



## Sun Offers Customers Value-Add with PointBase Embedded

In 1995, Sun Microsystems introduced the first universal software platform designed for the Internet. Today more than three million programmers use Java™ to create cross-platform applications. Many of these developers utilize Java products and environments from Sun including Sun™ Java Studio (formerly Sun ONE Studio), an integrated development environment used for building and deploying web services, and Sun™ Java System Application Server (formerly Sun ONE Application Server), which provides the foundation for web services delivery.

In order to speed up deployment and adoption of these powerful products, Sun embeds a database into each application, offering a number of real-world samples to demonstrate the software's capabilities. To provide this added customer value, Sun required a portable relational database, written in Java, which supported the latest J2EE™ standards.

The company also needed a database partner that was able to accommodate Sun's demanding product and support standards. PointBase Embedded, delivering Java-based portability, a small footprint, comprehensive security and zero administration, provided Sun with a cost-effective database solution. Using the Server Option, PointBase Embedded integrated effectively with both Sun Java Studio and Sun Java System Application Server's product architecture.

***"PointBase Embedded allows us to provide customers with everything they need to evaluate our products: The full package, batteries included."***

***- Dan Roberts, Product Manager, Sun Microsystems***

### Meeting the Challenges of Sun's OEM Model

Sun had examined a number of different embedded databases, but soon found that PointBase offered the greatest flexibility and support. "Sun maintains a very high level of quality and service for OEM products," said Dan Roberts, product manager for Sun. "We needed a partner that could not only match the latest technical standards, but who was willing to work with us to provide the relationship we wanted. Not every vendor will do that, but PointBase was able to accommodate us on every point."

PointBase Embedded allowed Sun to realize a number of high-level business goals, including:

- Establishing a relationship that matched Sun's product and business needs, without adding database-specific contract obligations
- Providing full compliance with JEEE Compatibility and Sun support requirements
- Controlling costs with a database that lowers licensing fees and operating expenses
- Leveraging Java-based portability and J2EE standards across all platforms

***“The PointBase Embedded database has been even more successful than we expected in our customer polls,” Roberts concluded. “The users like it and stay with it longer than is common across the market.”***

### **Improving Customer Service with Joint Technologies**

“We see providing this type of out-of-the-box customer experience as a base requirement,” Roberts said. “Throughout this project, our developers have worked cooperatively with PointBase to produce a joint product. PointBase has been very good about identifying issues and providing quick resolutions.”

#### **Key Benefits to Sun:**

- Shorter sales cycle based on improved customer evaluation experience
- Full compliance with Sun technical and support standards
- Seamless integration with product architecture

#### **Sun Products Using PointBase Embedded\*:**

Sun Java Studio Enterprise  
Sun Java Studio Standard  
Sun Java System Application Server

\*Sun bundles a 5MB 'Evaluation Only' version of PointBase Embedded. For a development or deployment license, please contact PointBase.



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