



WHEN GREAT IDEAS are SHARED  
**ANYTHING IS POSSIBLE.**





WELCOME TO THE  
**PARTICIPAT**



Connecting Communities

ION AGE.

**WE'VE STAYED TRUE TO OUR VISION.**  
**THE NETWORK IS THE COMPUTER™.**

Nearly a quarter century ago, Sun was founded with one driving vision. A vision of connecting everything, no matter who built it, and everyone, no matter where they are. A vision of technology that works for people — not the other way around.

It's all about sharing and innovating in order to design and develop the best technologies that drive the Participation Age.



Right from the start, we pioneered the ideas of open standards, interoperability, heterogeneity, and participation, and brought together people from everywhere around the world by building on a foundation of open communities. It was a radical concept at the time, but one that has flourished the world over.

Throughout the years, we developed technologies and products that power everything from mobile phones and smart cards to supercomputers and the Internet. And we've shared our technologies with the worldwide community.

Today, we power the Participation Age — the increasingly interactive and collaborative successor to the Information Age — where the network no longer simply serves consumers or businesses, it creates opportunities. We provide the breakthrough products, technologies, and services customers need to connect to those opportunities.

- The Solaris™ Operating System is the #1 UNIX® OS — and we've shared it with the world by open sourcing our code at [opensolaris.org](http://opensolaris.org).
- In just ten short years, Java™ has become the world's #1 programming platform. Today there are more than 4.5 million developers creating the next generation of applications.

- The addition of our new StorageTek™ brand offers customers the industry's broadest portfolio of storage and data management solutions for storing information securely, managing it intelligently, and providing ready access to it.
- Our UltraSPARC® and AMD Opteron™ processor-based Sun Fire™ systems have radically changed how industry-standard servers are thought of, with lower prices, increased performance, and greater energy efficiency.
- Sun™ Grid is the ultimate instantiation of our vision. It allows customers to purchase computing and storage power as they need it, without the long-term costs of capital ownership, management, support, and real estate.

Our vision that The Network is the Computer™ has never been more true than today. And it continues to be at the core of everything that we do.



# **BUSINESS GROWTH THROUGH SHARING.** **WE JUST LOVE A GOOD PARADOX.**

We believe ideas need not be proprietary. In a free and open marketplace, the best ideas win. So we share ideas, expertise, technology, and opportunity — to destroy the barriers to access and participation and to drive economic value.

Each day, more participants join the network.  
More services are delivered over the Internet.  
The market demands the best infrastructure  
technology. And Sun answers the call.



In the Participation Age, businesses not only expect their CIOs to provide high-quality, secure services, but also to help exploit new opportunities made possible by today's pervasive networks, new business models, and near-universal access. CIOs need to:

- Manage the explosion of data
- Improve business process intelligence
- Ensure security and compliance
- Increase energy efficiency
- Improve infrastructure flexibility

We specialize in helping customers attain their goals through four principles:

#### 1. Simplify and Standardize

We have the expertise to design a highly flexible, modular, secure network infrastructure using standardized components.

#### 2. Make IT a Competitive Advantage

We can help achieve better alignment of IT investments and business priorities.

#### 3. Demand Open and Interoperable

By leveraging open standards, we offer greater choice and control through incredibly low-cost barriers to entry — and zero barriers to exit.

#### 4. Build in Security and Compliance

We help ensure system security and compliance by building identity management into everything we do.

Whether it's running lightening fast simulations, protecting national security, offering new wireless and broadband services, or processing online transactions, Sun delivers the solutions to help you build a smarter enterprise.

#### EBAY

With millions of transactions a day, eBay needed a leader in scalability and availability to support their growing community. That's why they chose Sun's Java technology to power their applications and Sun servers, storage, and software to drive their massive e-commerce engine.

#### ATHENS INTERNATIONAL AIRPORT SA

Athens Intl., the number one international airport, features state-of-the-art technology to handle over 16 million passengers. They selected Sun to design and install their portal infrastructure, and chose Sun servers running the Solaris OS for their mission-critical systems.

#### GUANGDONG LOCAL TAXATION BUREAU

To implement a province-level, centralized taxation management information system, China's Guangdong Local Taxation Bureau looked to Sun. The Bureau chose Sun Fire servers and the Sun Java Enterprise System for the scalability, performance, portability, and openness critical to the project.

#### EGG

Egg is the world's largest pure online bank, and they rely on Sun. Egg chose a Sun infrastructure to run their new customer data warehouse, dramatically reducing time to market while enabling the expansion of their marketing, risk, and compliance capabilities.

#### KOREAN MINISTRY OF EDUCATION & HUMAN RESOURCES

The Korean Ministry chose Sun as the leading systems supplier for their National Education Information System project. With Sun Fire systems running the Solaris OS, Sun is helping the Ministry improve teachers' working environments and increase the efficiency of educational administration.

#### T-MOBILE

T-Mobile International chose Sun to power their next-generation service delivery customer portal. Using Sun's Solaris OS, identity and directory software, storage systems, and Sun Fire servers, the t-zones portal will process purchases via the T-Mobile customer portal across Europe.

#### UNIVERSITY OF GRAZ

Founded in 1585, the University of Graz in Austria has 21,000 students, 72 scientific institutes, and 2000 scientists. The University uses Sun's Grid solution, with its independent single clusters, to achieve high-performance computing that's scalable, fast, and highly reliable.

#### ATENTO

To create their new-generation contact center, Atento Brazil, a division of Telefonica S.A., chose Sun. Using Sun Fire servers, Sun Ray™ clients, and LDAP software, Atento's goal is to optimize average service time, reduce recurrent costs, and guarantee secure mobility for employees.

#### TV4

Sweden's second largest television network, TV4 enhanced the value and security of its digital media assets with a Sun Content Infrastructure System. The Sun system is expected to deliver 100% ROI in three years and a 20% TCO reduction.

#### MAJOR LEAGUE BASEBALL

A strategic technology alliance between Major League Baseball Advanced Media and Sun brings baseball to the millions of fans around the world, wherever and whenever they want it. The result is the Internet's most successful broadband Web portal devoted to professional sports.



# OPEN COMMUNITIES. OPEN STANDARDS. OPEN SOURCE. WE OPEN THE WORLD TO TECHNOLOGY.

We have steadfastly believed in building communities to develop markets and drive innovation. Sharing our ideas with the developer community is key to building opportunities.

“Sun is taking its own ‘Share’ marketing campaign seriously and working more closely with competitors than it ever has in the past. Agreements with EMC, IBM, and Microsoft reflect a new day at Sun — Sun is sharing code, resources, and even customers. Sun’s customers will get more choice with fewer compromises and smaller integration headaches than ever.”

— Forrester Research, June 2005  
Michael Goulde, Richard Fichera, and John R. Rymer  
*Sun Keeps on Fighting — By Sharing*





Our beliefs in openness and sharing have been instrumental in our ability to create and deliver solutions that help customers be successful. In fact, you could say that we were founded on these beliefs.

Our first workstation was built using off-the-shelf parts, including BSD UNIX and TCP/IP, the protocol that drives the Internet. And it didn't stop there. From NFS to NetBeans™, Java to Jini™, StarOffice™ to OpenOffice, Solaris to OpenSolaris™, we've continually created technologies that have changed the world. And we've shared our technologies with the world — to encourage innovation and participation.

- As the largest commercial contributor of open source code, and with more than 1600 patents delivered to the community at large, we are invested in sharing technologies to create and foster communities.
- By sharing Java technology and taking part in the Java developer community, great minds worldwide have made Java the most popular platform of all time.
- The Java platform has attracted over 4.5 million software developers, and is used in every major industry segment worldwide. With its versatility, efficiency, platform portability, and security, Java

technology powers more than 3 billion devices, including over 700 million PCs, over 1 billion mobile phones and other handheld devices, over 1.25 billion smart cards, and a host of set-top boxes, printers, games, and more.

- Java technology has become the essential ingredient of the digital experience for hundreds of millions of people across the planet. Java.com is the interactive entertainment destination where over 14 million visitors each month experience the full power of desktop and mobile Java technology firsthand.
- We deliver our Solaris 10 and OpenSolaris Operating Systems and developer tools across the world, with no barrier to adoption — or to building the future.
- We open-sourced the StarOffice suite, contributing 7.5 million lines of code and making it available free at OpenOffice.org. And we continue to actively support ongoing development.
- The Java Community Process™, NetBeans, Project Looking Glass, Liberty Alliance Project, Jini, JXTA™, java.net communities, and openmediacommons.org have all challenged convention, captured imaginations, and driven innovation.



# IS IT REALLY CODE IF OVER 4.5 MILLION PEOPLE SPEAK IT EVERYDAY?

Developers are the backbone of open communities. They create new possibilities, inspire thought, and drive innovation.



## Java Everywhere

Java technology provides developers with a fully developed community — the largest and most active on the planet. There are more than 4.5 million developers, architects, and programmers, thousands of independent developer Web sites, and hundreds of providers. Plus, there's the Java Community Process, an open, all-inclusive community of over 800 members helping shape the direction of the Java platform.

Java technology readily harnesses the power of the network because it's both a programming language and a selection of specialized platforms. It standardizes the development and deployment of the kind of secure, portable, reliable, and scalable applications organizations require today.

From the Mars Rover all the way to your mobile phone, Java technology is changing the world around us, and beyond. It's used in practically every major industry, from education, government, and space exploration to transportation, finance, telecommunications, and more. It enables applications and products of all kinds to do something truly unique and incredible: Interact. Communicate. Animate. Integrate. Protect.

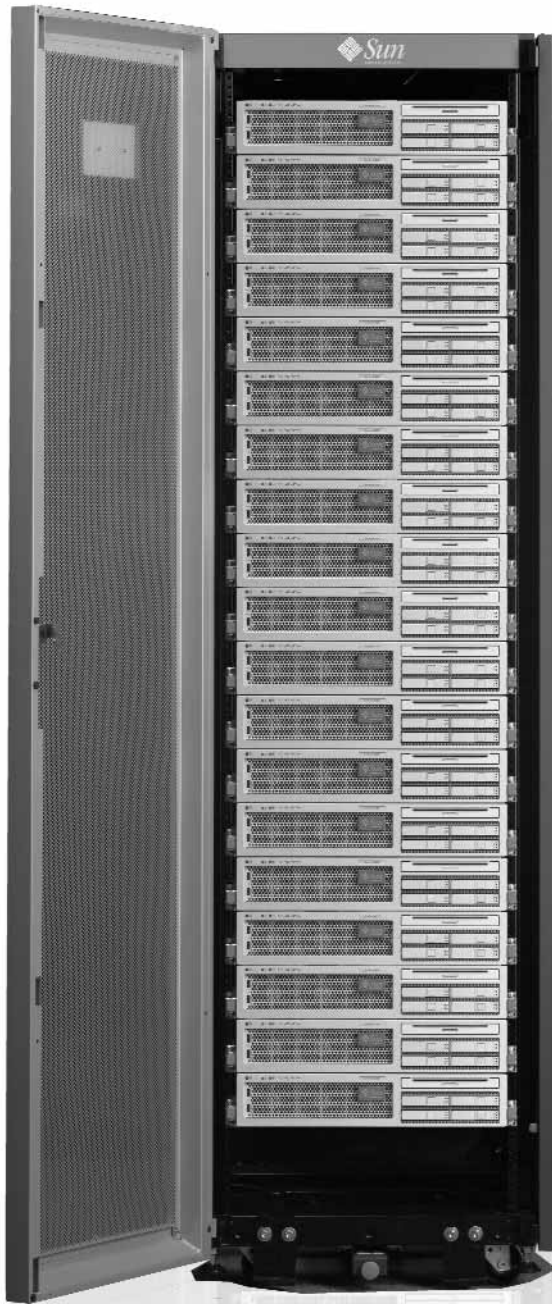
When you really look at it, Java is everywhere.

## Tools of the Trade

We offer a range of powerful, intuitive, easy-to-use tools and technologies — available as standalone products or as components of a greater Enterprise System — to help developers rapidly create applications and Web services across multiple platforms. And we support three operating environments — Solaris, Linux, and Windows — giving developers the freedom to choose the right platform for the right job.

- Sun Studio is our latest and best developer tool suite for the development and deployment of enterprise C, C++, and Fortran applications for the Solaris OS on UltraSPARC, x64, and x86 platforms.
- Sun Java Studio Creator is an easy-to-use, visual integrated development environment (IDE) that lets developers leverage the power of the Java platform to deliver business-critical applications.
- Sun Java Studio Enterprise provides a complete and enhanced develop-debug-test-deploy solution, and includes integrated code-aware developer collaboration that can dramatically increase team productivity.
- NetBeans is the leading free and open-source IDE, and it's also at the core of our Java developer tools.





# EVERYONE, EVERYTHING, EVERYWHERE **NO ONE EVER ACCUSES**

For the enterprise, the Participation Age will drive economic growth.

Whether it's servers or desktops, software or storage, Sun systems offer a consistent design that's based on over 23 years of experience in network computing. We solve with technology what others solve with people, saving time and money.

Sun Grid Rack System

Sun Fire Server

Sun Ultra™ Workstation

Sun Ray Client





ERE PARTICIPATING.

# ED US OF THINKING SMALL.

omies of scale: more participants, more volume, and greater cost savings.

## SYSTEMS

From stateless desktop clients to high-performance servers to entire computing grids, we power the world's most demanding businesses.

- Sun Fire x64 multi-OS servers are setting new standards for power efficiency and performance. These low-cost, industry-standard systems offer a secure yet flexible platform for expansion, provide both 32-bit and 64-bit compatibility, and give you the flexibility to run the OS of your choice — Solaris, Linux, or Windows. For customers who want an integrated compute cluster, the Sun Grid Rack System integrates all of the key system components for faster deployment at a lower risk.
- Our new UltraSPARC T1 processor with CoolThreads™ technology is the industry's first multithreaded processor designed for eco-responsibility. With the high-performance, energy-efficient UltraSPARC T1 processor, our new Sun Fire servers will set new industry standards in power, cooling, and performance, and will address the skyrocketing energy costs in the data center.
- Sun Fire servers powered by UltraSPARC processors and the Solaris OS deliver the high performance, massive scalability, and high availability required by mission-critical network computing. Through the unique combination of the SPARC® architecture and Solaris OS, these servers provide unrivaled binary compatibility and IT investment protection.
- Sun workstations deliver the power to handle interactive tasks such as MCAD/MCAE, visual simulation, rendering, and software development. And Sun Ray ultra-thin clients provide an interoperable desktop solution that dramatically reduces maintenance, upgrade, and operational costs.
- Sun Grid delivers true utility computing, allowing you to purchase computing and storage power as needed while transferring ownership and management risk to Sun. Sun Grid Compute Utility offers standardized, security-optimized compute resources for just \$1 per CPU-hour, while Sun Grid Storage Utility provides secure Internet data replication and recovery, 24x7 access to off-site storage, and unlimited scalability, all for just \$1 per GB-month.



Sun Fire Server

## SOFTWARE

Our software strategy is simple: provide you with easy, no-cost access to the enterprise software you need. That's why we offer a proven portfolio of open, integrated, and interoperable software, available individually or as a complete system, that runs across multiple platforms and environments.

- The Solaris Enterprise System is the industry's most complete, free, and open infrastructure platform. It combines and integrates a wealth of Sun's award-winning and open-source software, including the Solaris OS, Sun Java Enterprise System and Sun Java System Suites, Sun N1™ management software, Sun developer tools, and more. With the Solaris Enterprise System, we've given customers no-cost, unencumbered access to the most powerful and sophisticated enterprise software system on the planet.
- Solaris is the most advanced OS. It provides leading innovation with proven scalability, availability, performance, and security on UltraSPARC, x64, and x86 platforms. Companies can depend on the Solaris foundation to build and manage business- and mission-critical services, with the peace of mind that Solaris applications are guaranteed to run on all new Solaris releases.

- The Java Enterprise System is a revolutionary, subscription-based approach to infrastructure software that can help enterprises save millions in software license fees and operational costs. It delivers the core enterprise applications and tools necessary to manage everything from development through deployment. Available for multiple platforms — including Solaris, Linux, HP-UX, and Windows — customers can choose the fully integrated Java Enterprise System or from six individual Java System Suites that more specifically target their critical business challenges.

**Solaris Enterprise System**  
**Solaris 10 OS**  
**Java Enterprise System/Java System Suites**

- Java Application Platform Suite
- Java Availability Suite
- Java Communications Suite
- Java Integration Suite
- Java Identity Management Suite
- Java Web Infrastructure Suite

**Sun Java and Sun Studio Developer Tools**  
**Sun N1 Management Software**

- With Sun N1 systems management, customers can automate provisioning tasks and manage their business services — as well as the systems on which these services run.
- Sun Secure Global Desktop Software allows applications running on Solaris, Linux, HP-UX, AIX, and Windows platforms to be seamlessly and securely delivered to a wide variety of client devices.



Sun StorageTek Tape Library



## STORAGE

We are a storage market leader, and we protect and manage more digital archived data around the world than anyone else. With a comprehensive portfolio of storage and data management products, coupled with world-class service, we provide integrated solutions that enable customers to simplify their IT infrastructure, reduce costs, and manage data intelligently and securely from creation to deletion.

- Sun StorageTek products are trusted to store and manage more of the world's archived data than any other storage provider. Our extensive tape portfolio covers a full spectrum of needs, with solutions ranging from standalone tape drives to libraries with over 300,000 cartridges to virtual tape libraries. Our innovative tape systems efficiently manage storage resources, consolidate inefficient backup methods or data centers, and provide a comprehensive storage strategy to address your business objectives.
- We offer a wide range of industry-leading storage arrays designed to meet your storage requirements — from the desktop to the data center. From direct-attached workgroup storage to network-attached departmental and enterprise storage to full-scale SAN-attached data center storage, we deliver one of the most complete storage portfolios in the industry. With our best-in-class solutions, you can manage, protect, access, and store your business information across a heterogeneous environment — securely and safely.

- Our complete portfolio and leading security capabilities provide a comprehensive and secure foundation for information lifecycle management. Through a holistic approach, we help customers develop all-inclusive ILM strategies that reduce risk and manage content complexity in the enterprise. Our ILM solutions address every aspect of data throughout the information lifecycle, helping organizations leverage information for maximum growth and revenue.



## SERVICES

We believe our customers should be able to focus on business needs rather than on running data centers. Because delivering customer satisfaction and shareholder value are far more important. When IT is delivered as a service, the services themselves can become transparent — simpler, automated, and user oriented — enabling customers to concentrate on their business. At Sun, we believe the data center of the future is a service, not a physical place. And that future is quickly becoming reality.

- We provide a worldwide services portfolio designed for reliability, availability, manageability, serviceability, and growth. Our services scale with technology rather than consultants, helping customers focus on their core needs.
- Our managed and utility-based services, assessments, and workshops exemplify choice, value, and control. Sun BluePrints™ guidelines, Reference Architectures, and Customer Ready Systems help reduce risk and complexity of deployment and provide investment protection and peace of mind.
- To better link customers, partners, developers, and Sun, we built Sun™ Connection. This always-available, secure connection delivers intelligent, network-based IT services through a simple yet powerful interface.

# IT'S NOT A POPULARITY CONTEST, BUT WITH 20,000 PARTNERS, WE'D PROBABLY WIN.

We team with partners to provide innovative, integrated solutions and offerings that deliver results.

“Oracle’s software runs reliably and economically on Sun systems, providing our joint customers with high-performance, high-availability solutions that address their core business issues. Powerful, world-class offerings are our commitment.”

— Doug Kennedy  
VP of Worldwide Alliances and Channels  
Oracle Corporation





There's no question that partnering is a key to success in the Participation Age. No single vendor has the resources to go it alone and deliver end-to-end, best-in-class solutions.

**Sun and AMD** have created a strategic alliance to deliver high-performance, industry-standard x64 servers for the enterprise.

**Sun and Microsoft** have established a technology collaboration that enables platform interoperability.

**Sun and Fujitsu** have expanded a two-decade strategic relationship to deliver best-in-class servers for all possible network computing workloads.

**Sun and Oracle** have collaborated for over two decades on delivering secure, reliable, and scalable enterprise-class solutions to customers worldwide.

**Sun and SAP** help customers deploy services-based, enterprise-scale business solutions, allowing organizations to better connect with their customers, suppliers, partners, and employees.

**Sun and Google** are working together to accelerate the creation and distribution of the technologies and tools of the next-generation Web, and growing the whole ecosystem.

### Partners Share in Our Success

Sun partners sell some of the most sophisticated and complex technologies available today. In addition to working with partners in technology creation and sharing, we also work closely with ISVs, who deliver software applications that run on Sun platforms, and OEMs, who embed or bundle Sun technologies in their own hardware.

With the Sun Partner Advantage Program, our network computing vision and experience, industry best practices, and the collective wisdom of the partner community come together to help companies to compete successfully in a challenging marketplace. We devote significant resources to working with service providers, who deliver network services to their customers, and integrators, who provide end-to-end custom integrated solutions. And we also work with system providers, value-added resellers of Sun systems, and channel development partners who provide a suite of solutions and services to support them.

Our partners are all vested stakeholders in a participation ecosystem that's growing, and thriving. They are fueling it with us. For their customers, our customers, and your customers.



# WE'RE ALL NEIGHBORS IN A REALLY, REALLY BIG NEIGHBORHOOD.

When people are networked, they share, interact, and solve problems. Their participation creates ideas, information, opportunities, and value — social and economic — everywhere around the world.

At Sun, we bring people together.  
To share. And to succeed.



## Participation By People

At Sun, it's our people, representing many human, cultural, and workplace perspectives, who drive our vision of being open and sharing resources. That's why maintaining a culture of talented people is a requirement to achieving our goal of building the most effective and powerful network for our global community of customers, partners, and employees. When the world's best and brightest come together, their different opinions, experiences, and backgrounds enhance the teamwork process and result in better ideas.

Sometimes it takes more than ideas or money to get something done — it takes bodies, a willingness to help, and time. That's why we strongly encourage our employees to lend their time, expertise, and resources toward community activities.

## Participation Through Sharing

In 1990, we established The Sun Microsystems Foundation, Inc., a separate nonprofit charitable organization created to serve as the primary vehicle for Sun's community investment efforts and to allow for international charitable contributions. Since its inception, the Foundation has contributed grants of Sun technology and services to schools and nonprofit charitable organizations that seek to increase participation of underrepresented populations in technology courses and careers.

Share the Opportunity is a global giving initiative with the goal of eliminating the digital divide and increasing network participation. It encompasses Sun's worldwide philanthropic efforts to increase network accessibility and provide opportunities for global participation, economic growth, and social progress. Through Share the Opportunity, we've joined forces with:

- The ONE Campaign, a movement against AIDS and poverty
- Oxfam America, to enlist more supporters of the fair trade movement
- The Pan-African Youth Leadership Summit, part of a global United Nations initiative to mobilize a new generation of leaders

## Participation With Responsibility

We believe it's time for new levels of corporate and industry social responsibility. That's why we launched our Eco-Responsibility Initiative. We're reexamining our company from all levels; everything from product design and manufacturing to recycling and workforce lifestyles. Our goal is to design and build technology that conserves more, costs less, and gives our customers just what they need. It's good for the IT industry, good for our customers, and good for the planet.



## LEARN MORE.

Sun Microsystems is a global supplier of network computing solutions that power the world's most important markets. Our systems, software, and services represent one of the most complete and proven portfolios on the planet. And with more than 37,000 employees worldwide and offices in over 100 countries, we're dedicated to one thing — making you more successful.

Learn more. Visit [sun.com](http://sun.com).



*The Network is the Computer™*

[sun.com](http://sun.com)

United States: 1-800-555-9SUN (9786)  
International: 1-650-960-1300

## JOIN IN.

The **Sun Executive Boardroom** gives executives the opportunity to join Scott McNealy and the Sun management team as they engage in ongoing discussions about using the network to give businesses a competitive advantage. Join in. Go to [sun.com/boardroom](http://sun.com/boardroom).

The **Sun Inner Circle** is a forum for IT leaders that provides key tools to help them leverage technology to improve ROI, streamline productivity, and meet business objectives. Join in. Go to [sun.com/innerscircle](http://sun.com/innerscircle).

The **Sun Developer Network** provides developers with rich online and offline resources that help address and solve the technical issues they face every day. It supplies timely and accurate access to technical information — on Java technologies and Sun Java System products, programs, and services — that not only supports the entire development lifecycle but is also designed to increase productivity. Join in. Go to [developer.sun.com](http://developer.sun.com).

The **Sun Partner Advantage Program** gives partners the power to connect to Sun and take advantage of the expertise, contacts, best practices, sales experience, and technology know-how of a dynamic community. Join in. Go to [sun.com/partners](http://sun.com/partners).