

Sun™ Retail Store Processor

The Store Server for Today's Retailer



Sun's Retail Store Processor enables retailer agility at a lower cost of ownership.

Highlights

- Provides choice of OS through industry standard x64 architecture
- Enables agile retail operations with remote provisioning and rollback
- Future expandability with best-in-class performance
- Protects investment with compatibility
- Reliability from redundancy and remote monitoring
- Lowers barriers to entry through low cost

The right customer experience at the right cost

Retailers have always known that in order to survive, they need to keep costs in check. In today's extremely competitive landscape, retailers realize that in order to thrive, they need to target a specific market segment with a brand experience that both attracts and keeps profitable customers. From an operational perspective, the reality of today's distributed retail enterprise requires networked information technology solutions to create and execute this customer experience. Nowhere is this more crucial than in the store, where the customer makes the most important decision: walk or buy.

To succeed, retailers must rely on their information technology infrastructure to frequently roll out new capabilities, and monitor them for success in real-time. Additionally, the deployment of these new capabilities must be cost effective and simultaneous over a large number of locations. Unfortunately, yesterday's infra-

structure is not up to the challenge. Retailers are held back by inflexibility, and taxed by complexity.

Sun Retail Store Processor: flexible, powerful, affordable

Sun's Retail Store Processor is an affordable in-store server with the horsepower to support an ever-expanding array of applications, combined with comprehensive management and monitoring capabilities. With the Sun Retail Store Processor in each location, an entire retail enterprise can do more than keep up, it can change overnight to meet and exceed consumer expectations. A consistent customer experience is assured, financial risk is reduced, errors are removed and IT staff can be redeployed from constant maintenance tasks to value-added IT development.

Agility: architect for change

The old approach won't cut it. Agility, the ability to react quickly to market trends, is a requirement for today's retailers. The Sun Retail Store Processor enables automated

application updates, removing the reliance on in-store personnel, reducing risk and cutting management overhead. This gives a retail operation the tools to achieve agility, when rolling out new promotions or adding a new in-store capability, without unacceptable IT infrastructure failures. It also offers best-of-breed remote monitoring capabilities that proactively watch key performance indicators on the box. If an update is required, on-site visits are minimized to speed response and contain costs. These remote management capabilities enable centralized IT personnel to update the system down to the OS and firmware, reducing response time and increasing availability at lower costs.

It's your choice

Retailers insist on choice. That's why the Sun Retail Store Processor is based on x64 technology. x64 provides a standards-based platform that allows you to run the operating system, applications and peripherals of your choice. Windows, Linux and the powerful Solaris™ 10 all are certified. Compatibility with today's standards protects a retailer's investment in technology. When upgrading, it's no longer necessary to trash useful components, as the x64 platform is designed for compatibility.

Headroom for tomorrow

With some of the other platforms out there, adding capabilities means upgrading hardware, or even adding additional servers. The Sun Retail Store Processor is the most powerful server of its kind, outperforming everything in its class.* Combine that with support for virtualization technologies, and you're instantly ready for the next generation of retail applications, even the ones you haven't thought of yet.

Low cost to own

With entry level x64 servers starting at \$745, the Sun Retail Store Processor is inexpensive to buy. Engineered for reliability and serviceability with redundant and hot-swappable components, it reduces maintenance costs. Plus, with Integrated Lights Out Management that monitors key performance indicators and alerts your help desk before a system outage occurs, it almost eliminates the occurrences of unplanned outage. This all adds up to an extremely low total cost of ownership.

Act now

The retail landscape is changing. The store server is the linchpin of a retailer's strategy to deliver the right customer experience. Sun has the right products, partnerships and expertise to help you deploy the right infrastructure and stay ahead of the competition.

Learn More
For more information about the Sun Retail Store Processor's capability to power your retail enterprise go to: sun.com/retail

DISCLAIMER: *The comparison is based on SPECfp_rate2000 benchmark results as of 08/30/05. For the latest benchmark results, visit <http://www.spec.org>

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