Field Guide: Next-Generation Web Event

POWERFUL TOOLS FOR
BREAKING THE RULES

The Next-Generation Web is turning traditional business models on their head. And it's opening up tremendous business opportunities—both for those who are creating it and for Sun.

The Next-Generation Web is being defined by both startups and established enterprises, and is being implemented by developers using a new breed of powerful new tools primarily based on open source technology. As a pioneer of open network computing, the leading contributor of open source software, and one of the last true systems companies, Sun is in the ideal position to win new business in this dynamic marketplace.

Give your customers and prospects an opportunity to hear about Sun for Next-Generation Web—up close and personal—at a Sun-hosted event. This is your chance to tell our story, showcase our products, make new contacts and introductions, and get a foot in the door with high-growth prospects.

> **About this Field Guide**

This field guide outlines the components and supporting materials that are available to you for the Next-Generation Web event program. It shows you how you can use events and promotional materials to build customer awareness and identify sales opportunities.

> **Event Name**

Next-Generation Web Solutions from Sun

> **Event Objective**

- Generate highly qualified leads
- Gain "street cred" for Sun among young developers
- Build mind-share for Sun's unique capabilities and comprehensive solutions for Next-Generation Web development
- Underscore Sun's leadership in open-source software in the marketplace
- Strengthen relationships with existing partners and customers

> Target Audience

Web Startups

- In business for 4 years or less
- A maximum of 150 employees
- Member of Sun Startup Essentials program (in US, if applicable)
- Target audience is both management and developers

Enterprises

- Global Fortune 2000 company
- Looking to harness the Web to create new revenue from existing products or IP
- Target audience is CXO-level; key influencer group is developers (including enterprise architects)

> Target Insights

The target market includes two very distinct groups with very different agendas. One group is executives/developers at startups that are typically understaffed, overworked, and struggling to meet deadlines; the other includes large, established enterprises trying to reinvent themselves or their business models. All have a few challenges in common: they need to accelerate time-to-market with new innovations; they need inexpensive and easy-to-use yet powerful development tools; and they need to adhere to industry standards in order to avoid complexity, incompatibility, and vendor lock-in. They need standards-based, pre-integrated, pre-optimized, pre-tested combinations of products that they can trust to work well and work well together. Sun is the perfect fit.

> Key Messages

Sun is the one company that truly understands the needs of Next-Generation Web developers and can respond with the right mix of products, services, open-standards, price, and, programs — right now.

> Solution Positioning

- **Speed Time to Market for Less.** Key open source applications (e.g., Apache, Tomcat, MySQL) are integrated into Solaris™ to simplify delivery of Web applications and services out of the box on the servers customers have today, as well as competitively-priced systems from Sun. And they all run faster on Solaris.

- **Open, Fast, Free, and Supported.** Customers get an open, indemnified, highly secure and commercially supported platform with Solaris, for less money, while also gaining access to a vibrant community of the world's best developers to fuel innovation and drive adoption.

  Sun provides leading-edge technologies, proven standards-based products, and a variety of services, support, and training to develop and deploy Web 2.0 applications.

- **Best Choice for Deploying Web-based Solutions.** Sun is a systems company with a 25-year history of driving, delivering, and fueling innovation in systems, staff, and communities. Sun provides a complete systems portfolio with the industry's fastest, most scalable, most energy efficient servers to meet individual customers' business needs.

> Event Components

Signage   Agenda   Email Invite   Banner Ads   Email Follow-up   Landing Page

A set of tools is available to help you promote and execute your Next-Generation Web event and gather sales leads.
Event components include:

- HTML email invitations (Startups and Enterprises)
- Web registration page
- Banner ad
- Event agenda
- Event signage
- Presentation
- Data sheet
- Event evaluation form
- HTML email post-event message
- Sales guide
- Giveaways
- Speakers list

> Suggested Event Agenda

9:00 a.m.	Welcome and Breakfast
9:15 a.m.	Introduction and Opening Video* (Corporate ID, The Network Is The Computer™, JavaOne™, or Innovation Video)
9:45 a.m.	Next-Gen Web Overview Presentation*
10:15 a.m.	User Scenario (Invite a customer to share their story)
10:30 a.m.	Technical Deep Dives (With demos; potentially offer two separate tracks)
11:30 a.m.	Giveaways or Drawing
11:45 a.m.	Lunch

*For event resources see page 5 of this document.

> Roles and Responsibilities

Integrated Go-To-Market Team

- Produce an event-in-a-box which can be tailored for local Next-Generation Web field events
- Produce a customer presentation for field to deliver
- Provide sales support with access to subject matter experts and a sales guide
- Provide funding for translation of program components
- Provide list of corporate speakers

Field Marketing

- Tailor event-in-a-box components
- Identify target audience and secure list
- Set agenda of event
- Engage sales reps and SEs
- Find and train local speakers
- Recruit audience
- Execute event
- Follow up on leads

> How to Roll Out this Program

1. Secure speakers. Refer to speakers list for corporate resources. Find and train local speakers.
2. Tailor the materials to the vertical and industry to be invited to the event. There are additional images available for use with the "Powerful Tools for Breaking the Rules" headline (packaged in the same folder as this field guide). These alternative images can be substituted for the main campaign image.
3. Localize the event agenda, the direct mail invitation, and the HTML email invitation as needed.
4. Build and host registration/landing page. Build a confirmation page with links to the various Next-Gen Web applications and offerings mentioned on the registration page, to capture contact information and also provide registrants with resources before the event.
5. Secure list.
6. Go live with landing page with built-in tracking on click rates and number of registrations. Make sure your landing page refers back to sun.com.
7. Determine mailing time and whether to send mail and online email simultaneously or in sequence.
8. Distribute the sales guide and explain the program to account teams and develop follow-up sales activities.
9. Distribute invitations.
10. Use telemarketing to boost attendance and remind registrants to attend.
11. At the conclusion of the event, use the evaluation form to gather sales leads and customer feedback for future event improvement. Customize the 'contact me' information to reflect if SEs or sales rep is more appropriate for audience.
12. Communicate sales leads to account teams.
13. Send out the HTML post-event message to continue raising awareness and to drive customers to the main Next-Generation Web page for more information: sun.com/web.
14. Use telemarketing to follow up with attendees and move qualified leads along the sales cycle. Based on the focus of your event, remind attendees of the appropriate call to action (see Call to Action section below).
15. Share your successes and experiences with your colleagues via the Wiki at
    https://cepedia.sfbay.sun.com/index.php?title=NextGenWeb

> Call to Action

Pre-event

Drive audience to localized landing page or to register for the event and to sun.com/web to learn more about Sun's Next-Generation Web offerings.

At event and post event

Customers and prospects can check out the following links for specific information about products, programs, and services:

- Join the Sun Startup Essentials Program and start saving now: sun.com/startupessentials
- Getting started with JRuby on Rails: blogs.sun.com/arungupta/entry/getting_started_with_jruby_tutorial
- jMaki on Rails for dummies: blogs.sun.com/arungupta/entry/jmaki_on_rails_for_dummies
- Netbeans IDE with Ruby support: bits.netbeans.org/download/6.0/milestones/latest

- Download and try Solaris 10 on your favorite hardware: sun.com/solaris/get
- Check out NetBeans™ netbeans.org; JRuby wiki.netbeans.org/wiki/view/NetbeansedJRuby; SAMP sun.com/software/solaris/amp/index.html
- Get the free Solaris Express, Developer Edition download: developers.sun.com/solaris/downloads/solexpdev
- Join Sun Developer Network developers.sun.com; and BigAdmin sun.com/bigadmin/home/index.html (for system administrators)
- Get involved in the OpenSolaris™ opensolaris.org/os, Glassfish glassfish.dev.java.net, OpenJDK openjdk.java.net, and Mobile & Embedded community.java.net/mobileandembedded communities

Post event

Motivate audience to set an appointment with a Sun sales rep to discuss their specific needs and Sun's solutions.

> eMarketing Support

- Use the HTML email invitation to set up a localized eMET campaign to be executed by local sales teams. This method can also be used for 1:1 marketing events related to the event.

- Access to Sun's database of customers and prospects (OLM2) is also available at no charge. Sending a campaign through OLM2 provides centralized metrics reporting and is cleared by do-not-contact and privacy laws. Also, results from these efforts further enhance our existing customer and prospect data.

  Please see: http://olm2.sfbay.sun.com/page/342
  To request an e-mail through OLM2, log in here: http://gertie.central.com/gertiell/login.do

- The Field Marketing Reporting System is a tool designed to provide account-specific e-marketing data to Field Marketing, including information at a company level and an individual record level. Profile, Subscription, Behavior, and Product Interest information about your accounts is provided. Please visit: http://olm2.sfbay.sun.com/page/320

> Resources

For additional information about Next-Generation Web visit:

- Next-Gen Web Technologies Anchor Page sun.com/web
- Web Developer Resource Center developer/sun.com/web
- Sun Campus Ambassador Program - Web 2.0 Module https://cepedia.sfbay.sun.com/index.php?title=Web2StudentAmb
- Sun Developer Network Academic Developer Program developers.sun.com/learning/academic

For more information regarding event resources:

- Opening Video
  http://sunfeedroom.sun.com/ifr_main.jsp?skin=internal&nsid=a70cac7b6:11306bd498a:3326&rf=bm&fr_story=FEEDROOM193447&st=1181232428005&mp=FLV&cpf=false&fr=022607_105019_7d910b32x110fe76376cx4f8d&rdm=7698.186211147432
- Next-Gen Web Overview Presentation
  http://sundoc.central.sun.com/SunWINPublicView.jsp?token=497156
- Sun Corporate ID Video - The Network is the Computer
  http://mediacart.sfbay.sun.com/MediaCart/search_results.jsp?search_keys=the+network+is+the+computer&startrow=1
- JavaOne 2007 Opening Video - Open Possibilities
  http://mediacart.sfbay.sun.com/MediaCart/search_results.jsp?search_keys=open&startrow=1

For any issues with Media Cart, please contact: sunrep@videotransform.com

> Contacts

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