

Sun Startup Essentials™ Program

Get a jumpstart to success



Highlights

- Free program to help startups in select countries conserve scarce cash and speed development cycles
- Rock-bottom prices on Sun systems and storage
- Industry-leading Sun infrastructure from trusted Web-hosting partners at low, monthly subscription prices exclusively for Sun Startup Essentials program members
- Technical advice through email and Web-based training to help developers learn new technologies and development tools
- Access to no-cost open source Solaris™ Operating System (OS) as well as other popular open source infrastructure software and tools helps startups get up and going faster

de.sun.com/startup



Starting a new company can be both exciting and overwhelming. The prospect of making it big is tempered with the reality of limited funds and the need to contain costs and conserve cash. Time-to-market is also critical, especially for Web 2.0 and next generation Internet services companies. In today's hyper-competitive global market, development cycles must be short in order to capture customers and revenue fast. Finally, IT must design and build to support huge and sudden success, and be able to accommodate growth seamlessly.

Many startup companies are attracted to Sun's open source, award-winning Solaris Operating System, as well as innovative, reliable, and scalable systems, storage, and developer tools — but do not want to pay a premium for these features. Sun believes that in order for startups to generate revenue to stay in business and handle the demands of impending success, startup companies need technology expertise and access to a robust IT infrastructure that is scalable, secure, reliable, and perhaps most importantly in the early days of the business, budget-friendly.

The fee-free Sun Startup Essentials™ program is designed to help startups get a jumpstart on developing and delivering their new products or services at a cost intended to fit within their always limited IT budgets.

New companies can take advantage of the program to purchase IT infrastructure at highly discounted prices — more than competitive to commonly-available hardware that lacks Sun's persistent innovation and high quality — or by renting Solaris based hosting services, with the goal of getting to market quickly and focusing on their offering. In addition to helping startups make their funds go as far as possible, the program offers free software and free technical support services to help startups benefit from innovative technology, speed development, and reduce time-to-market.

Why is Sun doing this? A lot of innovation occurs in startup companies, and Sun is dedicated to fostering that innovation.

Sun's involvement with startups reflects its commitment to grow with the Fortune 500 companies of tomorrow. Sun's systems, storage, and software products are the best they've been in years, and are ideal for fast, seamless, and low-cost growth. Sun wants to make them available to cash-strapped startups. And, with its proven expertise, Sun can help startups rapidly deploy applications and services that are cost-effective, efficient, and secure.

Rock-bottom prices on rock-solid Sun systems and storage

The Sun Startup Essentials program helps startups get up and running quickly with the innovation and power of Sun. The program offers heavily discounted pricing on some of Sun's most innovative servers, storage, desktops, and monitors — putting the best, most reliable products within reach for startup companies.

Systems

Sun's servers with CoolThreads™ technology running the Solaris OS deliver breakthrough performance with dramatic space and power efficiency. These servers are the industry's fastest and most space and energy efficient systems, with eco-friendly features to support new services and products cost-effectively.

Sun's x64 servers based on AMD Opteron™ and Intel® Xeon® processors are fast, energy-efficient, and reliable. These servers support Solaris OS, OpenSolaris™ OS, Linux, and Windows, offering excellent value over other x86 boxes running Linux.

The cost of the box is only one element in the equation. Power, cooling, floor space, and license fees all add up to the real cost of a system, and like termites, can eat away at budgets without notice.

Sun's CoolThreads technology and x64 servers are actually less expensive in the long run than Linux powered boxes from other vendors, especially with Sun Startup Essentials program pricing factored into the equation.

Storage

It might not be an issue in the initial development stages, but reliable and scalable storage is a critical component for successful applications and services. The ability to quickly handle demand once an application “hits it big” can mean the difference between success and failure. The right storage infrastructure can also help provide maximum value from accumulated data. Finally, bad news travels fast these days. Protecting the integrity of data and being able to quickly recover from interruptions to preserve services are priceless to any business.

The Sun Startup Essentials program helps startups address these issues from the get-go with rock-bottom prices on reliable, scalable storage. From the beginning, Sun can help architect an overall data management strategy with an approach that balances cost, performance, access, security, and archiving.

Sun platform Web-hosting

Startups can now get to market faster and benefit from the robustness, performance, flexibility, and scalability of the Solaris OS and Sun systems and storage by renting Solaris based hosting services. Some of the world's most advanced security features enable startups to safely deliver new solutions, protect data, and comply with regulations. Solaris Containers virtualization technology and Solaris ZFS (zettabyte file system) help dramatically reduce the cost of Web hosting, enabling lower prices than many Linux and other hosting services.

“As a startup, cost was important, but our application requires intense amounts of computation power.

To be successful, we needed an infrastructure solution that was reliable and scalable. Sun delivered with an attractively priced platform that can handle our needs.”

Chris Ingrassia

Chief Technology Officer, FortiusOne

Sun partners with leading Web-hosting companies to provide a highly flexible, scalable, and secure hosting infrastructure to Sun Startup Essentials program members at deeply discounted prices. These companies are committed to the Solaris OS and Sun systems and storage as the best platform for hosting Web 2.0 applications.

Get up to speed

Startup companies frequently need the latest and greatest hardware and software, which is one of the reasons Sun is an attractive choice. But learning new technologies takes time.

To help lower the barriers to adopting potentially less-familiar Sun platforms, reduce development costs, and reduce time-to-market, the Sun Startup Essentials program includes free e-mail engineering advice so companies can get technical assistance from Sun experts. It also includes training on selected technologies and products to help developers quickly learn to use emerging development tools and technologies.

Developers have access to a team of experts at Sun who can help with development questions and provide architecture and design guidance as needed. IT managers and system administrators can get answers to specific questions on products such as servers and storage systems.

Startups Ask Sun

Startups Ask Sun includes free e-mail support on questions about technical issues that are answered on a best-effort basis by highly technical engineers.

- Architecture-level questions — Sun engineers provide best practice guidance addressing high-level architecture questions.
- Design and coding — high-level software design questions.

- Systems and storage — questions on installation, configuration, and how-to, including advice on which products to use to address specific workload types and unexpected leaps in demand.
- Software products support — developer support (sanity checks, workarounds, and best practice guidance) and first level installation and configuration support for Sun's Java™ platform software, OpenSolaris, Solaris OS, Solaris + AMP offer, NetBeans™ software, Java Studio Enterprise, and Sun™ Studio software.
- Performance tuning — advice on tools and techniques to use for performance tuning.
- Linux to Solaris platform migration — developer- and administrator-level questions regarding migrating from Linux to the Solaris platform.
- Startups Ask Sun does not include break/fix support for software products, nor support for software stacks on platforms other than the Solaris platform.

Training and education

Sun makes it easy and fast for startups to find relevant information on training and educational resources. Special Web pages are tailored to the needs of startups with pointers to relevant free Web-based training tutorials, Sun BluePrints™ documents, sample code, and other technical content, as well as free access to engineering Web casts.

Forums and communities

Forums and vibrant communities encourage innovation through shared experiences and enable participants to quickly find solutions to problems. Startups Ask Sun includes pointers to general Sun forums as well as storage, Solaris OS, and Web 2.0 technology forums, so developers can participate in and discuss the latest trends, technologies, and issues.

Free Sun software — a better choice

Sun realizes that a lot of startups consider Linux to develop their new applications because it is perceived to be less expensive, easier, and more flexible. But customers and industry analysts tell Sun they are worried that other popular operating systems do not have the fundamental features, support, or vision to enter the Web 2.0 phase. Sun puts significant resources into developing for the future and believes the Solaris OS is the best choice for building and deploying new applications and services. In fact, according to a recent report prepared for the European Commission, Sun contributes substantially more source code than any other organization, including IBM (3x more), Red Hat (5x more), HP, and the Massachusetts Institute of Technology.

To help startups take advantage of this rising tide in innovation, the Sun Startup Essentials program includes access to free software for the Solaris OS, popular open source infrastructure software, and Sun software stacks:

- Solaris OS — open source OS that addresses security, compliance, and business continuity concerns at a low cost for support, and it runs across more hardware than any other OS.
- OpenSolaris — an open source project that includes a community and a Web site for collaboration, conversation, source, downloads, mailing lists, events, and developer tools.
- SAMP offer — Solaris optimized infrastructure software stack (Apache, MySQL, PHP, and PostgreSQL database server) for 30 to 200 percent better performance.
- Sun's award-winning development tools — including NetBeans, Sun Studio, Java Studio Creator, and Java Studio Enterprise.
- Cool Tools — tools for CoolThreads technology and x64 servers to help evaluate, tune, optimize, and deploy applications.

- Java Enterprise System — fully integrated and tested open source infrastructure software that reduces cost and complexity. It includes network identity, Web and application, communication, portal, security, and availability services.

Getting a free jump on starting up

All companies joining the free program are asked to complete a simple, short on-line application that addresses program criteria, which Sun then verifies. Once qualified, companies can take advantage of significant discounts of up to 60 percent and purchase equipment worth USD \$150K per year on select Sun products for up to four years (must re-qualify yearly and there is no annual purchase minimum to meet).

Eligibility requirements

This program is currently available in select countries. Qualification criteria might vary by country. In order to qualify for the Sun Startup Essentials program, a company must meet the following criteria:

- In business for less than 4 years
- A maximum of 150 employees, including any affiliates
- Based in country in which the Sun Startup Essentials program is offered
- A verifiable company presence (Web site, company profile, etc.)

Shop on-line

Browse products and prices on-line. See available products and member pricing in the Sun Startup Essentials catalogue.

Bottom line

With limited budgets and IT staff, startups need all of the help they can get to support their businesses, development, applications, and services as quickly and inexpensively as possible in order to generate revenue.

The Sun Startup Essentials program helps startup companies get a jumpstart working with industry-leading equipment and cutting-edge technologies to build scalable, reliable, high-performance, and secure solutions to support and grow their new business. And, program members who do not choose to build and operate an infrastructure themselves can still leverage the benefits of a Sun platform by renting Web hosting services from Sun partners. In today's sink or swim economy, the Sun Startup Essentials program can help startups swim when the tide rises.

Not all offerings are available in all countries and availability of offerings can change from time to time without notice.

Learn more, join now.

Visit de.sun.com/startup for the most current and comprehensive information on the program, including new products, services, hosting providers, and more.

For more information on hosting services see:

de.sun.com/startupessentials/hosting.jsp

Have more questions? Send email to de_startupcomments@sun.com