

Sun Startup EssentialsSM

Giving Startups a Big Push Forward



> Gain the momentum you need to succeed with steep discounts on world-class products and services.

Highlights

- Program membership is free — no fee to join/no annual fee
- Deeply discounted servers starting under \$1,000
- Discounted Web hosting services
- Run your choice of OS: Solaris™ OS, Linux, and Windows
- Free open source GlassFish™ application server and development tools
- Popular open source software optimised for Solaris OS
- Free technical advice from Sun engineers—no need to buy anything!
- Free Web-based training
- Invitations to special startup activities and events
- Apply in minutes online; get approved within 5 days

As a startup, you're facing serious challenges. Though limited by your budget, you need to get up and running as fast as possible. You might be considering inferior technology, because you think it's all you can afford. Sun wants you to know you don't have to compromise your success. You can build your IT infrastructure with innovative, world-class technology at startup-friendly prices.

Welcome to the Sun Startup EssentialsSM program

The Sun Startup Essentials program delivers world-class products and services with the same level of quality support we provide our enterprise customers, at prices that fit your startup budget. Program members can buy Sun servers for under \$750 or get hosting services starting at \$40/month. And you can choose the operating system you want to run—Solaris OS, Linux, and Windows are all available. You can even get free technical advice from Sun engineers—no need to buy anything!

Eligibility Requirements

In order to qualify for the Sun Startup Essentials program, your company must meet the following criteria:

- In business 6 years or less
- A maximum of 150 employees, including affiliates
- Based in a country in which the program is offered
- A verifiable company presence (e.g., website, profile) and a valid street address

Ready to become a member?

It's easy, and it's FREE to join.

> Apply now at:
au.sun.com/startup

“ The initiative Sun is taking with startups really helps companies develop and grow—not only from a technology standpoint but also from a marketing standpoint. It's been fantastic for us.”

— **Todd Outten**,
 President and Co-Founder of Zadspace

“ Through the Sun Startup Essentials program, we migrated from Dell servers running Linux to an amazingly affordable Sun server and storage platform. The result was a huge success, and a very satisfied customer.”

— **David Simon,**
Chairman of SearchForce, Inc.

The best tools for the job

Why settle for inferior technology? Take advantage of the Sun Startup Essentials program to purchase enterprise-class systems and storage or hosting services at highly discounted rates. What’s more, you’ll get free software and free answers to your technical questions.

When you choose a technology platform for your business, acquisition costs are likely top of mind. But there are many other costs to consider. What about license fees or floor space and energy costs? When you add it all up, the lowest-cost solution today may not be cost-effective tomorrow.

Sun’s state-of-the-art server and storage products can save you serious cash today and tomorrow. Plus, you’ll save big on desktops and monitors as well. With the Sun Startup Essentials program, you’ll save up to 60% — right from the start.

Discounted systems

Offering world-record throughput and incredible space and energy efficiency, Sun servers provide the best platform for your growing startup.

- CoolThreads™ SPARC®-based servers are the industry’s fastest, as well as the most space- and energy-efficient. Delivering 5 times the performance using 1/5 the power in 1/4 the space, they’ll help you save energy and conserve space, getting you up and running with speed and efficiency.
- x64 servers based on Intel® Xeon® and AMD Opteron™ processors are fast, energy-efficient, and reliable. Supporting Solaris OS, Linux, and Windows, they offer excellent value over x86 boxes running Linux.

Storage savings

As your business grows, reliable and scalable storage is critical for your applications and services. The Sun Startup Essentials program includes discounts on the world’s first storage server, the Sun Fire™ X4500, as well as SAN and direct-attach arrays and tape systems.

- The Sun Fire X4500 is excellent for startups, as it hosts applications and data on a single integrated platform, offering incredibly high throughput, unprecedented data integrity, and a jaw- dropping price—almost half the cost of traditional solutions.

Free and discounted software

The Sun Startup Essentials program includes access to free software for Solaris OS, popular open source infrastructure software, and Sun software stacks:

- Solaris OS
- OpenSolaris™
- Solaris optimised infrastructure stack (Apache, MySQL™, PHP, and PostgreSQL database server)
- Development tools including NetBeans™, Sun Studio, and GlassFish application server

Discounted Web hosting

Sun is partnering with leading Web-hosting companies to provide a highly flexible, scalable, and secure hosting infrastructure to Sun Startup Essentials program members at rock-bottom prices.

Committed to Sun and Solaris OS, these companies rely on some of the world’s most advanced security features to help startups safely deliver new solutions, protect data, and comply with regulations.

Join Now!

For more information and to join the program today, visit au.sun.com/startup.

Free support and training

With the Sun Startup Essentials program, you don’t have to go it alone to get your new product or service up and running smoothly. We offer free email technical support, free Web-based training, relevant Sun forums, and much more—all to help you get where you’re going fast.

Startups Ask Sun

Startups Ask Sun offers free email support from highly technical Sun engineers to help you get answers to your technical questions. From architecture to software design, installation to development and more, Sun engineers are available to answer your questions.

Get started

To join the program, complete the online application (see eligibility requirements on page 1.) Notification of approval/denial will be emailed no later than 5 business days from the receipt of your application (you must re-qualify annually). Upon approval you get access to the extraordinary program offerings, including the right to purchase up to \$150K in equipment each year. You have nothing to lose, and everything to gain. Go to au.sun.com/startup today and see for yourself.

“ The T2000 never goes down. While we have relatively few problems with Linux, it’s nice to never have anything go wrong. I’d recommend that other startups try the T2000. Solaris is Unix, so if you know Linux, there is nothing to be afraid of.”

— **Jeff Whitehead,**
CEO of The Real Time Matrix Corp.