



## **Sun Microsystems Unveils Sun Startup Essentials Program across Australia and New Zealand**

**Sydney, AUSTRALIA – 27<sup>th</sup> November 2008** – Sun Microsystems today unveiled its Sun Startup Essentials Program in Australia and New Zealand. The Program offers free and heavily discounted Sun products and services to newly established businesses. Sun Microsystems will work with its partners MCR and WebCentral to bring the Program to market.

The Sun Startup Essentials Program aims to provide organisations with the technology infrastructure to help them kick-start and grow their business in an ever-competitive market place. The Program will target eligible startup companies, such as those in the fast growing Web 2.0 space, that require sophisticated and scalable technology solutions to power their business.

The Program's deeply discounted hardware & services, with server prices starting under AU\$1,000, will make a range of Sun solutions more accessible to startups. In addition to the clear financial savings that Sun Startup Essentials offers, organisations will also be able to rapidly deploy the infrastructure required to get their business started.

The Sun products included in the scheme range from open source software such as MySQL, the world's fastest growing open source database, to discounted systems and storage. These solutions offer benefits including ultra fast fibre channel connectivity, inexpensive iSCSI connectivity and simple SAS direct attached connectivity. Qualifying startups will also have access to Sun's team of professional engineers for technology queries.

"In today's economic conditions, small businesses face numerous financial challenges in their early stages. In order to encourage the growth of pioneering business communities such as the developer and web industry sectors, Sun is enabling startups that require a robust IT backbone to implement the right technology at their inception," says Angus MacDonald, Chief Technologist, Sun Microsystems ANZ.

Startups must meet simple criteria to qualify for the Program. Companies must not have been in business for more than six years or have more than 150 employees. Organisations that meet these requirements will be able to realise the benefits of Sun's products and services to future-proof their business for growth and flexibility.

Sun Startup Essentials was launched in the US in 2006 and India and China in 2007. It

is already supporting more than 100 businesses worldwide. Due to the success of the initiative and the international demand from innovative small businesses for access to Sun's products and services, the company has chosen to make the Program available to an estimated pool of 2,500 eligible companies in Australia.

To find out if your business is eligible to get the benefits of the Sun Essentials Program, please visit <https://au.sun.com/startup> and complete a short application form.

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**About Sun Microsystems, Inc.**

Sun Microsystems develops the technologies that power the global marketplace. Guided by a singular vision -- "The Network is the Computer" -- Sun drives network participation through shared innovation, community development and open source leadership. Sun can be found in more than 100 countries and on the Web at <http://sun.com>

**About mcr**

Cost effective selective Managed Services, enabling our clients to focus on their core business. mcr as a long-term experienced IT service and infrastructure solutions provider dedicates its knowledge and expertise to enable our clients to get to market faster and more cost-effectively. mcr has assisted its clients to migrate into a green IT environment by providing best of breed desktop and server virtualisation. Web: [www.mcr.com.au](http://www.mcr.com.au)

**About WebCentral**

WebCentral is Australia's most experienced and successful hosting and managed infrastructure provider, and is part of MelbourneIT (ASX:MLB) an ASX 300 list company. Over the past decade Webcentral has delivered IT services to many of Australia's leading brands, and has developed a unique portfolio of high quality products and services for the corporate and government market. As a Sun StartUp Essential Partner we are offering the benefits of Sun Technology plus WebCentral's experience and resources to support your business take that next step. Contact us today to find out how the SUN essential partner program can help your business grow.