



*Partner  
Advantage*

**Temoignage:**

**Le programme  
Alliance the Sun  
Microsystems**

**Maurizio Montagna**

Alliance Executive  
Sun Microsystems  
Corporate Market Development



# Partnering for Success

"There's not a single customer in the world that we have been able to satisfy without an ISV and a partner getting involved. Our business is a derivative of our ability to support partners across the world. We understand that."

**Jonathan Schwartz**  
President and Chief Executive Officer

"We understand nobody wants to buy our infrastructure or use our services if we don't have the right applications on our platform. We want everybody writing to the SPARC, AMD, Intel, Solaris Java platform."

**Scott McNealy**  
Chairman of the Board of Directors



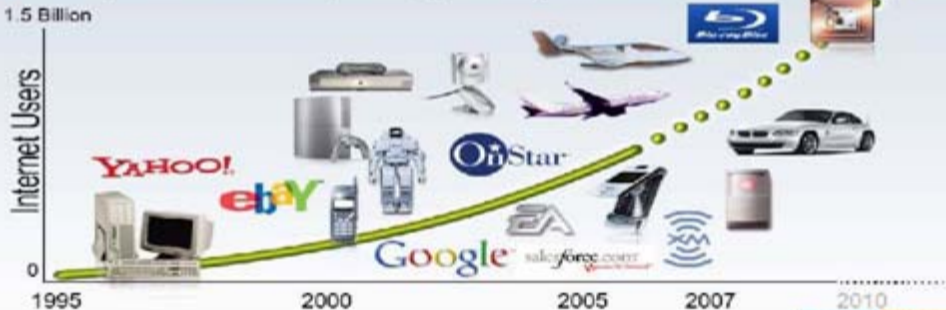
# Why Partnering with Sun?

- The Network is the Computer
- Everyone and everything participates on the network



# Why Partnering with Sun?

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# The Global Power of Sun

Fortune  
**187**  
Company

Java Devices  
**5.5 Billion**

Java Developers  
**6+ Million**

Worldwide Employees  
**34,219**

Annual Revenues  
**\$13.8 Billion**  
Up **6.2% Y/Y**

Annual R&D  
**\$1+ Billion**

Cash  
**\$5.9 Billion**

Patents  
**11,000+**

Solaris 10  
Licenses  
**9.3+ Million**

Annual Storage  
Petabytes Shipped  
**410+**

Business Presence  
**100 Countries**



# Sun Partner Community : 21,000 and Growing Optimal Business Solutions, More Choice



# What's Our Partner Strategy?

To Create and Foster a Vibrant Partner Ecosystem that Drives and Sustains Profitable Growth for All Participants

**Sun's  
Partners**  
deliver  
solutions  
and solve  
customer  
business  
needs



*Partner  
Advantage*



## Partners Gain...

- Increased opportunity
- Technology and products
- Marketing resources
- Education and training
- Progressive membership levels
- Partner-ready content and programs

# Sun Partnership Value



## ISV Partner Challenges

- Shorten development cycles
- Demonstrate proof-of-concept
- Reach new customers and markets
- Speed time to market; accelerate sales engagement
- Expand business and distribution through partnering (leveraging each others' strengths / contacts)
- Finding partners who have an equal commitment to driving innovation

# Sun Partner Advantage Program Addresses Your Key Challenges

- Accelerates time to market
- Expands selling opportunities
- Differentiates your products
- Collaborate with Sun and its partners

# Sun Partner Advantage Program

- Consistent framework set up to accommodate all partner types
- Tiered structure that enables you to select a level of partnership appropriate to your business
- Ongoing, consistent dialog
- Rewards mutual investment

The screenshot displays the Sun Partner Advantage Program website. At the top, there is a navigation bar with the Sun logo and links for Home, Products, Services, and Contact Us. Below this is a header section titled "Membership Center" with a sub-header "Home | Sun Partner Advantage Program". The main content area is divided into several sections:

- Membership Center:** A large heading with a circular icon containing the number "0".
- Membership Tiers:** A section with a blue header and a list of membership levels, including "New Strategic Membership" and "Advanced Membership".
- Benefits:** A section with a blue header and a list of benefits, including "Technical Services" and "Marketing Packages".
- Partner Advantages:** A section with a blue header and a list of advantages, including "Sun Support" and "Sun Partner Knowledge Base".
- Partner Packages:** A section with a blue header and a list of packages, including "Sun Partner Success Plan".

On the right side of the page, there is a "TOP EVENTS" section with a list of upcoming events and a "Partner Advantages" section with a list of advantages. The bottom of the page features a footer with the Sun logo and the text "Partner Advantage".

# Mutual Investment

## Member

Open the door to a productive relationship and take advantage of Sun's insight, experience, and resources.

## Associate Partner

Commit to offering a commercially available product or service on Sun technology – enjoy free developer services, hardware, and software to credit at every phase of deployment and begin selling with Sun and our partners.

## Principal Partner

Integrate your solutions with Sun's technology and gain access to benchmarking centers, new business models that include hosted solutions and Grid computing, and joint selling opportunities.

## Executive Partner

Participants at this level make a significant investment in Sun technology that uniquely differentiates them with Sun's sales team and customers.



Partner Advantage

# New Benefits for ISVs

## Technology

- Free Latest Sun Hot Box for Porting
- F/Qual Virtual Porting Lab
- Engineering Webcasts
- Free Developer Support
- Deep Discounts on Latest Hardware
- Lower Systems
- Worldwide Tech Briefings
- Elite Early Access Programs and more

Free!

New  
in F-Y08

## Marketing

- Partner and Solution Directories
- Solaris Ready, Java Powered...
- Marketing and Sales Webcasts
- sun.com ISV Feature stories
- Partner Solution Profiles
- GTM campaigns (Exec and Principal)...

Free!

New  
in FY08

## Sales

- Sun Partner Connect
- Sun Channel Connect
- Partner Communities - F2F networking
- Sales Concierge
- Solution Briefs

New  
in FY08

## Port Now! Hardware Offering

- Free system to Sun Partner Advantage members who agree to port their application to Solaris 10, to support their porting and development efforts.
- Participation criteria for Associate level partner or higher. Apply for Free Hardware Offering and agree to terms:
  - Port application to Solaris 10 within 9 months
  - One Free system per Partner, regardless of physical location
  - Minimum annual revenue of \$50,000 USD or are venture funded
  - Must have a minimum of 10 full time employees