

Sun Fire™ Enterprise Servers

T1000/T2000 servers for Broadband Service Providers

In recent years, the total number of broadband providers has grown, from new entrants in cable, satellite, broadband IP and over-the-air distribution. Existing players in the market have quickly realized that they must invest in service development to build customer loyalty and achieve differentiation from competitors. The alternative is becoming just a commodity 'bit pipe', which is likely to drive down revenue, increase churn and damage the brand.

Broad service possibilities

Today's ultra-fast network connections present an excellent opportunity for broadband service providers. They enable previously unfeasible interactive services to be delivered to the desktop, and a range of other devices, like televisions, media players and games consoles. These services include cheap voice, conferencing, video on-demand, interactive TV, home security monitoring and, of course, gaming. Alongside these services comes new digital content like music, video, images and more.

By fully embracing the creation, syndication and delivery of services and content to your customers you can create opportunities for revenue growth. To do this you need to develop new services yourself, as well as integrating content and applications from third party developers and wireless carriers.

Investment and budget tensions

You must maintain the security and uninterrupted availability of your services if you are to deliver value, maximize revenue and reduce churn in a market that's keen to shop around for the best service and lowest price. And the same level of support must be given to all the supporting systems required to measure and bill content usage. Operations support system(OSS) integration, subscriber management and service management functions are all critical. Every company in the broadband market is threatened with commoditization if it doesn't continually invest in services – today's killer differentiator is tomorrow's standard. Yet investment is difficult to fund when budgets remain static and competitors are driving down costs. If you are to stay on top of the wave, you need to drive efficiency, the only reliable way to build margin to plough into further investment, while still making money.

With Sun Fire™ Enterprise Servers with CoolThreads™ Technology, you can excel in the changing broadband market.



Sun Fire Enterprise Servers for Broadband Service Providers

Why Sun?

- Leader in network computing since 1982: we understand your pressures
- Massively partnered for the widest hardware and software support, with leaders like Nortel and Lucent
- Driving open standards in Java and across the IT spectrum to facilitate interoperability
- Award-winning developer tools help you and you partners innovate services quickly
- The world's fastest DNS software to support high-volume Internet communications

Sun Fire Enterprise Servers CoolThreads awards:

InfoWorld Technology Award:
Most Innovative Server of 2006

Network World Infrastructure
Award finalist

Super Computing Product
of the Year

ServerWatch Midrange Server
of the Year, 2006

Make sure your services are never down



Free Whitepaper!

Upon registration at marketing-access@avnet.com receive a FREE Whitepaper on CoolThreads technology and learn more on how this product family can bring you substantial savings.

Customers are already experiencing the benefits of Sun Fire Enterprise servers

STRATO AG

STRATO AG is the third-largest web-hosting provider worldwide. "After doing a TCO calculation, we see a fantastic opportunity with the Sun Fire Enterprise server T2000 to reduce our power and cooling costs by replacing some of our current systems. This CPU simply doesn't generate much heat. We believe we would be able to save up to 15 percent on our overall power costs with the Sun Fire Enterprise server T2000."

Fotolog

Fotolog is one of the world's leading photo blog sites. "Numbers don't lie – we experienced a 300% performance increase after we started using the T1000s. In a third of the space at a third of the power consumption, we were able to build out our infrastructure enough to maintain the excellent level of service Fotolog members expect. We hope to double our views per day in the next three months, and couldn't handle that kind of traffic without the T1000s".

Deliver content & services faster

Breakthrough technology means Sun Fire Enterprise servers can execute up to 32 processing threads at once. The result? More than ten world-record benchmark results, on trusted measures like SPECjAppServer2004 and SPECweb2005, plus applications like SAP and Oracle, and up to 5x the performance of competitive x86 and proprietary servers from Dell, IBM and HP.*

You'll have a distinct competitive edge as you develop services and deliver content to your new and existing users. One customer has been able to support 6x more users by switching to CoolThreads.

Because Sun gives you access to the widest application portfolio for any UNIX or Linux OS, you can choose best-of-breed partners with which to develop new services for your customers. And of course, Sun is the force behind Java™, helping you drive application integration and accelerate time to market for new services, and access content from the widest range of sources.

Every Sun Fire Enterprise server comes pre-installed with Solaris™ 10, which is ideal for rolling out new services: its DTrace diagnostic engine smoothes through bottlenecks and helps your applications fly. And Solaris 10 comes with Sun's optimized TCP/IP network stack for unrivalled network-facing throughput, perfect for broadband service providers.

Make sure your services are never down

To keep your customers loyal, you need to make your services invaluable to their daily lives. It's no good implementing compelling services if your customers can't rely on them. Designed from the outset for extreme hardware availability, Sun Fire Enterprise servers feature RAS functionality, hot-swap, redundant components and the advanced Predictive Self-Healing and integrated security capabilities of Solaris 10, so they're always supporting your business. Clustering and load-balancing help you stay responsive even as demand for services fluctuates.

Respond to competitors with greater efficiency

Increasing services usually means buying additional servers. Sun Fire Enterprise servers offer excellent performance, helping you consolidate and actually reducing the number of servers you run. Solaris Containers can virtualize your computing resources, driving your utilization up from an average of 15% to as high as 80%.* You can reduce the number of servers you manage by as much as 6:1.

When you switch to Sun Fire Enterprise servers, you can also see a reduction in your monthly outgoings, because they occupy up to 50% less space, use up to 80% less power, and produce less heat than other servers.* What's more, they're up to 1/3 cheaper to acquire, so you can tackle your TCO start to finish. Sun customers are already experiencing power and cooling cost reduction of up to 75%.* Use your savings to undercut the competition, or drive funds back into service differentiation.

*All referenced benchmarks are listed at <http://www.sun.com/servers/coolthreads/t1000/benchmarks.jsp#legal>



Servers are changing into something beautiful

Get in touch - Visit sun.com/coolthreads to find out more about how Sun Fire Enterprise servers can help you consolidate, comply and create new services.

For further details on any product, solution or pricing information featured in this guide please contact:

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