

Sun Fire™ Enterprise Servers

T1000/T2000 servers in Telecommunications

Today's customer has many choices for their voice services: the definition of 'telco' is blurring. New competitors from other geographies and other industries are starting to offer their own communications services, including VoIP. And customers are demanding new and integrated voice and data services to suit their individual requirements: not just VoIP, but mobile portals, instant messaging, and text voicemail, too. Telcos must respond by quickly implementing voice and data services, innovating their own new products, and smoothly integrating those created by third parties to improve the customer experience. Without adding value in the converged world, you risk your revenue and margin being eroded. But this is a great opportunity to break into new markets and become a converged service provider, with the power to drive up revenue per user and reduce churn.

The pressure for efficiency

Investment in new services pushes costs up: in terms of infrastructure, development and management. Competition in a converging market drives margins down, strangling your cashflow.

Improving the efficiency with which you deliver your services, and cutting your infrastructure costs, is the only way to succeed, delivering competitive pricing while maintaining your margin.

Managing security and availability

New, feature-rich services present additional challenges for telcos. With voice, video and data services running over the network, there must be a focus on security of information; and with reliance on servers and applications hosting value-added services, telcos must also emphasise availability and quality of service to reduce downtime and enhance customer satisfaction.

All of these contexts force a response from telcos to innovate new revenue-generating services (mobile TV, fast data, portals, 3G, music downloads), produce new efficiencies to thrive on lower ARPU, and improve customer service levels to fight competition and reduce churn.

In today's multi-service, multi-media, data-led environment, the server platform is as vital as network infrastructure for telcos. Sun Fire™ Enterprise Servers with CoolThreads™ Technology help you succeed.

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



Sun Fire Enterprise Servers for the Telecommunications market

Why Sun?

- All ten largest NEPs use Sun, because we provide highly scalable, robust and open systems
- Sun has been the leader in providing NEBS-certified line of systems since 1997, including Opteron and SPARC for ATCA blade systems
- There are more than 750,000+ Sun Java™ Enterprise Systems users: we know how to provision stable multi-user services
- Sun is contributor/founder of major bodies that drive standardisation in IT and telco through open systems to help protect your investments and develop more easily

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

Cut costs across your data center



Sun Fire™ Enterprise Servers with CoolThreads™ Technology are first choice when operational efficiency is of the essence. Through space, power and heat efficiency, they can save you millions of dollars a year. And through world-beating performance, they help you roll out services and support up to 6x the users with confidence.

Help your applications and services perform

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, including SPECjApp-Server2004 and SPECweb2005, plus applications like SAP and Oracle.* They offer 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 innovate new services.

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

Cut costs across your data center

Sun Fire Enterprise servers 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 lower your tariffs and undercut the competition, or drive funds back into service innovation to differentiate your offerings.

But it's not just about cutting costs: it's about enabling you to grow your infrastructure capacity, without expanding your facilities: vital when space is at a premium and energy costs are rising. Solaris Containers can virtualize your computing resources, driving your utilization up from an average of 15% as high as 80%.* You can reduce the number of servers you manage by as much as 6:1.

Manage risk

When you're operating in a tough market, where customers demand top-quality service, you need to know your servers are up and running. Sun Fire Enterprise servers feature RAS functionality, hot-swap, redundant components and the advanced Predictive Self-Healing and integrated security capabilities of Solaris 10, to deliver extreme availability and support your business.

Because Sun gives you access to the widest application portfolio for any UNIX or Linux OS, you can choose from 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.

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

VympelCom

"We are extremely satisfied", said Dmitry Valetin, Head of System Administrator Department, IT Director of VympelCom, one of Russia's largest telecommunications groups.

"Multiple performance growth with reduced power consumption is what any system administrator and IT professional can dream about".

Over 450 communication and content service providers in more than 120 countries use Comverse software and systems for network-based multimedia communication and billing services. They state: "We evaluated the Sun Fire Enterprise T1000 server for our product needs in Value-Added Services. Our benchmark results show significant overall performance gains over existing Sun servers. We are pleased with these results and will continue work with Sun to deploy CMT technologies in our next generation systems".



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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