

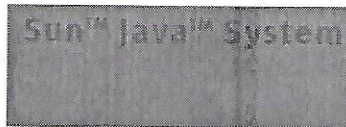
Subject: Serious Software Made Simple - \$100/Employee/Year

Date: Tue, 16 Sep 2003 23:01:47 -0500

From: Jonathan Schwartz <sunone_update@olm-ms3.sun.com>

To: Carrol.Titus@Sun.COM

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Serious Software Made Simple - \$100 Per Employee Per Year

This morning in San Francisco we made some announcements that are going to change software history. I know that sounds grandiose, but as we've been out talking to customers, that's exactly what they're telling us.

There's a lot of hype in the marketplace about taking cost out, reducing complexity, and delivering quantifiable return on investment. The Sun Java System is a radical new approach for synchronizing IT investments with business priorities by decreasing IT costs. We're the only company with the experience and the end-to-end portfolio to follow through on a strategy like this. To paraphrase a popular high-tech discussion going on right now: IP matters.

Why the Java System? Java technology continues to lead the revolution in shared network services, and the need has arisen for a software system optimized to take full advantage of the Java environment at every level. The Java System is the culmination of over a generation of experience in network computing. Our consistent strategy of embracing open interfaces and industry standards is paying off yet again with a new family of software systems that integrate at every level: software architecture, system-level features, installation, and management.

With the software systems we just announced, we've forever changed the business model and the dynamics of the software industry. We're driving out cost and complexity with software products and a business model that is simple, predictable, and affordable.

The Java Enterprise System and the Java Desktop System are the first in a complete portfolio of highly integrated and affordable, interoperable, end-to-end software systems. And they're designed for every type of environment, from data centers and desktops to mobile devices and smart cards, and for every kind of user, from developers and sys admins to service providers and mobile operators. So with the Java Enterprise System and the Java Desktop System, we've got you covered.

Why is this the right time for the Java Enterprise System? Because customers are tired of wasting time evaluating and acquiring enterprise infrastructure software from multiple vendors. Because they're fed up with unpredictable project lifecycles and hidden implementation costs. Because they can no longer bear the burden of onerous and even punitive licensing, random release schedules, and incomprehensible version control.

With the Java Enterprise System, enterprise infrastructure software has become

September 16, 2003

As executive vice president of Sun's Software Group, Jonathan Schwartz leads the company's unified software business. Sun's market-leading software organization is one of the largest in the industry, responsible for the Sun Java System family of software products; the secure, reliable, Solaris Operating System; the Java Technology platform, the gold standard for security and compatibility, spanning from the smart card to the desktop to the data center; Sun's innovative N1[tm] operator platform for dynamic and utility computing; developer tools; and the entire Sun portfolio of software products and solutions.

"As World Book's online encyclopedia business continues to grow, it is imperative to provide our customers with the features they want and need while at the same time controlling our IT costs. The Java Enterprise System not only dramatically reduces our acquisition costs, it provides us with a predictable cost structure under which to manage our

stunningly simple. All of Sun's industry leading network services, like portal services, instant messaging, e-mail, Liberty-enabled network identity, directory, and more are now available in a single software system that all works together, that we deliver on a predictable quarterly train just like we've been doing for years with the Solaris[tm] Operating System.

What's even more incredible is that all of this costs just \$100 per employee per year, based on the number of employees in your company. So guess what? You're going to save a ton of money on buying and monitoring software licenses. You're not going to need an army of global services people to integrate it either. We've done the integration for you. And implementation is a snap, too, with a single installer and automatic quarterly upgrades for the whole thing.

This is like one of those television commercials where the spokesperson shouts, "But wait, there's more!" And more is the Java Desktop System, a highly stable alternative to the Microsoft desktop environment, that's cheaper, and way, way, way more secure because it includes support for defense agency-grade Java Card[tm] technology.

The Java Desktop System complements the Java Enterprise System perfectly as a lightweight, easily managed front end with all of the familiar functionality you've come to expect on the desktop, without the viruses or \$400 price tag. The Java Desktop System is part of our bigger strategy of mobility with security, getting the power of the network out to folks where they need it, and doing so securely and affordably.

Stay tuned as we roll out more interoperable systems incorporating all of our software portfolio. We're going to make it easier to create new services and business applications with the Java System, to deliver mobile applications based on secure Java technology, to roll out network identity systems that span your enterprise and the globe, to better manage the resources across your data center, and, dare I say it - more!

The Java System will, quite simply, change forever the way you acquire, develop and manage software. With the Java System, you can get new network services and critical business applications up and running faster, easier, and at a lower cost than ever before - allowing you to focus your attention and resources on innovation, competition, and bottom-line results.

Best regards,

Jonathan Schwartz
EVP Software
Sun Microsystems, Inc.

➔ I'd like to invite you to join me November 10 for a Sun Net Talk Special Edition* on the Java Enterprise System. I'll be online with John Loiacono, VP of Sun's Operating Platforms Group, and all of you, to talk about this groundbreaking concept and answer your questions. Everyone who participates in this event will also receive a free copy of a new book on software strategies for the network computing age. Register online now...

* Hosted by Ziff-Davis

under which to manage our business. Having the components fully integrated lets us develop and deploy more functionality to our customers, faster, and spend less time upgrading and testing our software. Additionally, because the Java Enterprise System includes a broad range of technologies, it allows us to explore opportunities that we otherwise wouldn't be able to."

**-Tim Hardy
CTO, World Book**

This is the third in a series of letters from Jonathan Schwartz. Send your feedback