



Moving to a Subscription Software Model

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Corporate Goals

Priority #1

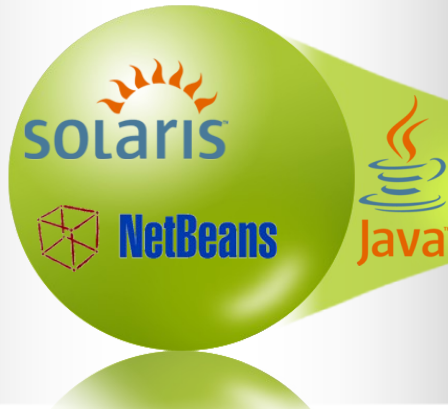
Make Money

Priority #2

See Priority #1

Software Monetization

Open Source Development Choice



- Solaris
- NetBeans
- Glassfish
- Single Sign-on
- All Middleware

Free Access Increases Volume



- Free RTU unsupported
- Extended Try and Buy Program

Commercial SW Business Deployment



- Solaris 10
- Java ES
- Update Connection
- ID Management

Moving to a Subscription Model



Considerations

Sales

- > Comp drives behavior
- > Multi-year vs single year

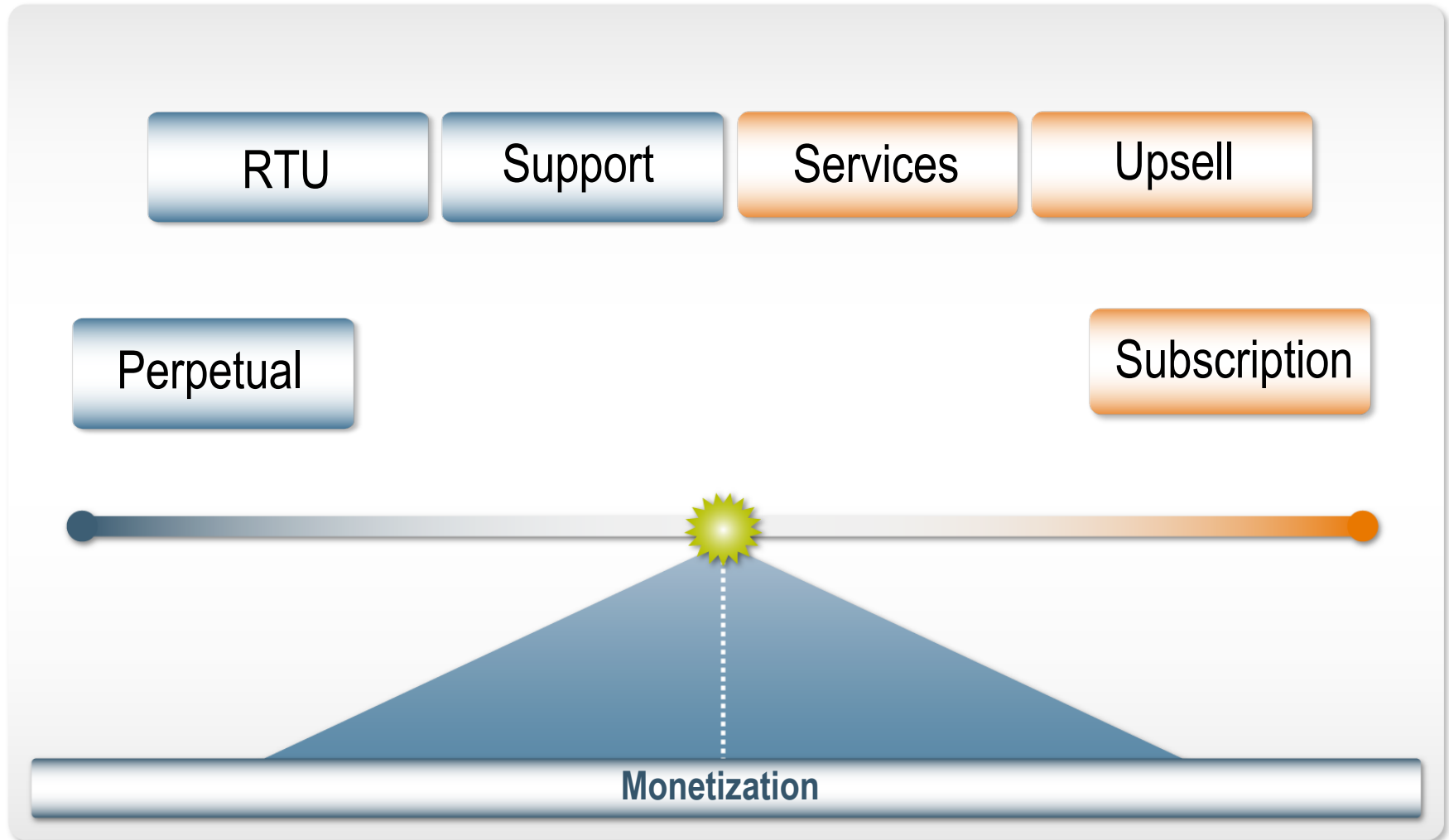
Channel

- > See above
- > What are your routes to market?

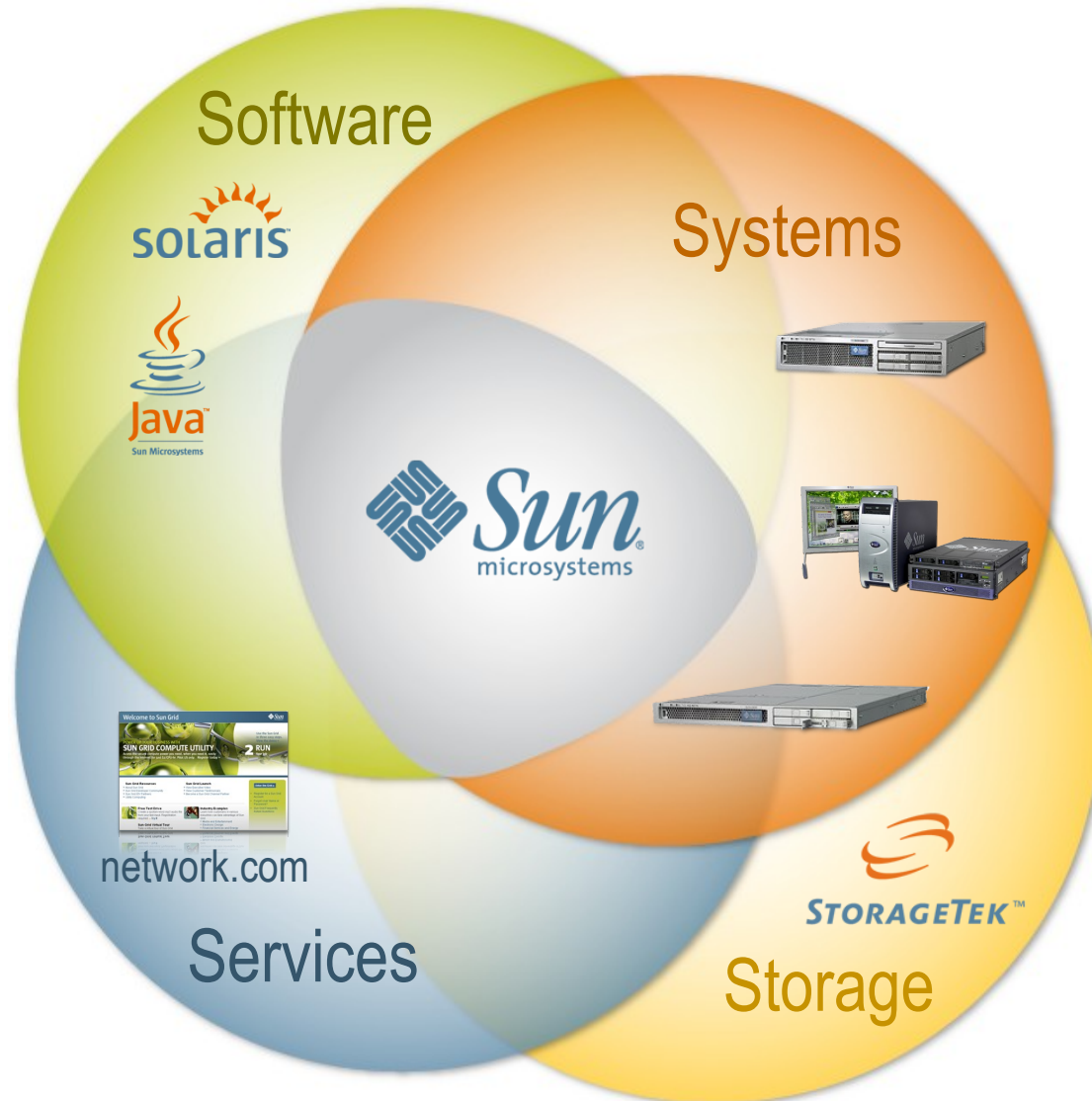
Customer

- > Opex vs Capex
- > Purchasing agents

Business Models



Value of Being a Systems Business





Thank You!