



SUN HEALTHCARE OEM PROGRAM
PARTNER UP. POWER UP.
SEIZE THE OPPORTUNITY.

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OPPORTUNITIES IN THE EXPANDING HEALTHCARE MARKET.

Today, healthcare represents an enormous industry, not just for patients and practitioners, but for providers—hospitals, clinics, labs—insurers, and IT organizations as well. Information such as medical records, eHealth services, and billing needs to be shared in real time. And it needs to be shared seamlessly across departments within an organization as well as with external partners, customers, and governments across geographies. This is a significant challenge. Yet it also represents a significant opportunity.

As healthcare organizations look to improve their business and customer-care flexibility and to reduce their overall costs, they need new and better solutions that will enable them to accommodate both their current and future needs. This means that for companies supplying solutions to meet these needs, one of their main challenges is ensuring that the solutions they create for today's technology will also work on the technology as it changes in the future. The key to meeting this challenge is in

developing strategic relationships with partners that have a proven track record of creating leading-edge solutions, specifically for the healthcare industry.

Sun is just that type of partner. And through our Healthcare Original Equipment Manufacturer (OEM) Program, we work with our OEM partners to help enable their continued success and growth.

Through an enhanced set of offerings and an expanded global OEM sales engagement and delivery model, Sun's Healthcare OEM Program makes it easy to do business with us.

Sun helps our OEM partners to succeed by providing an expanded set of cost-effective, leading-edge, innovative platforms and solutions that support the delivery of their high-performance, unique products to market. Our open, scalable computing products and solutions are designed to help you lower your product lifecycle costs, reduce your time to revenue, and increase differentiation of your products in your healthcare markets.

A PROGRAM THAT IS COOPERATIVE NOT COMPETITIVE.

By standardizing on Sun systems, you can gain economies of scale and cut costs. We provide you with a proven infrastructure that works—plus open access to unique, leading technological innovations such as OpenSolaris™ operating systems, Java™ technology, and chip multithreading—enabling you to focus your resources on your core business and delivering added value to your healthcare customers.

As a Sun OEM partner, you can select solutions that are preintegrated and pretested, maximizing your choice and flexibility. You'll get visibility

into our product roadmaps, so you'll know about changes and enhancements before they happen. This will help you to ensure that your solution works seamlessly on Sun technology even as it evolves over time. We'll even work with you to test your applications on future technologies. And you'll receive cost-effective global support through tailored support services and leading-edge tools, as well as specialized OEM offerings such as dedicated sales, pricing, supply chain, and distinctive product support throughout the product lifecycle.



PROVEN TECHNOLOGY. TRUSTED PARTNER.

Our industry-changing solutions—such as Java technology, the Solaris™ Operating System, and SPARC® technology—have been proven time and time again to be a boon for healthcare providers. Thousands of healthcare organizations worldwide depend on Sun technology for its reliability, stability, and scalability. For example, 37 percent of the world's data is stored on Sun storage systems.

Sun technologies are based on open standards, which helps to ensure maximum interoperability. Our use of open source technologies that prevent

vendor lock-in to proprietary technologies means no barriers to entry or to exit. So regardless of your existing environment, Sun remains one of the most secure, robust, and trusted platforms and partners in the industry.

In addition to our exemplary technologies, we help enable you, our partners, to sell more. We partner with you to enable your growth and success. And unlike many technology companies, we don't compete with you. We work with you, because when you succeed, we succeed.

MAKE THE MOST OF YOUR EXISTING INVESTMENT.

Our commitment to heterogeneous, multivendor environments makes Sun your partner of choice. Such heterogeneous environments are key to collaboration and facilitate rapid deployment of new solutions. It's no surprise that Sun now offers one the industry's only complete line of server and workstation products that support the industry gold standard for UNIX® software, the Solaris OS, as well as Microsoft Windows and open source newcomers such as SUSE and Red Hat.

We not only deploy one of the most comprehensive line of solutions, but also provide multivendor support service offerings designed specifically for our OEM partners. Since our inception, our strategy has been to go the extra mile and provide you with some of the most innovative, secure, and robust technologies—backed by outstanding global service and support.

One of our Healthcare OEM Program's goals is to help make it easier for your healthcare business to respond to emerging market opportunities. We can also help you improve the speed and accuracy of your Help Desk operation while you can enjoy a rapid return on your Sun Services investment, through more efficient access to, and leverage of, Sun's healthcare and technical expertise. It all comes down to state-of-the-art technology, a dedicated global sales team, and a simplified booking process.

SUN STORAGE TEK™ MEDICAL IMAGE ARCHIVE AND UTILITY OFFERINGS— EMPOWERING OEMS.

Sun is also driving increased momentum in the healthcare industry through enhancements to our OEM program for picture archiving and communication system (PACS) vendors. With 80 percent of new PACS implementations being outsourced in the U.S., the program creates opportunities for healthcare informatics organizations to collaborate with Sun in developing solutions for healthcare providers, payers, and regional and national healthcare organizations.

We're redefining the marketplace for OEM healthcare vendors with our Sun StorageTek™ Medical Image Archive solutions. These solutions are designed as an integrated platform that enables OEMs and system integrators to rapidly build and implement one of the most competitive PACS healthcare systems. Our technology supports the high-performance requirements of today's networked medical imaging and eHealth communities. By providing an expanded set of cost-effective, leading-edge, innovative platforms and solutions, Sun is helping to empower our OEMs and partners to deliver high-performance, differentiated products to healthcare providers and payers, while also delivering complete end-to-end solutions for end customers in the healthcare industry.

Sun StorageTek Medical Image Archive solutions are available in different sizes to accommodate small to large hospitals, while our utility models are designed for multitenant facilities with a focus on disaster backup capabilities. Both can be sold as separate services and provide a platform that facilitates linkage and integration with other core applications, including electronic medical records (EMRs), while enabling the reduction of capital costs and improved scalability by enabling a utility "pay-per-use" model. As with other OEM solutions, Sun's OEM offerings for PACS vendors include dedicated sales, pricing, supply chain, and product support throughout the product lifecycle.

MORE OF WHAT YOU NEED— WITH AN EYE TOWARD THE BOTTOM LINE.

Sun's Healthcare OEM Program extends far beyond traditional break-fix services by offering the specialized services you need wherever your customers are in their solution lifecycle. We can partner with you during your development, integration, and deployment phases to help you quickly respond to the growing demands of your customers and create competitive advantages for your business.

With the Healthcare OEM Program, your healthcare business can benefit from:

- OEM Product Support, built on standard, commercially available products. The OEM Group adds to and manages OEM Product Support. Two levels of OEM Product Support are available: for highly regulated markets and to support more standard product and market needs.
- OEM Engineering Support. You'll get detailed engineering and technical support to help ensure your success in developing solutions based on technology purchased or licensed from Sun.
- OEM Roadmap Visibility. For better support of your product lifecycle planning, you'll receive timely, detailed, and accurate information about planned product introductions and changes.
- OEM Product Change Management. You'll receive advanced communication of hardware and software product changes affecting form, fit, and function.
- Extended Product Lifecycles. All Sun OEM products allow for minimum product lifecycles and are supported by the Extended Availability Program (EAP).
- Early Developer Access Program. You can provide feedback to Sun product development and accelerate your own product development and time to market by receiving access to prereleased products, including prototype units, engineering support, design specifications, and other technical documentation.
- OEM Program Management. To further serve our OEM Partners, we handle lifecycle requests outside our standard commitments with program and process management.
- Online Services. The OEM PartnerWeb provides a one-stop, online Web service with 24x7 access to aggregated information and tools specific to our OEMs.



LEARN MORE. SHARE MORE.

Sun's Healthcare OEM Program helps enable you to make the most of your technology development and deployment. To discuss your healthcare business's unique opportunities and how you can engage the Sun OEM solution team, visit sun.com/oem, call 1-800-555-4SUN, or email us at healthcare_info@sun.com.