

# SUN GOOD NEWS



Your source for news, results, and views about Sun

## Business Results from Customers

Sportswear giant Pentland Brands reduced TCO by 50% to 67% by replacing its desktop PC environment with Sun Ray™ ultra-thin clients. The company also saw a 77% reduction in support calls. "New employees have been blown away by the ease of use and flexibility of Pentland Brands' IT environment," says Pentland Brands' Group Infrastructure director, Rob Wilson. [Customer Profile](#)

Britain's United Utilities consolidated 360 servers to 15, saving 229 kilowatts and 1000 BTUs per hour with Sun Fire™ x4600 servers and by utilizing Sun N1™ System Manager and SunSpectrum™ support. United Utilities chose Sun over HP and IBM because Sun was the only contender offering a fully developed and tested consolidation and virtualization solution. [Customer Profile](#)

Engineering DataXpress qualified its UNIX® data interoperability products for the Solaris™ 10 OS on AMD Opteron™ and SPARC® platforms in less than 10 days. "It was the easiest port we've ever done," says John Eurich, Engineering DataXpress president and CEO. "And transparency! It's tremendous to run an operating system on different processors and have the environment be functionally identical. We don't have to be as careful with memory management using the Solaris 10 OS — it has always been good about going virtual. Other platforms use it and hang." [Customer Profile](#)

Sapotek, the maker of an online desktop system, is able to support 175,000 users (8000 to 10,000 of them concurrently) and can double that number to 350,000, thanks to equipment from Sun Startup Essentials™, according to the company's CEO, Joshua Rand. ["Computer in the Cloud," Erica Naone, Technologyreview.com, 9/18/2007](#)

## Evidence of Growth and Momentum

"Earlier this month, the partnership announcement from Microsoft Corp. and Sun Microsystems Inc. got industry observers talking, and most say the collaborative partnership makes perfect sense," writes *SearchDataCenter.com's* Bridget Botelho. "In mid-September, Sun signed an agreement to package, sell and support Windows Server OEM, and the two companies plan to collaborate on cross-virtualization capabilities." ["Sun and Microsoft deal signals a nod to reality," Bridget Botelho, SearchDataCenter.com, 9/24/2007](#)

Sun is #1 in Total Tape Automation factory revenue in Q2 calendar year 2007, according to IDC. ["Worldwide Tape Storage Market Share," 9/20/2007](#)

Sun grew year over year in the total UNIX disk storage systems revenue market and, for the 15th straight quarter, Sun held the #1 position in units shipped for UNIX disk storage systems market share, according to IDC. ["Worldwide Disk Storage Network Systems Market Share," 9/17/2007](#)

IBM joined OpenOffice.org, the open source community that includes Ubuntu, Redflag Chinese 2000 Software Co., Ltd., Red Hat, Sun, and others developing and distributing a free alternative to the Microsoft Office suite. OpenOffice has been downloaded 100 million times and is available in 100 languages. [OpenOffice.org Press Release, 9/10/2007](#)

## Evidence of Technological Innovation and Leadership

Sun Microsystems was honored as "Best in Class" for its awareness of the risks and opportunities of climate change, as well as the quality and effectiveness of its programs to reduce greenhouse gas emissions. [Press Release](#)

"The OpenEco framework holds great promise in helping companies and organisations work together to reduce global warming pollution,' says Andrea Moffat, director of corporate programs at Ceres." ["Sun launches carbon-cutting open Web community," ITWorldCanada, 9/25/2007](#)

Solaris ZFS won an *InfoWorld* Bossie award for the industry's best open source storage products. "As we noted in our review, ZFS is the best file system we've ever seen, and it belongs to the open source community." ["Best of open source in storage," Mario Apicella and Paul Venezia, InfoWorld, 9/10/2007](#)

Sun is positioned in the Leaders quadrant in Gartner's Magic Quadrant for User Provisioning, based on completeness of vision and ability to execute. ["Independent Analyst Firm Positions Sun in Leaders Quadrant for User Provisioning," Yahoo! Finance, 9/04/2007](#)

The NetBeans™ IDE won an *InfoWorld* Bossie award as "Best Enterprise IDE." "NetBeans stands out with great collaboration tools, a superior GUI designer, and good tooling for services-based development." ["Best of open source in software development," 9/10/2007](#)

Why we do it better than anyone else —

Sun focuses on what it does best: providing the most value, innovation and choice in network computing infrastructure.

How can we help you?

## Sun's Competitive Advantage

"Solaris Containers have provided a solid virtualization alternative for Sun Microsystems customers for some time," says Ovum's David Mitchell. "However, the recent upgrade now provides Solaris Containers for Linux applications. In essence, this allows Linux applications to run without modification - in a virtualized environment." ["Solaris – a Different Virtualization Tune," David Mitchell, Ovum, 8/17/2007](#)

"What was unique about this [Sun Fire x4450] server is the fact that it was the only 2U server shown yesterday with all the amenities you'd expect from a high-end 4-socket server to make an ex-IT guy like me blush," writes *ZDNet's* George Ou. "All the other servers from HP, IBM, Dell, Fujitsu, Lenovo were all 4U in size. ... Sun has shown that they're able to move beyond the realm of SPARC and do it with competence." ["Sun packs big bang in tiny 2U Intel 7300 16-core server," George Ou, ZDNet, 9/06/2007](#)

Sun announced the Sun Blade™ X8440 server module, the world's first blade server designed for AMD's latest quad-core Opteron processor, enabling customers to optimize their IT infrastructure to eliminate server sprawl and contain energy costs. ["Sun Announces World's First Blade Server Uniquely Designed for Quad-Core AMD Opteron\(TM\) Processors," MarketWatch, 9/10/2007](#)

In this review of the NetBeans IDE, blogger in Frid highlights its code completion characteristics, in-line documentation, "purdy colours," useful aids, and other reasons NetBeans outpaces Textmate and Eclipse as an IDE for Ruby on Rails. He writes, "I don't know of any other ide that has the feature set of netbeans when it comes to ruby on rails support. And even when one of its competitors has similar features, you can just guarantee that netbeans absolutely wipes the floor with it, in terms of implementation and ease of use." ["Netbeans: THE Best Ruby on Rails IDE," in Frid, Life on Rails, 8/30/2007](#)

## Sun Chosen Over Competition

Nova Scotia's St. Francis Xavier University switched from Red Hat Linux to the Solaris OS for increased speed, ease of systems management, and optimal price/performance in its high-performance computing system. With Sun servers, software, networking, and services, the university reinforced its role as a regional hub for academic research and enhanced its partnership opportunities with private industry, such as oil and gas companies. [Customer Profile](#)

The Ministry of Public Security of the People's Republic of China selected Sun over several other Fortune 500 vendors because Sun proposed the best system architecture and provided the best product performance and pricing. The ministry achieved faster access to records and greater security for sensitive information, while reducing server energy costs by 50%.

"Sun has provided us with a platform that gives us the performance we need and is highly reliable," says Gao Hai Min, director of the National Citizen Identity Inquiring System. "We will recommend Sun to other government agencies." [Customer Profile](#)

The German city of Heidenheim replaced its existing servers with two Sun Fire X2100 servers for its Web site promoting tourism. The city chose these servers because of their high rack density, excellent price/performance, ease of maintenance, and ability to run Linux without problems. [Customer Profile](#)

The Science and Technology Facilities Council chose Sun over competitors because of their positive relationship and the Sun StorageTek™ SL8500 modular library system's technical advantages. "Sun provided us with the enterprise-class storage we need to support some of the world's largest high-energy physics experiments on a 24 x 7 basis, delivering data nonstop at 250 megabytes per second," says the council's David R. Corney, division head of Data Services. [Customer Profile](#)

## What Others Are Saying

"With this [Eco Innovation Initiative] announcement, we see Sun ratcheting up its competitive positioning to highlight its holistic service strategy that exceeds the tactical approach of merely releasing point products for specific segments of the larger datacenter energy management and efficiency equation," writes analyst Clay Ryder of The Sageza Group. ["Sun launches Eco Innovation Initiative," 9/10/2007](#)

"[Solaris] Express Developer Edition [9/07] includes . . . tools that developers want, such as a snazzy graphical user interface," reports *IT Jungle's* Timothy Prickett Morgan. "More significantly, the Express Developer Edition now has a brand new installer, one that is driven by a graphical user interface and that is far more intuitive." ["Sun Enhances Solaris Developer Edition, Adds Support," Timothy Prickett Morgan, IT Jungle, 9/24/2007](#)

"I think [changing the stock symbol to JAVA is] symbolic of the company's complete transformation from server and workstation OEM to open-source software vendor," says *eWEEK's* Steven Vaughan-Nichols. "It's a gutsy move, but the real work has been happening for years." ["Sun Stock Ticker Catches Up with Reality," eWEEK, 8/24/2007](#)

"The [UltraSPARC] T2 is another example of Sun's out-of-the-box, perhaps a bit off-the-beaten-path, approach to the marketplace," says analyst Clay Ryder of The Sageza Group. "As history has shown, this approach is often the one that delivers the best ROI for Sun, and in the process its customers." ["Sun pushes integration with UltraSPARC T2," Clay Ryder, The Register, 8/28/2007](#)

## Get More!

Join a Sun community at [www.sun.com/communities](http://www.sun.com/communities)

See proven customer results at [www.sun.com/customers](http://www.sun.com/customers)

Keep up on Sun news and events at [www.sun.com/press](http://www.sun.com/press)