



How to Dot-Com Your Business

Sun Brings it All Together
for You



Topics

- **Sun's iForce Initiative**
 - A synthesis of best practices to deliver on your dot-com demands
- **How to Get Started**



Dot-Com Defined

**Dot-comming means
inventing/reinventing
business processes for
the Net Economy.**



The iForce Initiative: A Synthesis of Best Practices Delivering the Best Platform





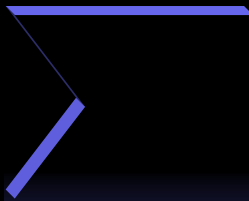
Agenda-Setting Methodology

- iForce Road Map
- Dot-Com Architecture



Dot-Com Road Map: Showing the Way to the Dot- Com Age

Methodology



- Select the right partners
- Decide what to dot-com
- Look within your industry
- Identify solution sets

- The vision: Service-Driven Networks
- Architectural design principles
- Network services
- Dot-Com Architecture

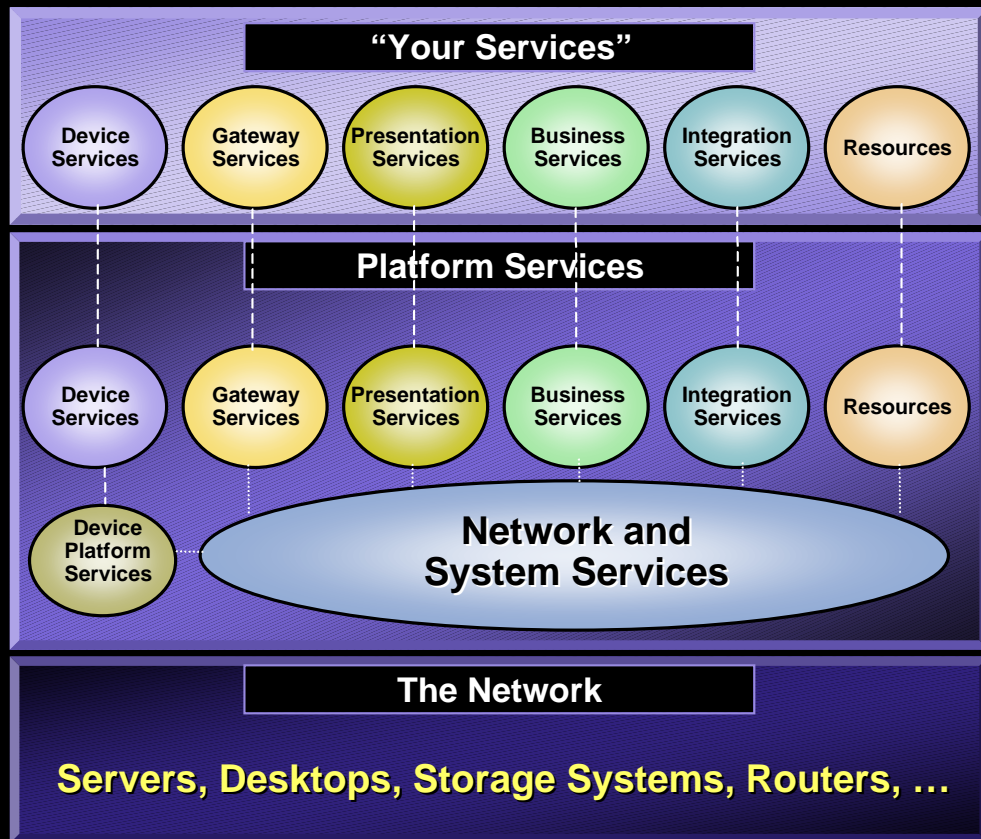
- Dot-com integration
- Outsourcing strategies

- Components of Quality-of-Service (QoS)
- 3 Ms, 3 Ps



Dot-Com Architectural Framework

Methodology



Proof

- Dot-
Comming
the world:
Examples





Dot-Commed By Sun

Proof



USA Today

SONY



City of Valenciennes

Orange Telefon



DAIMLERCHRYSLER

TIME WARNER



Morgan Stanley Dean Whitter Online

Proof

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Global Economic Forum
Global Spectators
Stephen Roach
Monetary policy has lost its way in the New economy. By staying wedded to inflation targeting at a time when inflation is all but dead, central banks are exerting little control on financial markets.

Global Strategy Bulletin
[The latest views of Morgan Stanley Dean Witter strategists and economists worldwide.](#)

U.S. Strategist Commentary
[U.S. Strategy: A New Benchmark for Equities?](#)
[Company News Archive](#)

State of the Market
Dow Jones Industrial Average

DJIA 10,277.23 ▼ -99.97
Nasdaq 4,957.20 ▲ -42.41
S&P 500 1,298.15 ▼ -11.02
30yr Indx 8.15% ▲ 0.21
©BigCharts.com
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go>
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Egghead Software No Bricks, Just Clicks

Proof





Best-of-Breed Solutions and Services



Best-of-Breed Solutions & Services

- Addressing targeted horizontal and vertical business process dot-com areas
- Delivering on predicted demands
- Drawing from a rich partner community
- Addressing specific customer demands

Solution Set Benefits

- Faster time to market
- Reduced risk
- Standards compliance
- Scalable solution
- Follows industry road map
- High ROI/investment protection

Solution Set Attributes Meeting Customer Needs

- SunTone Certified
- Tested software and hardware combinations
- Service provider delivery options
- Customer references
- Featured at iForce ready centers
- Standards compliance
- Partners committed per solution set
- Single partner point of contact for delivery

Solution Set Example

Enabling Brick and Mortar Retail Companies to Do Online Business

- Industry trends to capitalize on
 - Dynamic personalization
 - Real-time order status
 - Up-selling and cross-selling
- Ideal solution set characteristics
 - Standards compliance
 - SunTone certification
 - Proof of concept at iForce ready center
 - ASP delivery option



Solution Set Benefits

Retail Brick and Mortar Company

Solutions
& Service

- **Integrated, out-of-the-box, ready-to-go solution**
 - E-commerce solution from Interworld
 - Platform/services from Sun
 - Network infrastructure from Cisco
 - Transaction application hosting from CyberSource
 - Content management from Interwoven
 - Integration from Active Software
- **Fast time to market**
- **Easy customization**
- **Future-ready solution**



iForce Solution Sets Available Now

Solutions
& Services

- **Retail: Online commerce solution**
 - Sun, Cisco, Interworld, CyberSource, Interwoven, Active Software, Netperception
- **Supply Chain Management Services: Raw material supplier exchange**
 - EDS, i2, Paragon, Selectica, Vitra, WebMethods
- **SPLAT (UK): Online business solution**
 - Logica, Calico, Exodus
- **E-commerce portals: Enterprise portal building solution**
 - Sun, iPlanet, EnCommerce, CyberTrust, Inktomi, Resonate, TimesTenPerformance, FutureTense, Autonomy-Net.Genesis, NetPerception
- **Collaborative product commerce**
 - PTC, Exodus, Windchill
- **Wireless mobile access**
 - Lucent, Netscape
- **Certification Authority for Financial Consortia**
 - IdenTrust



Sun's Computing Platform: Integrated Hardware/Software





Sun's

Hardware/Software

Service Access

Services

Service Infrastructure



tools.com: Forte (IDE, EAI), NetBeans

myoffice.com: StarOffice/Portal



Sun/Netscape Alliance Solutions

Computing
Platform



iPlanet
Portal Service

iPlanet
Commerce
Application

iPlanet Communication Server

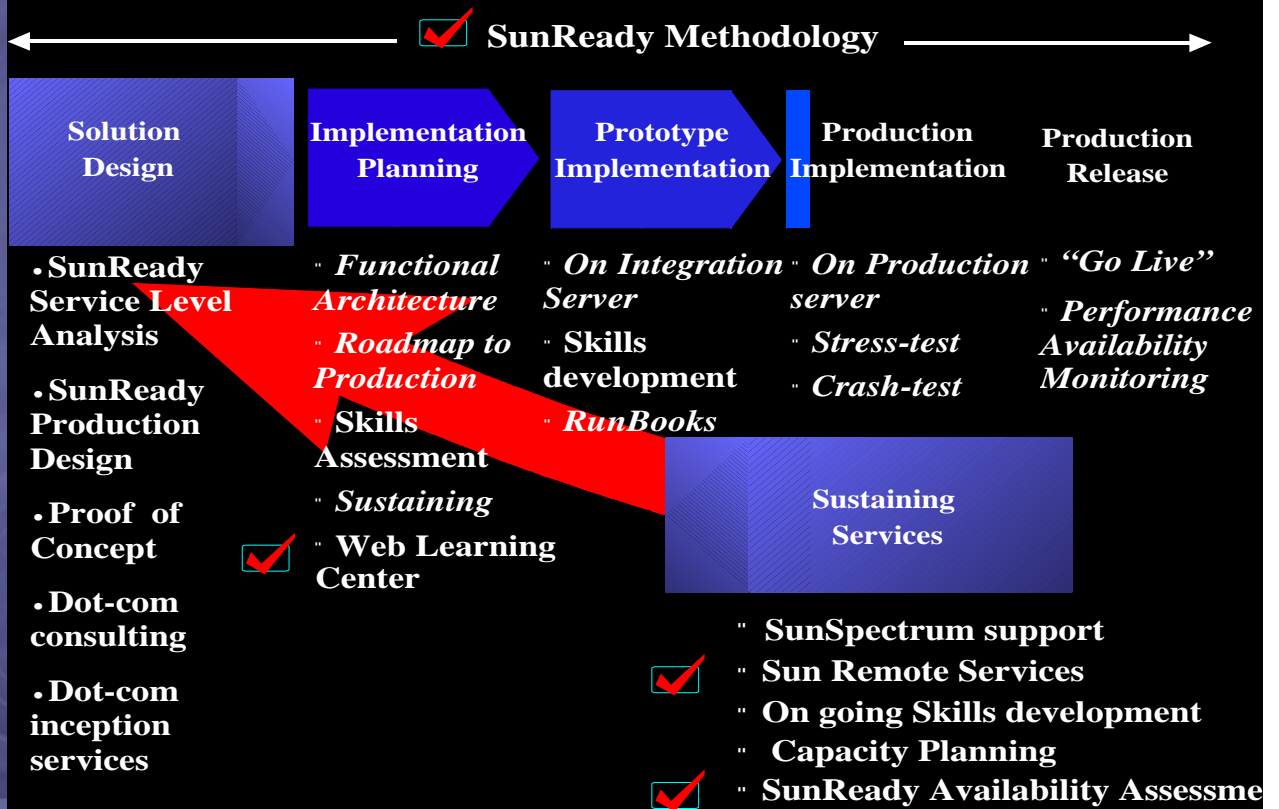
iPlanetWeb and Application Server

iPlanetDirectory Management System



iForce Services: With You Every Step of the Way

Computing
Platform





Webtone Quality of Services

- The SunTone program





The SunTone Program

Your Mark of Excellence

Quality of
Services



Certification and
branding program

Easily identify
highest quality
service providers

Developed with
industry leaders



Quality of
Service

SunTone Certified Today

Corio
Digex
Digital Island
eOnline
Exodus
Communications
GlobalCenter
Division of Global
Crossing
GTE
Internetworking
Niku
Portera Systems

Plus

More than 150
additional members
currently
participating
in the certification
process



Sun and Partner Community

- Sun's partnership-oriented business model
- Partner programs





Community Success Breeds Success



iForce Partner and Community Start-Up Programs

- iForce Incubators
- iForce Bundles
- iForce Education Service Providers
- iForce Startup Essentials Program for ISVs
- iForce Startup Essentials Program for e-Integrators
- iForce University Incubators



How to Get Started



Sun and Partners: Delivering the Solution

- Sun and partners
- iForce ready center network
- Sun Professional Services





iForce ready centers: Where iForce Comes to Life

- **Three worldwide “knowledge centers”**
 - Industry-setting proof of concepts
 - Worldwide best practices for leverage
- **40 iForce ready centers-- Sun and strategic partners**
 - The range of services to deliver the iForce road map



iForce ready center Partners



The iForce ready center Network





iForce ready center Offerings

- From brainstorming to pilot programs
- Architecture blueprints
 - HW/SW configuration, system architecture, design wins, reference accounts
- Customized demo and proof-of-concept
 - Application and system/product integration
- Build end-to-end business solutions on Sun
 - A full spectrum of solutions
- Benchmarks using the latest technology
 - Solution behavior and scaling



Industry-Leading Proof-of-Concept

Identrus Example

- Uses PKI and digital certificates to make transaction communication highly secure
- Based proof-of-concept on Sun's architectural framework
- Uses security products from Netscape, Valicert, Baltimore, JCP, Argus, and Chrysalis
- iForce ready center's Identrus system is used to demonstrate trusted e-commerce transactions between trading partners

iForce ready center

Areas of Expertise

Horizontal Applications

- Supply-Chain Management (SCM)
- Customer Relationship Management (CRM)
- E-Commerce
- Enterprise

Vertical Applications

- Telecom
- Manufacturing
- Education
- Finance
- Government
- Retail
- Energy
- Healthcare
- Entertainment



Sun Dot-Com Consulting Services

- **Evaluate your options**
 - Dot-Com ready Workshop
 - Dot-Com Proof-of-Concept Services
 - Dot-Com Inception Service
 - SunReady Availability Assessment for SunTone
- **Architect for maximum performance**
 - Dot-Com Architecture Services
 - SunReady Production Design Service for SunTone
- **Provision and deploy a solid foundation**



Time to Take Action

- **Log on to sun.com**
 - Read the “How to Dot-Com Your Business” executive brief
 - Get more information about specific Sun products, services, initiatives, and programs
- **Go to a Dot-Com Workshop**
- **Sign on for the Dot-Com Inception Service or IT Architecture Services**
- **Visit an iForce ready center**
- **Call the vendor of the solution set you’re interested**