing throughput is delivered in systems with the same physical footprint of their predecessors and without significant price premiums, resulting in some of the most compelling price performance metrics within their class. In addition, the entire midrange family offers a host of reliability features normally found only on enterprise class systems, such as redundant and hot swap components, remote systems management, and powerful diagnostic capabilities. The UltraSPARC IV with CMT technology debuted in the midrange family with the 12-processor Sun Fire™ E2900 server; and the introduction of the 4-processor Sun Fire V490 and 8-processor Sun Fire V890 now brings UltraSPARC IV processor technology down to price points starting below \$35,000.

Stellar Performance

Sun has received Siebel certification of a 10,000-user benchmark result using Siebel's standard Platform Sizing and Performance

Program (PSPP) benchmark suite with Siebel 7.5.2¹. The result of 10,000 Siebel OLTP users and Siebel server batch components proves optimal scalability across a range of UltraSPARC III and UltraSPARC IV-based Sun Fire servers (including Sun FireV440, V480, V890, E2900 servers) while proving Sun's promise of binary compatibility across different generations of the UltraSPARC product lines. These results were achieved at Sun's Enterprise Technology Center (ETC) labs with Siebel 7.5.2, Solaris 8 update 7, Oracle 9.2.0.2, Sun Java™ System Web Server version 6.0 SP2, and Sun Java System Directory Server version 4.16 SP1. Five Sun Fire V65x servers were used to generate the simulated 10,000 concurrent user load.

This result makes Sun the UNIX® leader for running Siebel eBusiness applications in terms of pure performance and price/performance. In fact, Sun performed significantly better than the next best UNIX published result for Siebel 7.5.X: 24% on the Web tier, 73% on the application tier, and 174% on the database tier. (See table.)

Estimates of the next best UNIX competitor show \$/user at roughly four times more expensive on each tier. The transaction completion rate is "five nines" over more than 1.2 million transactions, proving the exceptionally high levels of stability and robustness delivered by a Sun and Siebel solution when running enterprise-wide, business-critical applications.

1. Siebel and Siebel PSPP are trademarks of Siebel Systems, Inc. and may be registered in certain jurisdictions. The Siebel PSPP standard benchmark results are audited and certified by Siebel Systems. For the benchmark results and criteria, visit www.siebel.com/crm/performance-benchmark.shtml and <http://as.ideascp.com/suncp/cp.sun?lid=b43-9128e02c1630>.

Workload	Number of Users	Average Response Times/Seconds	Business Transactions Throughput/Hour
Sales/Service Callcenter	7,000	0.126	32,778
PRM	1,000	0.303	12,540
ESales	1,000	0.274	6,775
EService	1,000	0.199	12,870
Total	10,000	NA	66,964

Working Together Earners Great Success

Sun and Siebel Systems are working closely to address three major customer needs that serve as the design points of our solutions. First, lower infrastructure cost is driven by systems that are low cost, but that are also reliable and that can be fully utilized. Second, lower management costs are driven by low maintenance costs, automated management, and binary compatibility of applications — meaning applications don't need to be modified as a result of new hardware and operating systems. Third, improved speed/performance/flexibility comes from high throughput — demonstrated by benchmarks — and by the ability to quickly respond to dynamic business needs.

Matching Systems to Meet Workload Needs

Matching the right system to the right workload and matching the right storage to the right data is critical. Sun and Siebel systems can do it. Our joint customers include many of the Fortune 500 — global organizations whose CRM needs entail the highest degrees of complexity and challenge.

Because today's marketplace requires the ability to continuously adapt to changing market dynamics, businesses must respond to change with speed and agility to seamlessly address customer needs. To do this, the IT manager must manage and deliver lower costs, increase system utilization,

decrease complexity, improve performance, and build a flexible, adaptable infrastructure for today and for the future. That's why Sun has designed a complete line of compatible systems to address different application workload needs, encompassing four different design points: Application Centric (enterprise applications, managing multiple threads for ERP, CRM, and SCM), Compute Centric (single threaded applications running one thread extremely fast for HPTC, Grid, and Financial Risk and Portfolio Analysis), Network Centric (managing data that comes off the network for IP processing, Web serving, and Caching), and Data Centric (managing, analyzing, and transforming data for Data Warehousing, Data Mining, and OLTP).

Improved customer satisfaction and rapid ROI are the core benefits of the Sun and Siebel Systems solution. By creating a single Web-based architecture to interact with customers across a wide range of channels, the Sun and Siebel Systems solution enables consistent customer experience, improved customer satisfaction, and, ultimately, increased revenue. Easy integration of the Sun and Siebel Systems solution with existing technology means customers can readily tap these benefits regardless of their previous IT investments. The ultimate benefit for our customers is rapid and pronounced return on their technology investment.

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