BUSINESS BENEFITS

Datacenter power consumption doubled from 2000 to 2005. Some analysts predict that infrastructure power usage will soon cost more than the hardware itself. It is no surprise that 41% of Fortune 500 IT executives identified power and cooling as the major problems in their datacenters.

Sun offers eco-related services that address all the ways in which datacenters consume power. With Sun, you get a customized plan that helps you make the most out of existing IT resources, save much-needed space, and drastically reduce energy costs required to power your datacenter.

WITH SUN, YOU CAN ACHIEVE...

50% to 80% decrease in footprint
70% to 80% increase in server utilization
30+% decrease in power consumption

LEARN MORE ABOUT WHAT YOU NEED TO KNOW

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OPEN, SECURE, EFFICIENT

A BUSINESS STORY

Betfair, the world's leading online betting exchange, leverages Sun's Eco Innovation™ Portfolio to mitigate the impact of rising power and cooling costs while continuing to support its ever-growing volume of users.

The key benefits using Sun solutions include:

> Increased page impressions served from the same physical datacenter

> Reduced power and cooling for storage by 60%

> Lowered database power requirements from 16 kilowatts of power to three kilowatts

> Deliver on commitment to eco responsibility

"IT'S VERY IMPORTANT TO US TO MINIMIZE OUR FOOTPRINT AND HAVE LOW-POWER DENSITY AND SMALL-VOLUME EQUIPMENT. SUN'S HARDWARE ABSOLUTELY MEETS ALL OF THOSE CRITERIA."

- PATRICK BURNS, COLORADO STATE UNIVERSITY

"We are pleased with the cost, throughput performance and power economics of the Sun Fire T2000 servers. During our initial testing we experienced a 50% decrease in server power consumption."

- Larry Lorzon, CIO, EDS

These days an organization's IT infrastructure must accommodate a growing number of users, applications, and data, which typically causes storage and server sprawl. Space and cooling requirements can make supporting ongoing IT expansion difficult to nearly impossible. Often these factors result in dense, inefficient datacenters — with hardware only running at around 15% utilization — consuming rapidly expanding amounts of energy.

Sun's Eco Innovation Portfolio of products and services offers the industry's most innovative and open energy efficient solution. Now, going green is the smart and safe way to drive higher profits. It is good for business and good for the planet.

Get smart. Save green.

Research indicates that only 50% of datacenter power is used by actual IT equipment. With Sun Eco Assessment Services for Web tier, you can optimize the other 50% of power consumption due to cooling, air flow, lighting, and other power-related issues. Sun's integrated approach provides solutions that can improve IT performance and decrease datacenter power, space, and cooling requirements, saving you money and helping the environment.

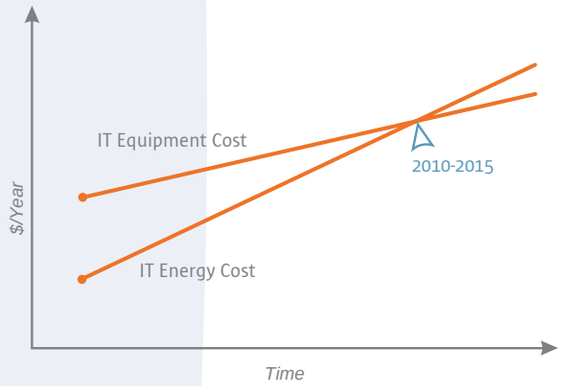
Innovative Sun products such as Sun Fire™ CoolThreads™ servers, Sun Ray™ thin clients, and Sun StorageTek™ take up less space and since they were designed from inception to be more energy efficient, they are some of the most energy efficient systems in their class.

At Sun we stand behind our solutions. In fact, at one Sun datacenter, 90 days after implementing our Eco Innovation Initiative, we reduced our server count by 43%, but increased compute power by 456% and server utilization by as much as 85%. We consolidated 738 storage devices to 225, yet increased storage capacity by 244%. Overall, in the first nine months we cut energy costs by 60%, which saved around $860,000. For our efforts, Silicon Valley Power awarded us nearly $1 million in rebates and awards.

Key benefits

> Maximize cooling and power efficiency in the datacenter

> Optimize available space while maintaining proper air flow and cooling



Increasing power density is shifting the balance of cost.
Source: IDC

> Identify issues that could impact operations or areas where energy savings can be made without impacting availability goals

> Minimize your environmental impact using Sun products, which are manufactured with fewer harmful materials and more recyclable components

Three-step approach to a green datacenter

Take advantage of Sun's proven, straightforward process for gaining energy, space, and cost savings in the datacenter, all while preserving the environment:

1. **Assess –** Measure the current efficiency and environmental impact of your datacenter and identify ways to optimize space, power, and cooling for better efficiency and utilization across your IT infrastructure.
2. **Optimize –** Optimize your existing datacenter or upgrade your IT infrastructure with Sun's eco products and realize improved performance, space, power and cooling efficiencies, and better economics in the datacenter.
3. **Virtualize –** Increase system utilization and ROI and bypass power and space limitations through Sun's proven virtualization technologies including the open-source Solaris™ operating system, innovative programs, tools, services, and strategic partnerships.