

Sun Microsystems Computer Corp.

Sun Selling Points

- * Workstation market - share leader
- * Low prices
- * COSE participant
- * Application selection
- * Capturing mind share
- * Upgrade paths

Sun Weaknesses

- SPARC architecture
- Uniprocessor performance
- Solaris 2 migration for Sun base
- No long-term trade-in policy
- Low-end boxes limited in configs and nondiscountable

HP Differentiators Against Sun

- * Open systems leader: #1 RISC and #1 UNIX vendor 1992
- * Performance leader
- * Solid, profitable company
- * Enterprise-wide solutions
- * Open Migration Program provides true investment protection

Workstation Market Share

UNITS SHIPPED WORLDWIDE Workstations & Workstation Servers				UNIX REVENUE WORLDWIDE All Workstations, Servers, Software		
Calendar Year	Units Shipped	% Unit Share	% Unit Growth	Revenue (\$ millions)	Revenue Share	Revenue Growth
1991	189,200	39.3 %		\$ 2,930	16.3 %	20.8 %
1992	215,700	38.3 %	14.0	\$ 3,220	15.7 %	9.9 %

Source: International Data Corporation, latest 1992 and 1993 estimates available

Notes: Stress that UNIX revenue is the most important consideration because it determines a company's reinvestment ability—a true measure of strength. For HP, UNIX revenue also includes X Stations, not included in IDC statistics.

Investment Protection

Sun offers upgrade paths to their latest technology from the older products. However, SPARC performance lags behind the competition, and trading in to HP can be less expensive and offer greater investment protection for the future. Sun customers must migrate to Solaris 2.x to utilize newer Sun products.

Corporate Data

Company founded in 1982
 Headquarters is in Mountain View, California
 CEO is Scott McNealy
 # of Employees is approximately 14,000

Other Sun Information

Sun has been focusing on the commercial market in 1993 in an effort to expand their market share. Sun technical customers are lacking the performance needed in traditional areas (MCAD, EDA), so Sun is selling multiprocessing. Application support for MP is in the early growth stage. Customers are dissatisfied with the Solaris migration (intense workload) and are staying on Solaris 1.

For more detail on Sun, see *Selling Against the Competition*, P/N 5091-1888E, 1/93.

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 Competitors at a Glance: Sun Workstations P/N 5091-8221E