

Sun Storage and Data Management Solutions

Delivering End-to-End Information Management



Key Highlights

Sun data management experts help meet your business continuity, system utilization, content management, and regulatory compliance needs. Sun offers a comprehensive information management strategy with the following services and solutions:

- Online efficiency and capability assessment services
- Performance, capacity, and data management services
- Business solutions for content management, compliance, continuance, and consolidation
- Support and administration of managed services
- SunReadySM and SunToneSM assessment services

Benefits of the Sun data management solutions include:

- Minimization of business risk
- Optimization of resource utilization
- Lower total cost of ownership (TCO)
- Reduce the cost and complexity of maintaining regulatory compliance records

Data Management Solutions

Sun data management solutions deliver a breadth of expertise, features, and capabilities that help you optimize your information management, which includes:

- Continuity
- Consolidation
- Content
- Compliance

“With this project, Chicago Tribune is responding to changing market demands and is leading the media industry in the use of advanced technological solutions.”

– Darko Dejanovic, VP and CTO, Chicago Tribune Company

Sun developed a data management solution for the Chicago Tribune that involved setting up “mirrored” data centers to span more than 100 miles with real-time mirroring of data and applications. These linked primary and mirrored data centers build geographic resilience into the IT infrastructure, protecting against physical damage in a single location. With new levels of reliability and affordability from the data center, the Tribune leads the media industry in the use of advanced technology solutions.

Information continues to be the lifeblood of business. Effective management of information assets has long been recognized as a critical strategy for optimizing business performance and productivity. Information is king, when it is effectively managed as a strategic asset. When left unchecked, it can quickly become a liability.

The recent trend toward greater corporate accountability through new corporate governance guidelines and industry regulation has caused the information management challenge to balloon. Organizations wrestle with numerous issues, including:

- Determining what information to keep, and how long to keep it
- Managing information effectively
- Mapping business processes to an information flow

- Understanding the information management lifecycle
- Getting the most business value out of information assets
- Participating in the information economy while managing costs, risk, complexity, and investment return effectively

Sun Data Management Experts Help Meet Your Information Management Challenges Head-On

Meeting these challenges means you must build operational flexibility into your information technology (IT) strategy. To succeed in today’s business climate, where as much as three-quarters of IT budgets are spent on managing existing data center assets, business goals must translate into clear, measurable IT strategies.

Optimize the value of information assets with a comprehensive data and information lifecycle management strategy.

Sun data management solutions help you transform your information assets into strategic value by helping you implement a future-proof strategy for data and information lifecycle management. Built on Sun proven methodology for information and storage management, the solutions chart a complete path to address key drivers such as consolidation, continuity, compliance, and content management across your information lifecycle needs. To help you align your business and storage needs, Sun offers the architecture standards, data storage systems, services, and open infrastructure to transform your data into a business asset that keeps up with changes in the business environment, as well as the growth of your organization.

Sun Data Management Experts Provide a Comprehensive Strategy

Sun data management solutions include four areas to help you integrate a seamless, end-to-end data management strategy into your infrastructure. The Sun data management areas include:

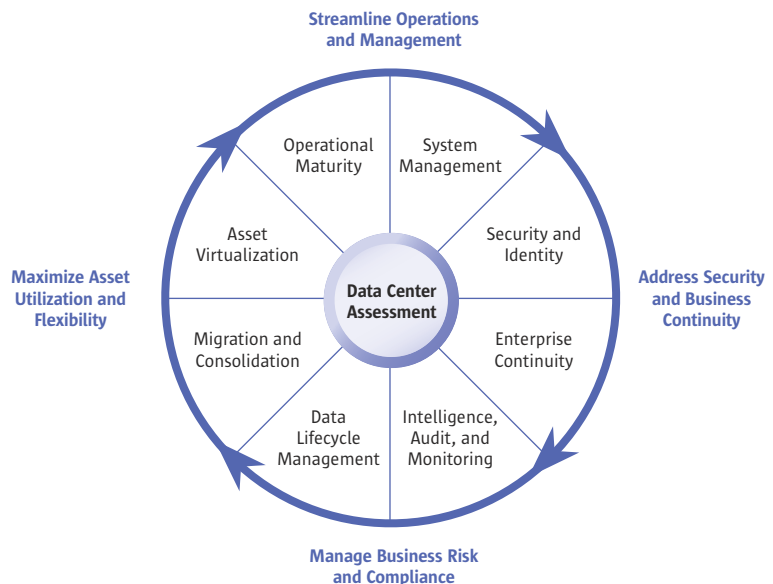
- **Continuity**—Business continuity begins with establishing a strategy for managing risk. What has traditionally been associated with “disaster recovery” has grown to address other, more frequent, but just as devastating risks to business continuity. Expensive security breaches and data recovery can interrupt business and cripple an IT department. Sun offers a solution for Business Continuity,

as well as managed security and policy services to assess and help assure resiliency and availability of information. Sun solutions employ techniques, such as advanced data backup strategies and perimeter defense. Sun services and solutions can help cut security breach support costs and reduce full-data recovery.

Sun Business Continuity Solution

The Sun Business Continuity solution focuses on challenges companies face when business operations, processes, and/or IT infrastructure services are interrupted. In planning for business continuity and

overcoming limitations in disaster recovery plans, companies need to analyze their potential risk, business impact, and disaster recovery capabilities. Sun experts leverage their expertise, partnerships, and products to provide you with an end-to-end Business Continuity solution that addresses these limitations and includes Data Continuity, Operational Resilience, and Disaster Recovery offerings. Additionally, this solution leverages key solution competencies from AT&T, and Nortel Networks for Managed Data Continuity and from SunGard for Managed Disaster Recovery Services.



Areas of data management within the data center.



- *Consolidation*—With the ongoing pressure to do more with less—even as the information flood gates have swung wide open—maximizing systems utilization is key. Sun consolidation solutions help you develop a strategy for maximizing return on your assets and reducing your total cost of ownership by addressing your most pressing IT challenges. Sun solutions offer a proven methodology as well as products, technologies, and services to help you consolidate to a common architecture of fewer, more powerful, and better-utilized systems. This solution can help create an environment that is less costly, less complex, and easier to manage. Our dedication to innovation enables us to deliver an optimal platform for consolidation. Sun systems offer an open architecture of servers, storage, and software technologies providing a flexible, scalable, and highly available infrastructure.
- *Content*—The primary focus of content management is to establish a strategy for accessibility that addresses such issues as: How quickly can you get access to critical content? Where was it stored last? What does the lifecycle fingerprint look like (who created, edited, stored it last)? Proven Sun content management methodology helps you set the right thresholds for information accessibility.

Having access to the right information at the right time can also help mitigate critical business risks, such as unexpected litigation requests. If the requested information cannot be produced in a timely fashion, devastating penalties may be enforced. Sun and our partner experts can help you build and implement cost-effective, end-to-end information management solutions to optimize manageability and accessibility of your critical information assets, while reducing risks and maximizing returns.
- *Compliance*—Compliance is about instituting business practices for accountability. Organizations continue to struggle with reactive implementation strategies and solutions to meet today’s growing regulatory demands. Most enterprises have addressed their compliance needs through people and process. This is always part of the equation, but as the number of regulations increases, the cost of maintaining compliance begins to rise. Often these issues seem a burden to business, but they can actually become beneficial when approached strategically, resulting in increased margins and profitability. This requires a compliance approach of leveraging technology and automation—driving down the cost of maintaining compliance.

Sun Compliance and Content Management Solution

Sun Compliance and Content Management Solution integrates Sun’s storage and compliance products, the expertise of its client solutions organization, and the Solaris™ Operating System with compliance software from AXS-One to deliver a cost-effective compliance solution for management of all corporate electronic records including e-mail and instant messages. This solution helps customers address the growing tide of global regulatory compliance and business governance requirements such as Sarbanes-Oxley, HIPAA, SEC 17a-4, Gramm-Leach-Bliley and their equivalents around the world.

The rapid growth of fixed content (data that is written once and never altered), new business practices, and regulatory compliance rulings around the retention and protection of this information, are placing increasingly large strains on corporate IT management and budgets. Sun offers assessment implementation and management services combined with a variety of infrastructure options to transform compliance practices through automation and technology. This helps your business maintain regulatory compliance at lower costs, which in turn helps you improve the bottom line.

In summary, Sun can help you implement a risk-and-compliance strategy that links processes and people, establishes a common compliance architecture, and enables quick response to changing audit needs.

Key Enabling Products and Technologies

Innovative Sun products and technologies help simplify IT environments so organizations of all sizes can increase efficiency and utilization, lower costs, improve reliability, and compete more effectively. Sun StorEdge™ software solutions are tightly integrated with Sun servers for the greatest application performance and reliability, and support heterogeneous environments for investment protection. Sun delivers resilient, modular, and scalable solutions, software, and services that enable you to get the most out of your information management resources.

iForce™ Services: Innovating with Partners for Customer Success

Sun data management solutions can be extended through the addition of components, applications, and services from market-leading, best-of-class Sun iForce™ partners to help provide you with the optimal solution to solve your business problem. For more information about the Sun iForce initiative, including business solutions, partners, and centers, please visit www.sun.com/iforce.

Sun Experts Help your Business Thrive

Based on more than 20 years of helping customers solve complex IT problems, we’ve developed a set of unique methodologies to help you achieve bottom-line business results. Our dedicated team of network computing experts draws from our comprehensive portfolio of solution building blocks—combining our strength in network computing and our production-proven R&D with the expertise of our best-in-class partners—that we implement as complete solutions to your unique business challenges. Sun offers solutions to help you optimize your business, manage change, and reduce risk for a more effective, efficient, and flexible IT infrastructure.

Get started today.
 For more information about Sun data management solutions, visit sun.com/solutions or contact your Sun sales representative or authorized reseller.

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