

JAVA DAYS '98



A New Attitude Sun Developer Connection sm

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Sun Microsystems Inc



Business As Usual



	Traditional	Today
Audience	<ul style="list-style-type: none"> • ISVs • IHVs • In-house corporate developer 	
Platform	<ul style="list-style-type: none"> • Server • Desktop 	
Network	<ul style="list-style-type: none"> • LAN 	

Business As Usual Isn't!



	Traditional	Today
Audience	<ul style="list-style-type: none"> • ISVs • IHVs • In-house corporate developer 	<ul style="list-style-type: none"> • Telcos and ISPs • Sis, VARs, OEMs • Students, hackers, etc • Entrepreneurs • Open Source advocates
Platform	<ul style="list-style-type: none"> • Server • Desktop 	<ul style="list-style-type: none"> • JavaStations • Handhelds • Embedded
Network	<ul style="list-style-type: none"> • LAN 	<ul style="list-style-type: none"> • Webtone • Internet • Intranet • Extranet

Dies ist eine Blindtext-Überschrift

JAVA DAYS '98

Und das ist die zweite Zeile der
Überschrift



A New Attitude!

continues

Launched

• 3/1998 •

Delivered

• Daily •



A Sun Developer Is



- Any individual engaged in designing, developing or testing program code which depends upon one or more Sun Software technologies

Platform Adoption



Developers Need

Market Opportunity

- Co-marketing & co-selling support
- Market visibility & customer access
- Focused relationship support

Development Enablers

- Easy access to tools
- Early access to software

Technical Relationship

- Technical & market information
- Technical support & escalation

Platform Adoption



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Market Opportunity

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- Sun Customer Access

Development Enablers

- Easy access to tools
- Early access to software

- Sun Developer Essentials

Technical Relationship

- Technical & market information
- Technical support & escalation

- Sun Support Access
- Sun Info Essentials

Sun Developer Connection sm



The Foundation of Success in Developing with Sun

■ Sun Info Essentials sm

- for access to information

■ Sun Developer Essentials sm

- for access to software and tools

■ Sun Support Access sm

- for access to technical support

■ Sun Customer Access sm

- for access to customers and markets

Individual Members

Company Members (ISVs/IHVs)



Sun Developer Connection



Membership is the Key And it s Free!

■ Individual Membership

- Technical focus
- For every Sun developer
- Instant registration online via the web

■ Company Membership

- Business focus
- For commercial software development companies only
- Requires application review and approval



Sun Info Essentials



The Information Needed to Develop with Sun

- **Web-based technical resources**
 - **Solaris Developer Connectionsm on the web**
 - **Java Developer Connectionsm on the web**
- **Web, e-mail & print communications**
 - **Sun Developer Connectionsm on the web**
 - **DevFLASH e-mail bulletin**
 - **Sun Developer News newsletter**



*Free Access
For Members*



*Individual
Members*



*Company
Members*



Sun Developer Essentials



Easy & Early Access to Software & Tools

Update!

- **Annual CD subscriptions include quarterly updates & early access at special member-only prices**

– Foundation Edition	\$195/yr	Shipping
– Professional Edition	\$995/yr	
– Enterprise Edition	\$2,995/yr	



*Members-Only
Special Pricing*



*Individual
Members*



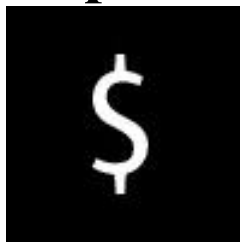
Solaris Promotion



For Member Non-Commercial Use



- **Get a free copy of *Solaris* 7**
 - Try it instead of your current Intel processor compatible operating system
 - Update your SPARC or Intel system to the latest release
- **Browse these web sites!**
 - <http://www.sunfreeware.com>
 - <http://www.sunhelp.com>



*Members-Only
Special Pricing*



*Individual
Members*



Sun Support Access



Update!

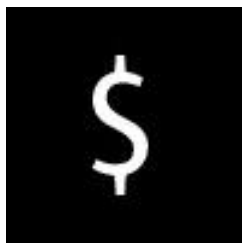
Affordable, Expert Technical Support

- **Development-level support for problem solving, escalations, workarounds & patches at special member-only prices**

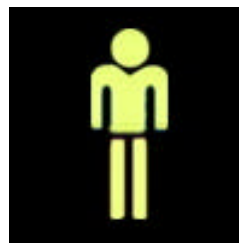
- **Access Online**
- **Access Direct**
- **Access Plus**



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*Members-Only
Special Pricing*



*Individual
Members*



*Company
Members*



Sun Customer Access



Working Together to Increase Sales

- **Bringing ISVs & Sun together**
 - International Technology Tours
 - HQ briefings
- **Bringing ISVs & customers together**
 - Sun Solutions Catalog
 - Solutions CDs
 - Solutions Pavilions at **marquee events**



*Members-Only
Special Pricing*



*Company
Members*



Sun Customer Access



Update!

Working Together to Increase Sales

- **Branding and Certification programs to support demand creation and build brand preference**



Combining the best of SunReady & Solaris Compatible as a single brand to deliver maximum market impact



*Members-Only
Special Pricing*



*Company
Members*



Sun Developer Connection



Connect Today!

<http://www.sun.de/developers/>