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We have a huge, market-changing opportunity; the 3-horse race for UNIX leadership will soon drop to 2. Oracle is in the process of acquiring Sun AND that is making Sun customers nervous. Now is the time to engage these customers and migrate their mission critical applications and data to HP-UX on HP Integrity servers. While some customers will choose ProLiant, those with high-end, mission-critical needs will benefit most from choosing Integrity servers and blades running HP-UX. We must focus on migrating the strategic high-end.

You, **our HP BCS channel partners**, are key to capitalizing on this opportunity. **Now** is the time for all of you to strike, and strike fast. BCS is offering **FREE PORTING FOR SUN MIGRATIONS TO HP-UX**. Read more about it below.

Many of you are already winning Sun business – thank you. However, we need to accelerate and grow these results, in all regions! To assist you, last week we launched the Sun Migration marketing campaign, one of the Top 5 WW Campaigns from ESSN marketing. This campaign will generate air cover and awareness for you to begin discussions with Sun customers. In addition, BCS has launched new program resources for you to enhance your chances of winning Sun business **now**:

1. Start immediately with two channel focused programs, called Channel Booster Kits, that are squarely aimed at two key migration areas that Sun customers are already likely contemplating -- **Oracle DB Migration** and **SAP Migration**. These Booster Kits are made explicitly for you, our valued channel partners. They bring together the latest in BCS capabilities – TCO tools (QTTR-Lite, Sun TCO Challenge), telemarketing guides, and sales discussion guides. Use these tools to create a natural dialog around the customer benefits of an HP migration, your first step to winning new business from Sun. Download these Booster Kits, along with other important sales tools from your regional partner portal using the keyword “SunSET” or by following this URL: www.hp.com/partners/sunset.
2. For sales and presales assistance, you can leverage the **SPARC Genius** sales desk. It is staffed with a team of experts who can ensure you have access to the best sales tools as well as the best practices for the optimal Sun migration approach. Please email the SPARC Genius at sparcgenius@hp.com for assistance.
3. Take advantage of the **HP BCS Server Acceleration Program** – it provides a **15%** upfront incremental discount on top of the approved Value Big Deal End Customer net price for all eligible HP BCS Server business sold thru October 28th, 2009.
4. For customers interested in evaluating migration alternatives from Sun environments, the HP World Wide Presales Strategic Customer's Team (GWR) provides a **free migration assessment service**. Once the GWR completes the customer assessment, the GWR will work with you and your HP Partner Business Manager on the appropriate customer migration plan.

In addition to the free migration assessment service, HP BCS will **port the application including custom coding for FREE based on a qualified Migration Assessment! Yes I said Free** of the port from Sun to HP-UX. I challenge you to bring me so many deals that the GWR can't handle the volume. Too many ports from Solaris to HP-UX is a problem I am committed to solve. **Bring it on!**

So, you can see that BCS is serious in winning against Sun -- are you?

If you find that this program is not working as I've outlined above, **call or email me**. I will work with you to remove any roadblocks facing your Sun to HP-UX migration. I am personally committed to migrating the entire Sun enterprise footprint to HP Integrity and HP-UX and will be introducing additional resources in the future to keep the BCS momentum going!

Regards,

Martin