



SUN RAY™ APPLIANCES IN CUSTOMER RELATIONSHIP MANAGEMENT

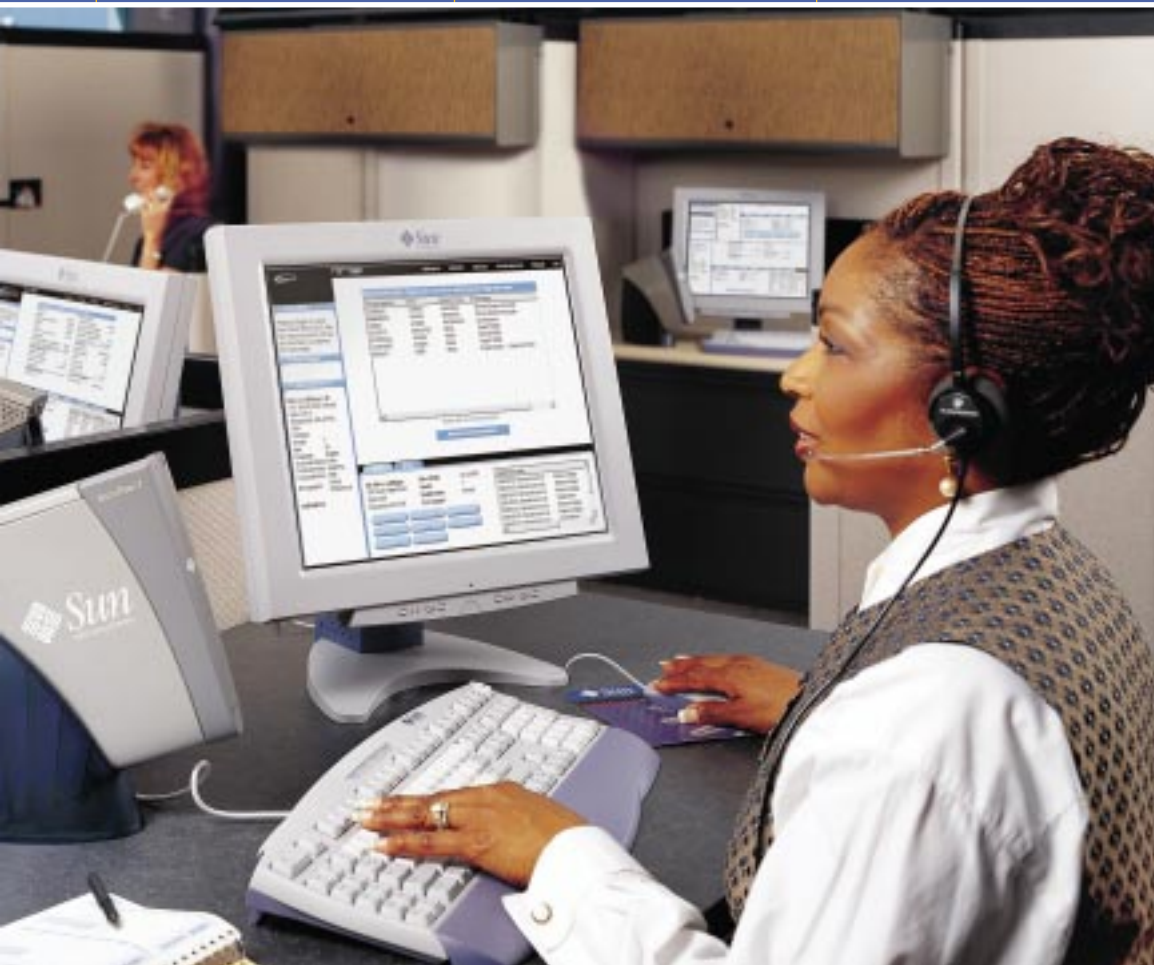
The stateless, zero-administration desktop device that enhances your focus on the customer

In call centers, even a few seconds of downtime can impact customer satisfaction—and the bottom line. Now, the high availability, reliability, and uptime of Sun™ servers can be extended to the desktop with Sun Ray™ appliances. These revolutionary desktop devices are zero-administration, centrally managed appliances that can access software applications running on multiple platforms—including the Solaris™ Operating Environment, Java™ technology, HTML, streaming

multimedia, UNIX® or Windows NT. Sun Ray appliances are perfect in flexible or multiple shift work environments. Hot Desking allows employees to access their own computing session at any of the Sun Ray appliances in the workgroup by simply inserting their smart card. The all-in-one units do not require much space, and there is no fan—so no noise.

HIGHLIGHTS

- These zero-administration, centrally managed desktops enable best-in-class CRM and enterprise solutions.
- Tamper-resistant design reduces system damage due to viruses or misuse.
- Centralized administration eliminates the need for time-consuming desktop maintenance and upgrades, lowering total cost of ownership.
- Silent operation makes it ideal for call center environments.
- Hot Desking enables users to immediately access their computing session securely from any Sun Ray appliance in the workgroup — perfect for shift-workers.
- Administrators can customize access for each user by functional or departmental requirements.



Sun Ray appliances provide seamless access to your CRM applications, as well as to all other enterprise applications necessary for a successful call center environment, and they eliminate the costs and effort of desktop upgrades and maintenance.

Sun Ray™ Appliances in Customer Relationship Management

With Sun Ray appliances, call centers have a centrally managed, zero-administration desktop to access the CRM and enterprise applications they need today—and tomorrow.

Dot-com the Desktop

The information appliance model enables Sun Ray appliances to provide users with an instant, constant, simple, and rich experience. This breakthrough dot-commed desktop device provides access to existing applications while nearly eliminating client maintenance and upgrades.

Instant & Constant

Based on smart card technology, Sun Ray appliances support Hot Desking which frees users from reliance on a single desktop. By inserting a smart card into any Sun Ray appliance, a user can instantly obtain his working session exactly as he left it. And user's sessions can be customized according to their specific needs, with access limited to the applications or information required by their particular agent segment. In a call center, multiple shifts of agents can share one Sun Ray appliance and still have a personalized desktop. Thus, each agent can sit down and be instantly productive.

Simple

The Sun Ray appliance computing model lowers your total cost of ownership and provides an attractive alternative to using costly, high-maintenance desktop PCs. Sun Ray appliances are simple to install, with no desktop configuration necessary. And unlike PCs and Xterminals which require an operating system and run local applications, Sun Ray appliances run no software at all. All software runs on the servers where it is centrally managed, maintained, and upgraded. By eliminating the hassles of desktop administration, Sun Ray appliances make it easy to take advantage of the latest CRM solutions.

Compact and quiet, Sun Ray appliances make the most of desktop space, allowing you to maximize the number of agents per call center and allowing those agents to provide better service to more customers.

Rich

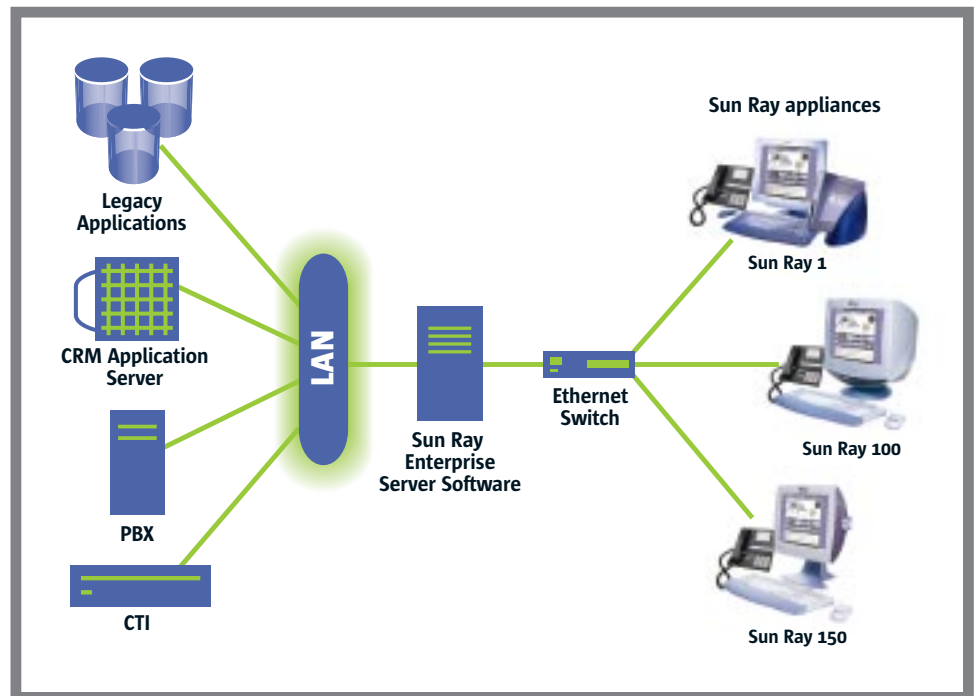
Since Sun Ray appliances access so many software platforms, users can take advantage of all their CRM and enterprise applications, including those that run on the Solaris Operating Environment, Java technology, Windows NT, streaming multimedia, and legacy mainframe applications.

Call centers are faced with the challenge of integrating a variety of customer touch-points—including inbound and outbound calls, e-mail, fax, and live Web chat—into their environments. Dot-comming your call center with Web-based CRM applications on Sun Ray appliances is an excellent way to integrate all your call center functions, enabling you to offer more personalized service, take advantage of one-to-one marketing opportunities, and keep satisfied customers coming back.

Even if your CRM applications aren't yet Web-based, you can prepare for the move to a Web environment by dot-comming your desktops. With Sun Ray appliances, you're able to seamlessly access legacy applications and terminal environments, such as IBM 3270, 5250, DEC VT100, and VT200.

For more information on the Sun Ray appliances, go to:

www.sun.com/sunray



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