

**CLIENT** Sun Microsystems

**PROJECT** Direct mail

## OBJECTIVE

Lead generation for access management solutions

## BACKGROUND

With more users accessing corporate networks remotely, IT executives are searching for new solutions for expanding such access and meet tough regulatory standards for privacy and security.

Sun Microsystems offers new solutions that make it easier to control access, manage passwords, add new users – while cutting costs and assuring regulatory compliance.

## PROJECT OVERVIEW

While the threat of unauthorized access to sensitive data is bad enough, not knowing about these vulnerabilities is even worse. So this mailing poses the question, “Who’s looking at your data?”

The concept is supported by an image of a peephole that shows through a die-cut envelope. Inside the package, other visuals reinforce the benefits of a solution that keeps critical data locked up tight.

This mailing was executed in partnership with some of Sun’s leading authorized partners, so different versions were created for each participating partner.



*See below to view all of the elements in this direct mail package.*

CLIENT Sun Microsystems

PROJECT Direct mail

Envelope



Bob Sample  
CIO  
Company Name  
0000 Street Address  
Cityname, ST 00000-0000

Address side

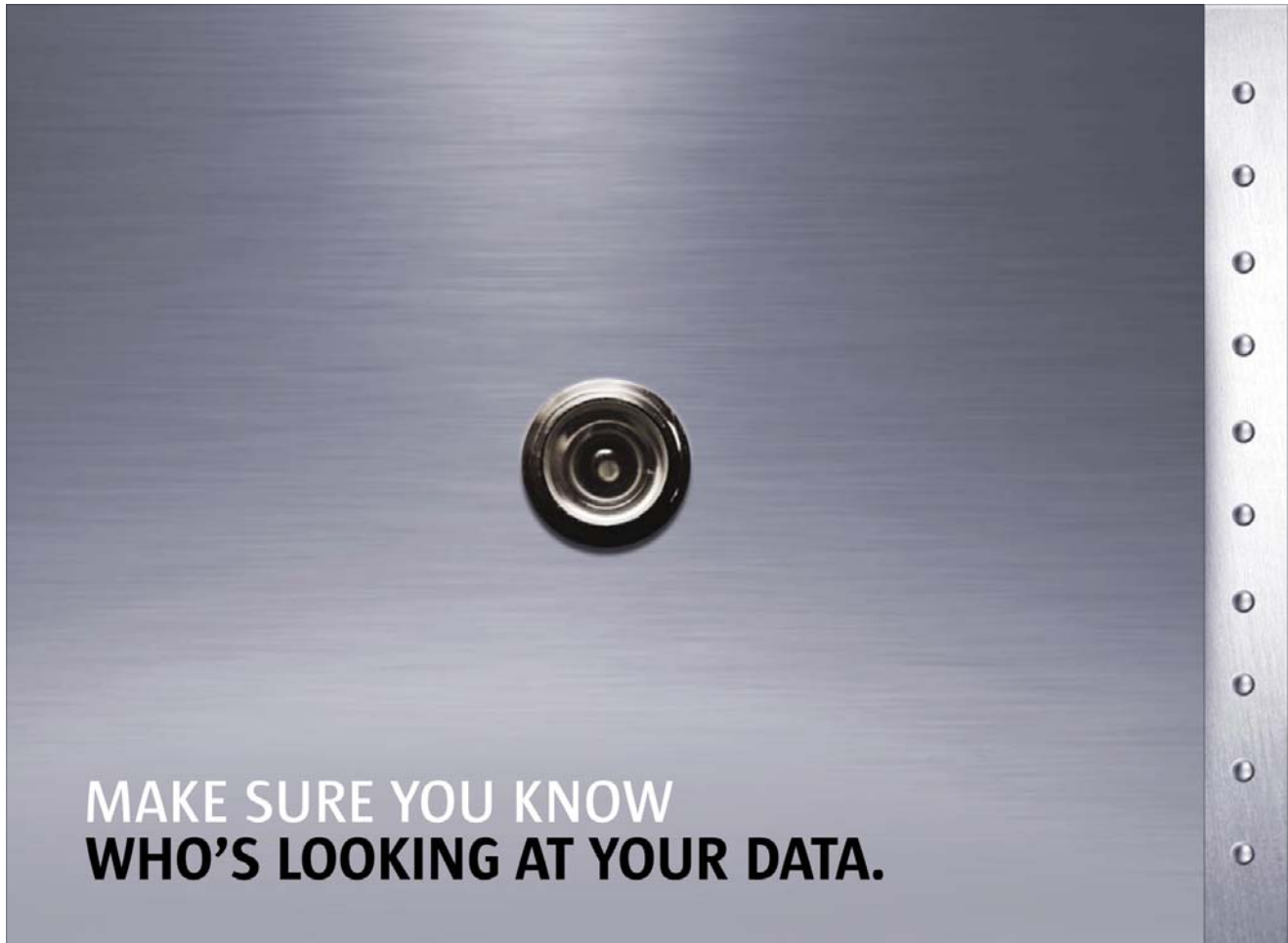
MAKE SURE WHAT'S CONFIDENTIAL  
**STAYS CONFIDENTIAL**

SUN MICROSYSTEMS  
4150 Network Circle  
Santa Clara, CA 95054

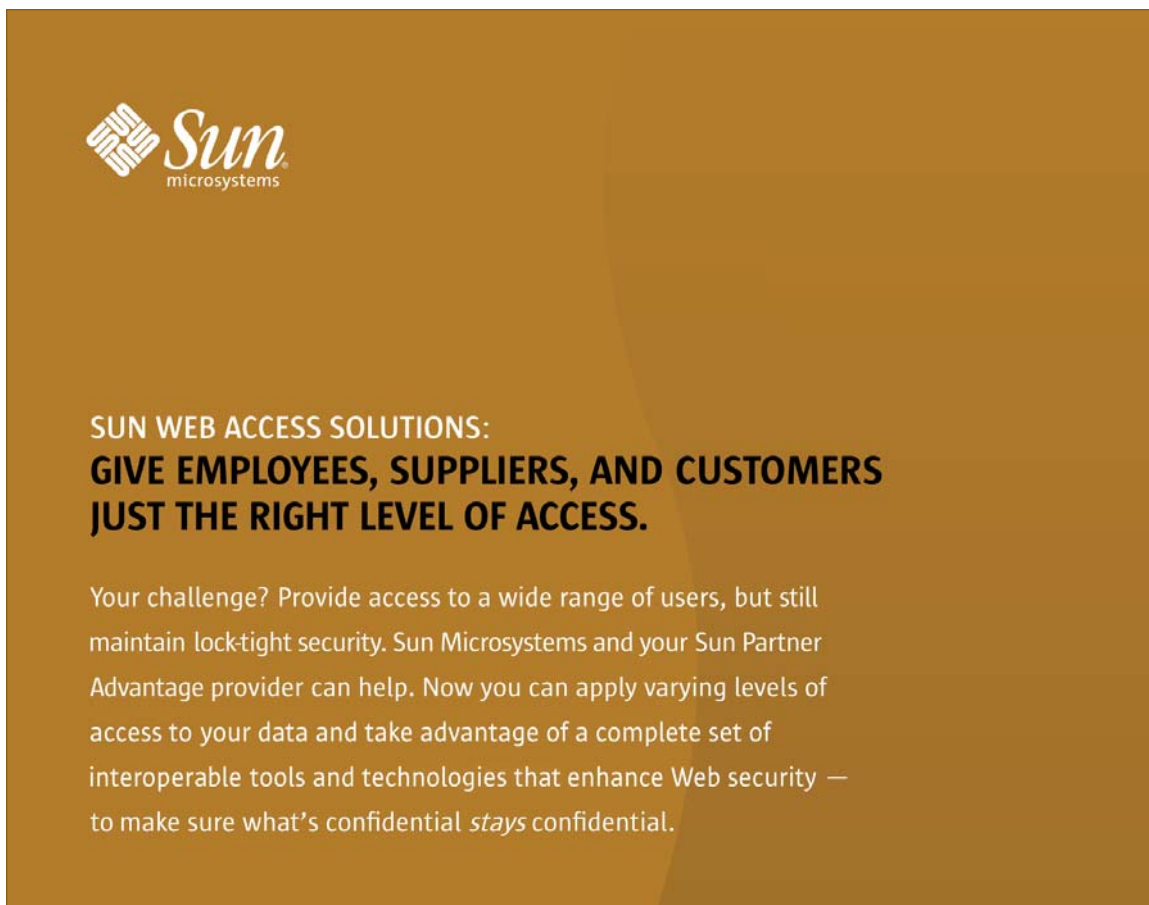
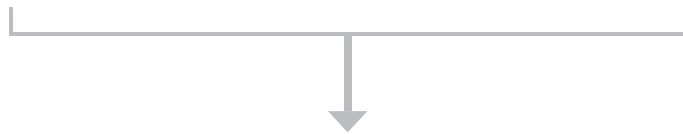
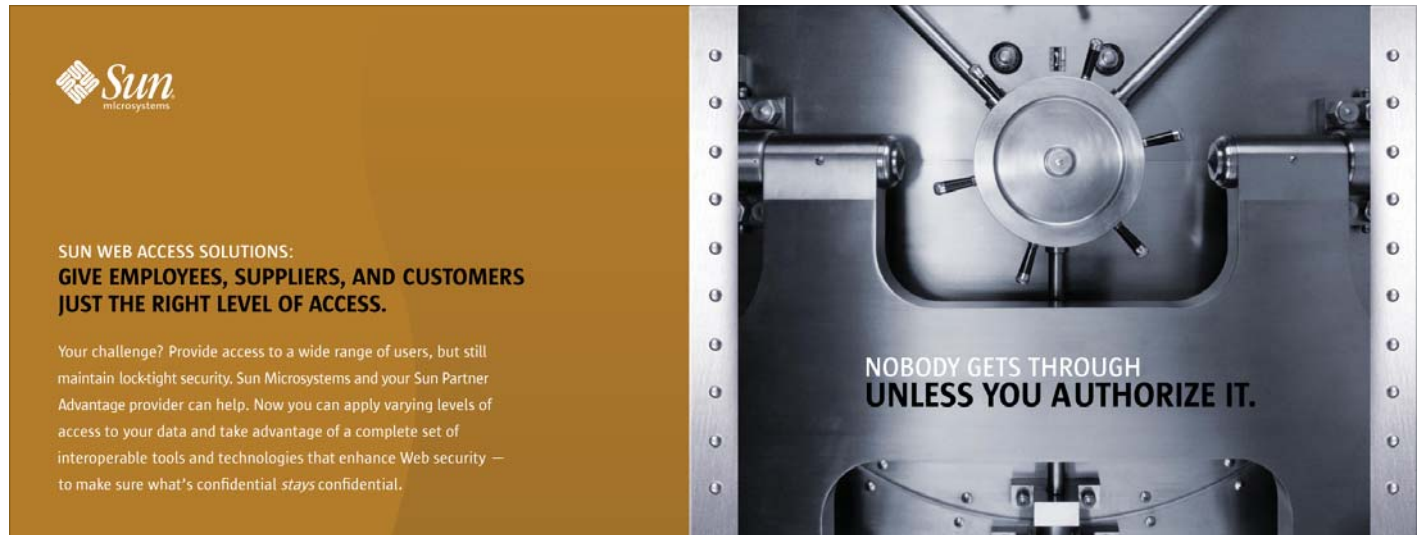
Back  
(with die cut)



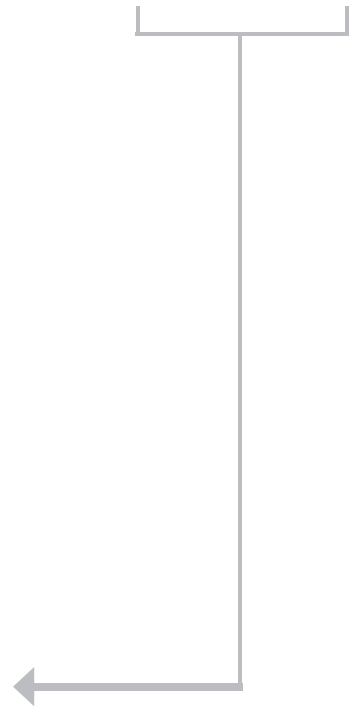
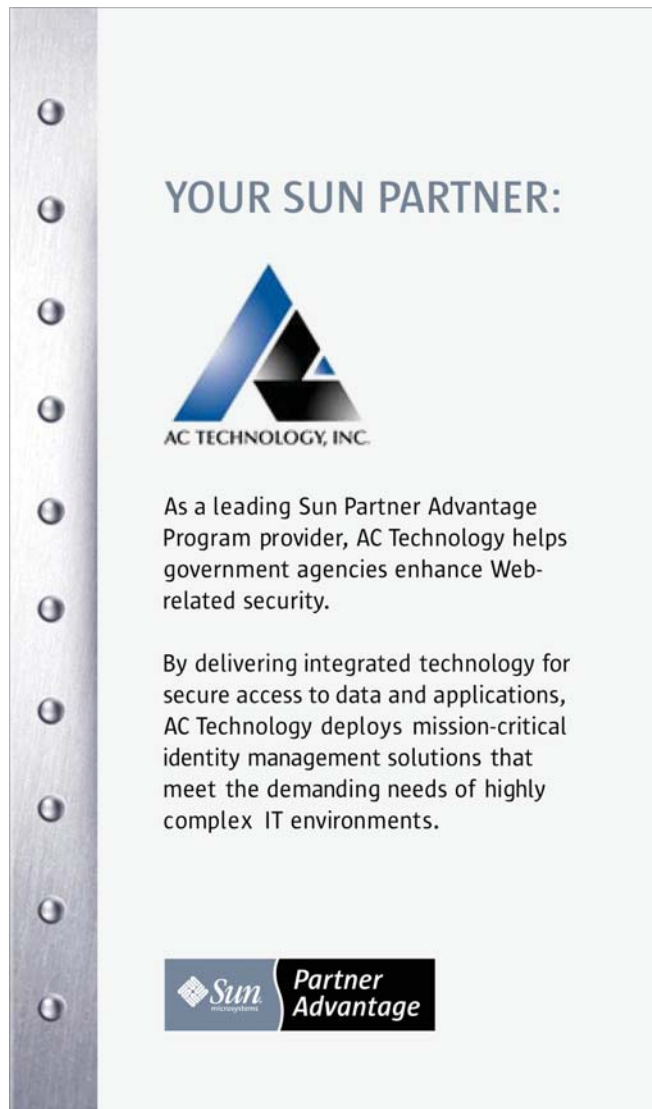
Brochure cover



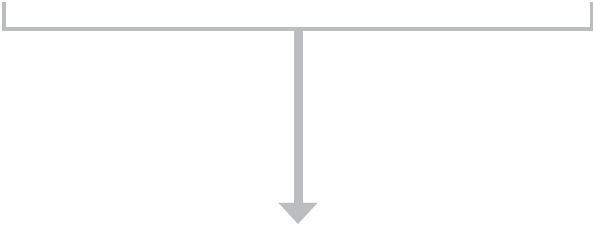
## Brochure / 1st reveal



Brochure / 2nd reveal



Brochure / 3rd (final) reveal



CLIENT Sun Microsystems

PROJECT Direct mail

Letter

**FREE MOUSE!**

If you're one of the first 50 to register online, we'll send you a free optical mini-mouse complete with retractable cord.

[SunAccessControl.com](http://SunAccessControl.com)

**YOUR SUN PARTNER:**

As a Sun Partner Advantage provider, AC Technology helps government agencies enhance Web-related security – delivering mission-critical solutions for identity management and secure access to data and applications.



Bob Sample  
CIO  
Company Name  
0000 Street Address  
Cityname, ST 00000-0000

> Get your free Gartner  
Audit and Compliance Guide

[www.SunAccessControl.com](http://www.SunAccessControl.com)

Dear Bob Sample,

Secure PIN: 000000

Your organization takes on more risk every time you grant an employee, customer, or supplier access to your data. So ask yourself: Do you really have complete control over who's seeing what? Are you confident that your sensitive information is truly secure?

Give the right access to the right people at the right time.

Sun Microsystems, in cooperation with AC Technology, a Sun Partner Advantage Program provider, now offers a best-in-class Identity and Access Management solution that features authorization, authentication, and auditing services – plus Web single sign-on and role-based access.

Now you can deploy an integrated solution that delivers:

- **Improved security** with more control over authorizing users for specific levels of access appropriate to their needs
- **Enhanced compliance** to address strict regulations for stronger security, privacy, and data integrity
- **Rapid ROI** with predictable costs and a quick, incremental return on your investment.

Visit us at [SunAccessControl.com](http://SunAccessControl.com) for your customized **Access Management Resource Guide** — a collection of white papers, data sheets, and other resources relevant to your specific access control needs.

You'll also receive a copy of the Gartner Research report, *8-step Process for Identity and Access Management Audit and Compliance* — a \$95 value, free from Sun just for responding.

Sincerely,

Bill Vass  
CIO, Sun Microsystems  
[bill.vass@sun.com](mailto:bill.vass@sun.com)

Reply form

Return this card or visit [SunAccessControl.com](http://SunAccessControl.com) and enter your PIN printed below.



The first 50 to respond online receive a free optical mini-mouse with retractable cord. Your Access Management Resource Guide includes white papers, data sheets, and a free copy of Gartner's 8-step Process for Identity and Access Management Audit and Compliance — a \$95 value.

Please have my Executive Partner contact me as soon as possible.

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

What is your role in IT decisions for your company on access management solutions?

- Decision-maker
- Purchasing Agent
- Recommender/influencer
- I have no direct role in the decision

Do you currently have any initiatives in place to address access management issues?

- Yes, funded/budgeted
- No, nothing currently planned
- Project under consideration
- Unknown

What area(s) are of most concern? (please select all that apply)

- Single sign-on access
- Implement biometric identity management
- Simplify password administration
- Role-based access control
- Stronger password policies
- Track/audit access activities
- Provision/de-provision user accounts
- Centralize user credentials/permissions
- Regulatory compliance
- Control access to sensitive data & web applications
- Other: \_\_\_\_\_

Bob Sample  
 CIO  
 Company Name  
 0000 Street Address  
 Cityname, ST 00000-0000

PIN: 000000

