

# Sun Ad for Line56 Magazine

***"With key suppliers often accounting for as much as 90% of direct materials and the adoption of contract manufacturing in some industries growing at a 40% Compound Annual Growth Rate (CAGR), the role of outsiders in bringing new products to market has become fundamental."***

— Source: Kevin O'Marah, *The AMR Research Report on Supply Chain Management*, May 2001.

***"Enterprises that implement supply chain planning applications with a continuous improvement program are likely to increase ROI by 40% during a five year lifecycle."***

— Source: Karen Peterson, *Research Director, Gartner, Inc.*, October 2001

***"By the year 2004, it is estimated that 90% of enterprises that fail to apply supply chain management technology and processes to increase their agility will lose their status as preferred suppliers."***

— Source: Karen Peterson, *Research Director, Gartner, Inc.*, October 2001

## **REMAIN COMPETITIVE WITH SUPPLY CHAIN SOLUTIONS**

Enterprises are becoming increasingly dependent on their major suppliers and outsource partners. In some industries, key suppliers often account for as much as 90% of direct materials, and the adoption of contract manufacturing is growing at rates of up to 40% year on year. To remain competitive, communication, collaboration and visibility across the supply chain is an imperative. Sun and its iForce (SM) partners combine to make such collaboration and visibility a reality, providing the products and services to help deliver real cost reductions to supply chain participants.

## **SUN™ AND THE WEB SERVICES ECONOMY**

Sun and its iForce partners are working to develop the Web Services Economy – a movement that began with customers presenting storefronts, then developing portals and eMarketplaces, and finally participating in a truly Collaborative Ecosystem that extends integration and collaboration across the entire value chain. A competitive necessity, achieving the Web Services Economy delivers benefits to all supply chain participants, and ultimately the consumer.

## **SUN PROVIDES SUPPLY CHAIN SOLUTIONS FOR THE WEB SERVICES ECONOMY**

With our iForce partners, Sun provides end-to-end solutions and support for customers seeking a supply chain management solution. Combined with best-of-breed solutions from Sun's Application Provider, System Integrator and Service Provider partners, Sun's products provide the robust performance that a global supply chain demands.

The Sun™ Open Net Environment (SunONE) provides a framework that offers customers choice and technology direction without locking them into a single vendor. Sun's Supply Chain solutions offer technology vision, agility, and excellent performance.



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