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TO: Channel Partners  
FROM: Sun Partner Advantage Program Global Communications  
RE: Sun Storage 7000 Unified Storage Systems Momentum  
ACTION: Review Partner Resources Available

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***Sun announces updates to the Sun Storage 7000 Unified Storage Systems for even more speed, simplicity, and savings.***

Companies are now faced with a challenging economic climate and rapid data growth, and hundreds of storage operators and administrators across industries have turned to Sun Storage 7000 Unified Storage Systems to keep pace while still reducing storage costs. Customers can now leverage the rapid and broad adoption of Sun Storage 7000 Unified Storage Systems across a wide range of deployments, including Windows file sharing, VMware virtualization, Web MySQL(TM) database, rich media Web services, high-performance computing, media and entertainment, education, government, healthcare and telecommunications, for breakthrough speed, scale, simplicity, and cost savings.

On May 5, Sun is proud to announce feature enhancements and tremendous adoption for the fastest ramping new product in Sun's storage portfolio; the Sun Storage 7000 Unified Storage Systems. **Over 800 customers have adopted the Sun Unified Storage family in under five months, an overwhelming response to innovation.** Also, Sun's Try and Buy program has reported an extreme up tick with the introduction of the Sun Storage 7000 Unified Storage systems, being the highest demanded products in the already successful program. Sun has shipped over 17 PB of storage in the Sun Storage 7000 Unified Storage Systems, saving customers \$50M in storage costs to date and 6,500 days of management time. In addition to that success, Sun has been experiencing an overwhelming response to the Open Storage events, which are exceeding attendance capacity limits and being extended around the world.

**What's New:**

- Sun Storage 7000 Unified Storage Systems have helped customers save more than \$50 million in storage costs and increased their data center efficiencies by more than 50% over traditional storage offerings with the Sun Storage 7000 Unified Storage System family.
- Sun Storage 7000 Unified Storage Systems bring unprecedented levels of simplicity to a virtualized infrastructure. Sun and VMware offer the best combination to deliver Windows server consolidation through virtualization.
- Sun Storage 7000 Unified Storage Systems bring unprecedented levels of performance and simplicity to a Windows file sharing environments.
- The Sun Storage 7000 Unified Storage Systems are powering a new wave of rich media customers (photo, video, music and social media sites) with 3x greater storage density at 75% off the cost of the competition and up to 10X the price/performance of traditional, proprietary NAS storage products.
- Updates to the product line, including: double the capacity now available on the Sun Storage 7110 Unified Storage System (4TBs); more than triple the capacity on the Sun Storage 7210 Unified Storage System (142TBs); and over 15 new feature enhancements in this quarter's Sun Storage 7000 update (Software 2009.Q2)

**Product at a Glance:**

- **Simplicity:** Most or majority of Sun Storage 7000 Unified Storage Systems can be installed in under 5 minutes (for enterprise environments or the 7410 Unified Storage System, installation services is recommended).
- **Easily Manage Data:** The browser interface provides an intuitive environment for administration tasks, visualizing concepts and analyzing performance data. Rebuild in minutes, not hours because of the instant RAID rebuilder.

- **Lower Costs:** Gain up to a 75% cost savings over traditional storage solutions while realizing significant space, power and cooling efficiencies with the Sun Storage 7000 Unified Storage System - consuming up to 3x less power and with breakthrough performance of any system in its class.
- **Increase Application Performance:** Use DTrace Analytics to pin-point the hot files and system bottlenecks, shift/add resources non-disruptively.
- **Services:** Sun makes it easy to deploy the Sun Storage 7000 Unified Storage Systems with services that can help mitigate the risk of downtime, data loss, and costly delays.
- Sun Storage 7110 Unified Storage System (Sun Partner Advantage Program Platform – Storage Entry)
- Sun Storage 7210 Unified Storage System (Sun Partner Advantage Program Platform – Storage Entry)
- Sun Storage 7410 Unified Storage System (Sun Partner Advantage Program Platform – Storage Mid)

### **Why Partner with Sun?**

- **Growth in Community:** The Sun Storage 7000 Unified Storage Systems are based on OpenSolaris and give customers and developers access to unique Solaris features such as DTrace, Predictive Self-Healing, and Solaris ZFS software, plus the latest innovations from the OpenSolaris community. Storage discussion subscribers grew 25% year over year, and forum traffic is up **66% for Q1 FY09 over Q1 FY08** showing strong sustained growth and momentum in the community.
- **Open Storage Partner Specialty Program:** The Open Storage Specialty includes the information, intellectual capital, training, and support you need to sell and deploy Open Storage Solutions. Supported by the Sun Partner Advantage Program, you are offered a simple, highly aligned program integrated across systems, software and services giving you the flexibility to resell server, storage, software products, and services within a single channel program. For more information about the Open Storage Partner Specialty Program go to: <http://partner.sun.com/specialties/software/index.html>

### **Next Steps:**

- Learn more about the Sun Storage 7000 Unified Storage in a variety of white papers at <http://www.sun.com/unifiedstorage>  
Leverage the Try and Buy Sun storage products at <http://www.sun.com/tryandbuy/>  
Get your customers to take the Sun Savings Challenge: [www.sun.com/sunsavingschallenge](http://www.sun.com/sunsavingschallenge)
- Download and experience the virtual versions of the Sun Storage 7000 Unified Storage Systems and test drive: [http://www.sun.com/storage/disk\\_systems/unified\\_storage/resources.jsp](http://www.sun.com/storage/disk_systems/unified_storage/resources.jsp)
- Join the Open Storage Community at <http://www.opensolaris.org/os/community/storage>
- Leverage the Sun Storage 7000 Unified Storage Systems Sales Kit: <http://partner.sun.com/products/storage/7000.html>
- Leverage the Amber Road Training Webinar (Replay) [http://www2.sun.de/dct/forms/reg\\_us\\_3010\\_488\\_0.jsp](http://www2.sun.de/dct/forms/reg_us_3010_488_0.jsp)

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