



EXECUTIVE ADVISORY COUNCIL SESSION OVERVIEW

Introductions

Included in our introductions we would like to learn more about you and your business environment.

- Briefly describe your current responsibilities
 - What are your company's top goals and challenges?
 - Briefly highlight 1-2 IT trends that you see in your industry
 - What are the top IT challenges for you and your company?
 - What are you hoping to get out of this meeting?
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Session 1: Innovation

When you think about the future of your business, what are the types of products and service offerings you envision? Will growth come through improvement of current products or new product development? How will you take those products to market in easier and better ways? How do you define innovation and what will innovation contribute to your company's profitability?

In this opening session we want to understand how you define innovation today—and explore the technology infrastructure required to realize that innovation.

Session 2: Current Products

In this session we will examine Sun's core Infrastructure Software and explore where you see the greatest need for focus and innovation. Our objective in this section is two-fold: we want to offer insight into our core offerings and we want to hear how we can shift our focus to better serve your business.

Session 3: Open Source

We believe a truly Open Source market will drive endless innovation in the future of software. But where is the opportunity within the enterprise?

In this session we want to explore the opportunities and barriers to Open Source software in the enterprise.

Session 4: Strategic Partnerships

With the rising demand for integrated IT services, strategic partnerships are critical for success.

In this session we will explore how each of you define strategic partnerships and what separates them from vendors.

Session 5: Working with Sun

In this final session we want to hear about your experience working with Sun in 4 key areas: Marketing, Sales, Professional Services and Support. Included in your materials, please find a single slide with key questions for these areas.

We are asking attendees to come prepared to speak to these points with a willingness to share the details of your experiences. This session will focus on those experiences and your overall impressions of Sun as a software and service provider.