



A POWERFUL WEB INFRASTRUCTURE IS
HEADS ABOVE OTHERS

THE SUN WEB BUSINESS PLATFORM TAKES YOU TO NEW HEIGHTS



HOW HIGH CAN YOU SOAR?



Providing your consumers and communities with the best possible Web user experiences can advance your success and growth, and Sun has the expertise, product portfolio, services, and solutions to help you get there. With more than a billion people now using the Internet, the opportunity to reach more customers and sell more products has never been greater, and prospects continue to grow rapidly as more and more people go online to blog, text, shop, download, and email every day. The possibilities are virtually endless; however, you might have a hard time capitalizing if your technology can't keep up with the exploding demand for online services.

BLAME IT ON YOUR WEB INFRASTRUCTURE

In many organizations, a complicated combination of unwieldy, inefficient equipment makes provisioning, service deployment, and management difficult. Additionally, the high costs and resource requirements for power, cooling, and real estate can affect your bottom line and your ability to efficiently serve customers.

IT'S TIME FOR A CHANGE

Seizing the opportunities presented by the Internet requires a solid, reliable, scalable Web infrastructure. The system must be engineered for quick and secure delivery of new services, high performance, and availability. It needs to be open enough to quickly adopt new technologies as well as support existing equipment, including your choice of operating systems (OSes). And it has to be easy to manage and maintain.

SUN WEB INFRASTRUCTURE

> BUILD > OPTIMIZE > PROTECT

Regardless of the business you're in, you need a cost-effective, adaptable, and secure Web infrastructure to handle explosive Web services growth and protect your valuable business assets. Sun can provide you with the efficiency and scale you need to expand your business securely using the Web, with integrated, end-to-end solutions based on proven innovation and solid experience. We can help you build, optimize, and protect your Web infrastructure for now and the future. Our offerings enable you to field a highly efficient and scalable Web infrastructure for increasingly sophisticated and diverse Web-based applications and services.

Take the first step toward moving beyond existing limitations, and take your Web to new heights. Learn more about how you can build, optimize, and protect your Web infrastructure with Sun's end-to-end portfolio of solutions.

> **Visit sun.com/newheights**

BUILDING THE RIGHT WEB INFRASTRUCTURE DOESN'T HAVE TO BE SCARY



BUILD

All the building blocks you need

Today's intense competition demands Web infrastructures that are capable of rapidly supporting new online services that offer customers rich value, whether those are traditional Web services, innovative community offerings, or Enterprise 2.0 environments. Sun can provide every component for building a Web infrastructure, starting with support for the three most prominent OSes used on the Web: the very popular Linux distributions, the ubiquitous Microsoft Windows operating environments, and the free, open-source Solaris 10 OS. Sun has earned a reputation for OS flexibility, which is now stronger than ever with the recent expansion of Sun's strategic alliance with Microsoft.

The Solaris 10 OS is supported on more systems than any other OS — more than 1,000 including x86/64 and SPARC servers — and offers specific advantages for the Web over AIX, HP-UX, Windows Server, or Red Hat Linux. You also have the option to choose the powerful OpenSolaris OS, a rich, coherent platform for developing and running applications, based on open community development and support. The SAMP (Solaris + AMP) platform is

also the most robust open Web application stack available.

Support for all three leading OSes is matched with powerful Web applications such as MySQL — the world's most popular open-source database — as well as tools that make Web service deployment easy, such as NetBeans software, with out-of-the-box support for the Java Platform Enterprise Edition and GlassFish; asynchronous JavaScript programming language and XML (AJAX); and other Web tier technologies such as lighttpd, Postgres, Ruby, Ruby on Rails, AJAX, jMaki, Phobos, Perl/PHP, and NetBeans Visual Web Pack. We also leverage the most popular open-source applications to ease integration and flexibility, and offer our Web 2.0 kit to help you understand the differences among these various Web technology stacks and infrastructure applications. Plus, Sun strongly supports both open developer communities and developers in the field. It's all designed to help you speed time to results and streamline the development process.

We provide a variety of additional software offerings to help make your Web services more effective and secure, including Sun's next-generation WebSynergy aggregation and presentation

IMPROVE YOUR BUSINESS RESULTS

Sun can solve today's business challenges with a powerful suite of open standards-based products that are designed to work together. We offer a host of developer tools, software, systems, and services to help make your rich Internet applications consistently powerful across platforms. Using these, you can:

- > **Build highly efficient, scalable systems**
- > **Optimize the ones you already have**
- > **Protect your entire Web infrastructure**

Sun's enterprise-class products and capabilities feature leading-edge tools and software, including MySQL, designed to speed and simplify Web service delivery; Sun's innovative x86/64 and SPARC servers; support of Linux, Windows, and Solaris environments; and Sun Open Storage solutions — all of which can help businesses rapidly scale to handle the explosive growth of today's Web economy. These are combined with services to help you optimize Web

performance, achieve high availability, securely architect and design Web applications quickly, and resolve larger datacenter issues identified with Web infrastructure sprawl. You'll benefit from superior performance and secure, fast deployment of Web services, all while reducing power consumption by up to 40 percent and space requirements by up to 60 percent. Sun can help you radically change the economics of Web services delivery.

framework, the Project Kenai hosting system for free software projects, the browser-based zembly platform for easy collaborative creation and hosting of social applications for the most popular social platforms on the Web, Sun Identity Manager for role-based provisioning, and the Sun Java System Web Server — the world's leading enterprise-class Web server, with a single secure infrastructure for all Web technologies and applications.

Sun offers hardware solutions to get you up and running fast. Your datacenter can be more effective than ever with systems built on processors from Intel and AMD, as well as CoolThreads technology-based servers — the industry's fastest, most energy-efficient, and most scalable systems for the next-generation Web. Sun servers offer the flexibility of OS choice, and multiple OSes and architectures in a single infrastructure, as well as the powerful combination of Sun servers with the Solaris 10 OS. Enhanced flexibility means that you can build the right solution on the right platform, the first time.

The Sun Customer Ready program can integrate your systems based on Sun and third-party products before they're shipped,

helping to simplify your implementation, accelerate your deployment, and reduce risks for your project. You can choose from Sun's architected systems or have us build to your specifications. Either way, the program can reduce time to deployment by up to 90 percent and early-life fail issues by up to 80 percent.

Our service representatives are also ready when you need them. We can streamline your building process with the Sun Java Enterprise System (JES), a combined package of components and services that speeds deployment. Sun offers a wide range of support programs for both MySQL and the Solaris 10 OS that can scale to meet the unique needs of your organization. We offer learning services to help your IT personnel quickly and completely exploit the value of Sun technology. And, if you need assistance developing Web services, our dedicated Sun Developer Expert Assistance Service can provide 24/7 online code support, diagnostic advice, and answers to programming questions — keeping your projects moving at top speed in the right direction.



TO GET READY FOR THIS WEB JOURNEY, BE PREPARED FOR ANYTHING

OPTIMIZE

Optimizing for the Web

Optimizing your Web infrastructure can not only improve your profitability but also profoundly affect your organization's ability to reach higher goals. With Sun offerings for optimization, you have the power to introduce advanced online capabilities that can fuel explosive growth and build brand loyalty. Your Web infrastructure can be virtualized and consolidated, leveraging eco advantages and virtualization technologies that focus on cost, efficiency, agility, and utilization. Additionally, you can enhance visibility into your customers' viewing habits to help you improve your Web services offerings and resultant customer relations.

For example, the Solaris 10 OS has built-in capabilities for streamlining and enhancing the virtualization and centralized management tools that your datacenter needs to optimize Web services. Innovative features such as Solaris Containers enable you to consolidate multiple servers onto one, run Apache and other Web applications more securely, and better support the innovative SAMP stack of open Web applications — and ultimately do more with less equipment. And, using Sun's free and open Logical Domains (LDoms) to virtualize server resources, instead of proprietary virtualization technologies, can save you significant costs per server. Sun also supports virtualization solutions from Microsoft, VMware, and the industry-leading MySQL database, along with the powerful global support of MySQL Enterprise, which can reduce database licensing costs by as much as 90 percent.

Designed to provide the highest possible throughput, capacity, and scalability of any competing alternative, Sun SPARC Enterprise and x86/64 servers provide superior compute power, high density, and eco efficiency. Plus, Sun Blade modular systems can enable you to move away from vendor lock-in to a futureproof, scalable datacenter, while Sun Open Storage solutions provide

massively scalable, extremely available and reliable data storage that's cost effective and eco friendly.

You can also enhance manageability and service levels, as well as reduce costs and footprint size, with Web tier consolidation. The Sun xVM portfolio simplifies and streamlines virtualization, enhancing utilization and easing consolidation. Expert consultants from Sun Services can help you to select the right systems and software for your datacenter, to maximize throughput with minimal infrastructure. What's more, a foundation of Sun x86/64 and chip multithreading (CMT) servers, which leverage the secure efficiency of the Solaris 10 OS and Sun JES, can ease your consolidation efforts and help you attain maximum ROI.

To improve your Web services, you need deeper insight into your customers' Web viewing behavior. Sun offers products and services that can help make user behavior more transparent. From the integrated clickstream analytic tools, database software, systems, and services of Sun Web Analytics solutions to the Sun Java System Web Proxy Server, which can help solve the problems of network congestion and slow response time, Sun's offerings can help you clearly see how your Web site is doing, how your products are doing, and ultimately how your customer relationships are doing.

You can also introduce Sun systems into your existing environment to break performance bottlenecks and optimize resources, especially with the superior throughput of technology. Sun's open approach, with easily integrated products built on open standards, offers faster, easier, and more cost-effective large-scale Web deployment.

Sun Enterprise Installation Services offer expert consultation prior to installation, including how to properly design and tune your MySQL servers, schema, queries, and replication setup to maximize performance and availability. Sun training and certification

can improve expertise and strengthen the performance of your IT team, while Sun Interim Operations Management, Sun Application Migration Services, and the Sun Enterprise Migration Suite help streamline your transition to a Sun solution.

A crucial part of Sun migration services is the OS Transition Program, which simplifies and streamlines your move to a faster, more secure, and more efficient Web tier environment. This comprehensive solution helps to address the concerns associated with a Red Hat Linux platform, such as an uncertain roadmap, increased costs due to licensing and support, and greater power, space, and cooling requirements.

PROTECT

Sun solutions designed to secure and protect

Today's forward-thinking organizations are discovering the exceptional benefits of opening their Web infrastructures to customers, partners, and vendors, but they also recognize the need to do that in the safest and securest ways. It's important to achieve the right balance for enabling easy, appropriate, and authorized access while preventing hackers from threatening your business.

Sun can protect your Web infrastructure, safeguarding business transactions, data, and processes from intrusion while leveraging existing resources. Our security solutions address today's most serious protection, privacy, and compliance needs and can secure your enterprise by seamlessly controlling access to sensitive applications. The Solaris 10 OS provides a number of security features as well, including role-based access, Solaris Containers, and LDoms.

Sun offers a complete suite of identity management offerings that can simplify Web access through single sign-on (SSO) access and make it easy to implement security standards across the board. Sun also provides the Sun Web Encryption Server, the Sun Message Security Solution for Symantec Brightmail Software, and numerous other products and services to help protect your Web infrastructure. All help to ensure greater productivity, reduced risk, and better utilization of existing resources.

Sun Managed Operations for Security provides a complete and robust IT infrastructure security solution based on Information Technology Infrastructure Library (ITIL) standards, to help

WHEN IT COMES TO SAFEGUARDING YOUR WEB ASSETS, IT'S ALL OR NOTHING



reduce network and systems vulnerability — and its risk to your business. Sun security experts can monitor and manage all of your end-to-end network security devices, including firewalls, virtual private networks (VPNs), and intrusion detection and prevention systems (IDS/IPS), removing the burden from your IT staff. What's more, Sun Professional Services can help you to create and implement the most effective and leading-edge security strategies.

REACH NEW HEIGHTS FASTER

The Sun Web Business Solutions Platform is the right choice, whether you're planning to **Build** a Web infrastructure to speed new Web projects or businesses to market, **Optimize** your datacenter to improve efficiencies and better meet user expectations, or **Protect** your Web environment to provide secure online services for customers, partners, vendors, and employees. Sun leverages decades of experience and powerful innovation to help your Web infrastructure take you to new heights of success.

TRY IT OUT

Why not take a look? Sun's Try and Buy program enables you to test dozens of Sun servers, workstations, and storage systems at your own site for up to 60 days — with no cost or obligation. You even get free Sun support. Most everyone qualifies, and we pay all shipping costs — so it's really, truly free.

TAKE THE NEXT STEP

 **Visit sun.com/newheights**



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