

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

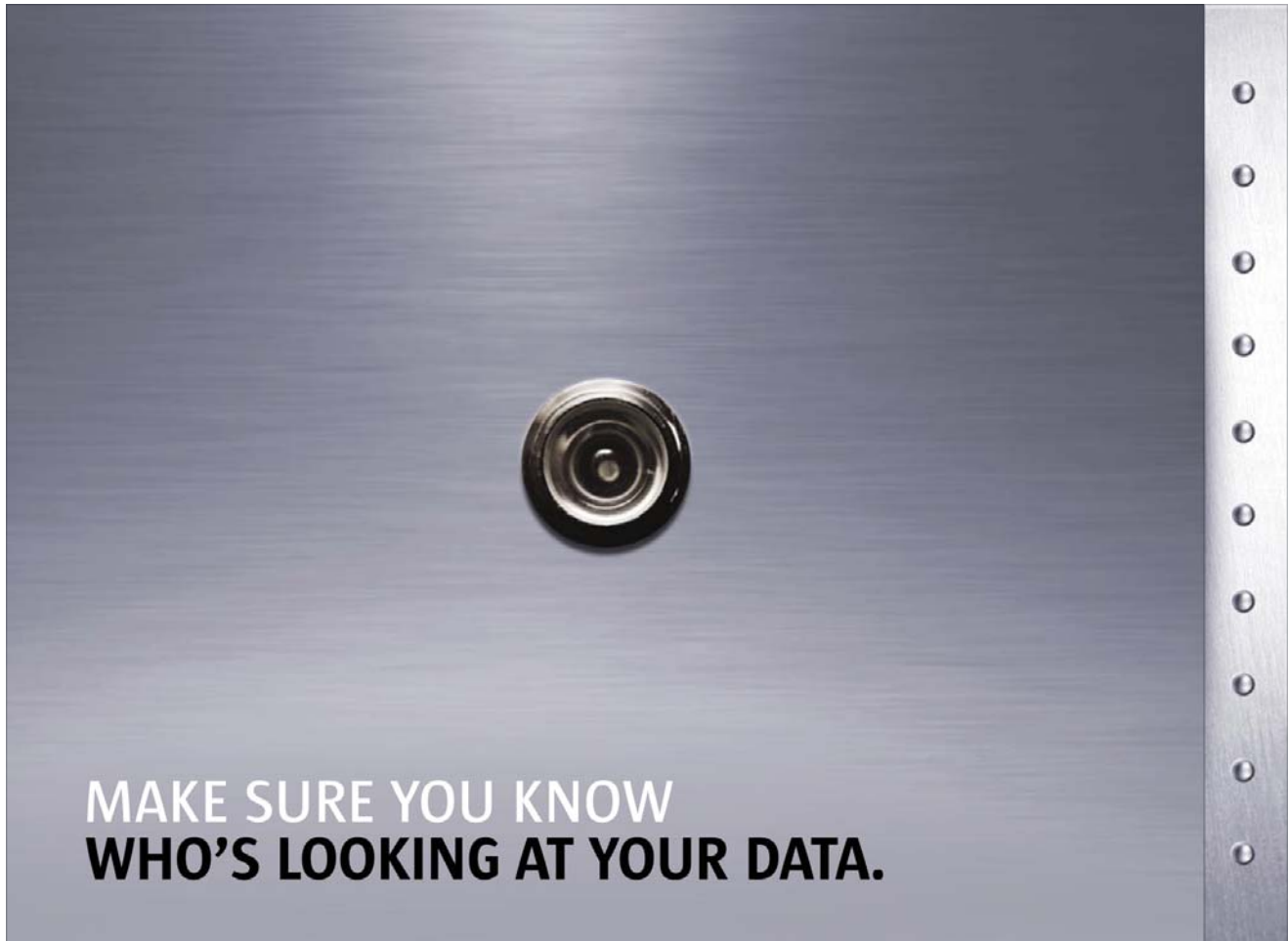
MAKE SURE WHAT'S CONFIDENTIAL
STAYS CONFIDENTIAL

SUN MICROSYSTEMS
4150 Network Circle
Santa Clara, CA 95054

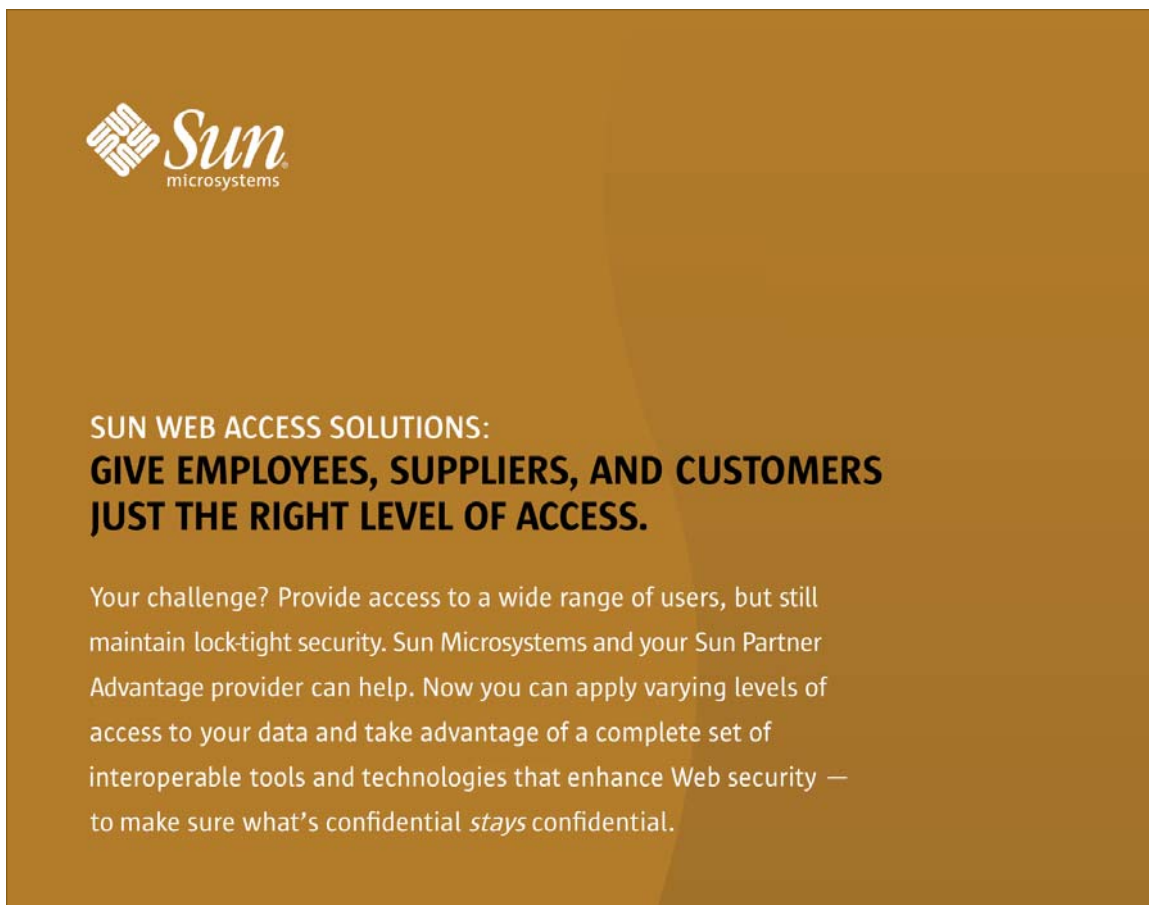
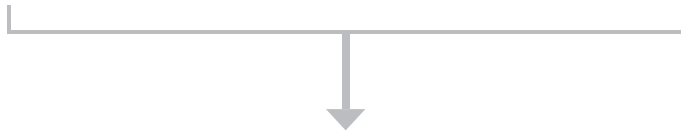
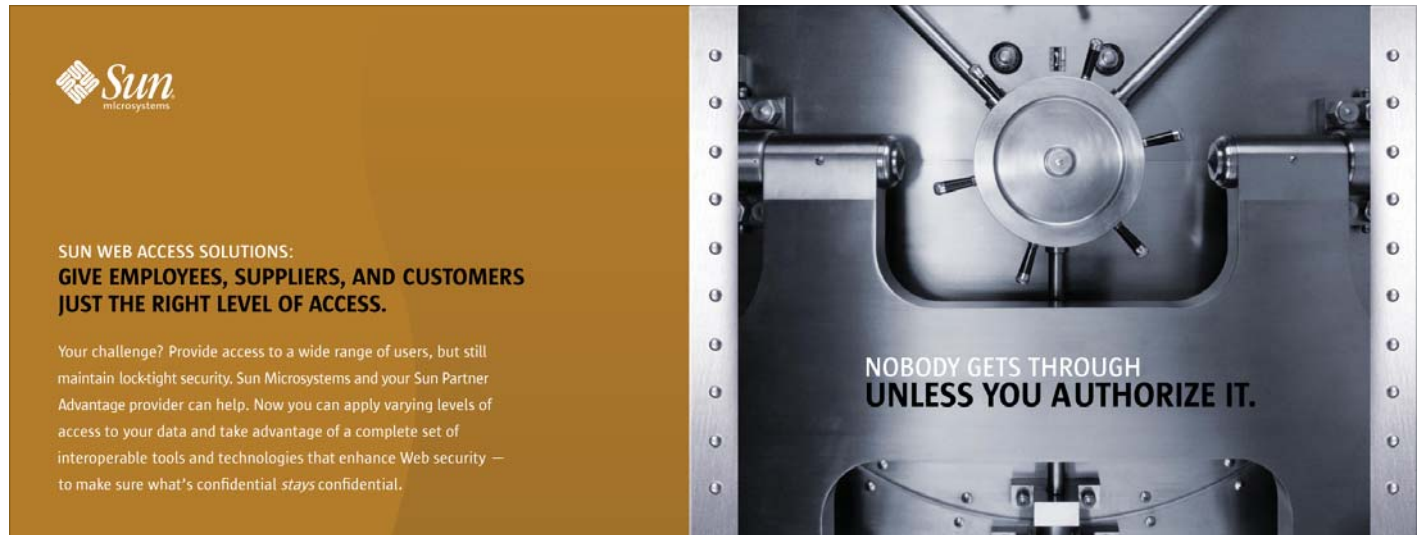
Back
(with die cut)



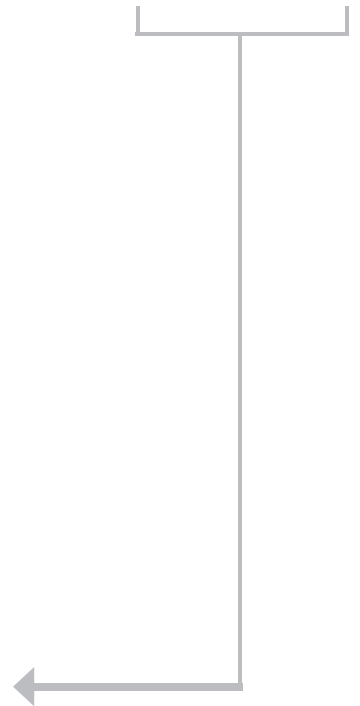
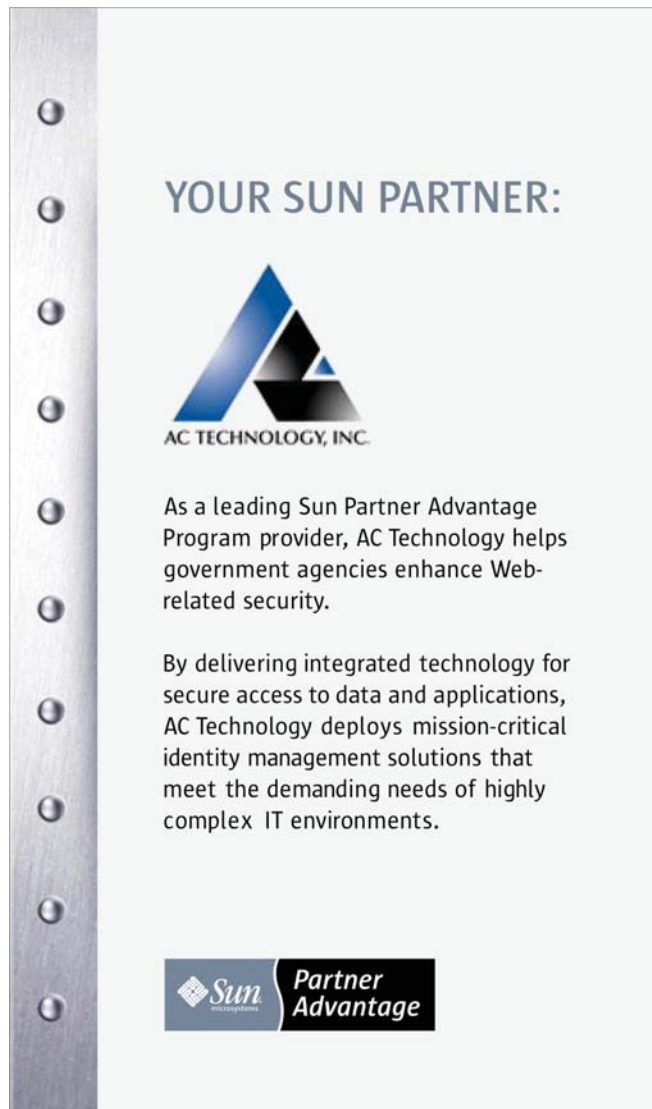
Brochure cover



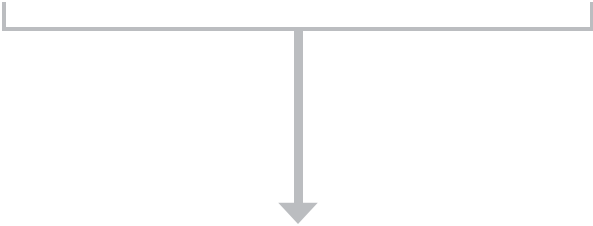
Brochure / 1st reveal



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

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

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 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

CLIENT Sun Microsystems

PROJECT Direct mail

Reply form

Return this card or visit 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

