

CLIENT Sun Microsystems

PROJECT Email & landing site

OBJECTIVE

Lead generation for access management solutions

STRATEGY

Offer Gartner white paper and incentive to register for access to customized resource center

PROJECT OVERVIEW

With more users accessing corporate networks remotely, IT executives need new solutions to offer added access, but also meet tough regulatory standards for privacy and security.

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

An initial email was sent to invite recipients to download a Gartner white paper, enter a contest, and access a resource center with more information on Sun's solutions.

A landing site was created that featured an offer page, registration page, and resource center. A login page was also included to support the direct mail element of this campaign.



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See below to view the initial email and landing site for this campaign.

CLIENT Sun Microsystems

PROJECT Email & landing site

Email




**MAKE SURE YOU KNOW
WHO'S LOOKING AT YOUR DATA**

FREE
customized
Access Management
Resource Guide

Sign in to view a collection of valuable white papers, data sheets, and other resources.

Plus you'll receive a free copy of the Gartner report, *8-Step Process for Identity and Access Management Audit and Compliance*.

 Enter to win one of three Portable Delphi XM MyFi™ Satellite radios.

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

Offer more access to more remote users ... and maintain tight security.

With more customers, suppliers, and employees needing additional access to data and applications, managing your security risk becomes more cumbersome.

So how do you serve more users *and* make sure confidential information *stays* confidential?

Learn how Sun's new access management solutions can improve enforcement of your security policies through:

- Enhanced authentication and authorization
- Web single sign-on and role-based access
- Comprehensive password management features
- Real-time account provisioning and deprovisioning
- Improved tools for deploying dynamic content
- And more...

Plus, you'll discover how these new solutions deliver added interoperability with your existing infrastructure at an ROI that makes good business sense.

Take your access management to the next level – with help from Sun.

Get your free Gartner research report and additional white papers through your customized Sun Access Management Resource Guide.

» [Visit SunAccessControl.com now.](http://SunAccessControl.com)

» [View offer details](#)


To be removed from our list, visit www.RemovalURL.com
Sun Microsystems, Inc. | 4150 Network Circle | Santa Clara, CA 95054

CLIENT Sun Microsystems

PROJECT Email & landing site

Login page

(used only for direct mail element of this campaign)



**MAKE SURE YOU KNOW
WHO'S LOOKING AT YOUR DATA.**

Improved access control begins here.

Please enter your PIN from the direct mail you received and click ENTER. If you don't have a PIN, enter **guest**.

PIN:

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CLIENT Sun Microsystems

PROJECT Email & landing site

Offer page



WITH SUN'S HELP,
YOU CONTROL ALL LEVELS OF ACCESS.

**FREE**

customized
Access Management
Resource Guide

REGISTER NOW

This valuable resource library includes a free copy of Gartner's *8-Step Process for Identity and Access Management Audit and Compliance*.



Enter to win one of three Portable Delphi XM MyFIT™ Satellite radios.



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

» [View offer details](#)

You're under constant pressure to make sure confidential data stays that way. But how do you meet requests from more users who are asking for more access privileges than ever?

Sun has the answer: A new solution that delivers more consistent security, improves the end user experience, and eliminates management complexity.

[Register now to learn more.](#)


With authorization and authentication services, Web single sign-on, and complete password management functionality, this solution is interoperable with your existing applications and can scale as your organization grows.


Take advantage of an access management solution that offers:

- **Added simplicity:** Award-winning tools make it easier to develop and deploy more dynamic content.
- **Improved security:** Now you can easily strengthen authentication in your Web and application server environment.
- **Enhanced management:** With features such as role-based access and customized password reset, you can streamline processes and improve productivity.
- **More efficiency:** A common set of technologies – all designed and developed as one entity – adds more consistency to your environment.

» [View your customized Access Management Resource Guide](#), a collection of white papers, data sheets, and other resources to help you address the issues that concern you the most. Plus, you can download a free Gartner research report, a \$95 value, compliments of Sun.

Registration page





**GIVE EMPLOYEES, SUPPLIERS & CUSTOMERS
JUST THE RIGHT LEVEL OF ACCESS.**

FREE
customized
Access Management
Resource Guide

This valuable resource library includes a free copy of Gartner's *8-Step Process for Identity and Access Management Audit and Compliance*.

Enter to win one of three Portable Delphi XM MyFi™ Satellite radios.

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

[» View offer details](#)

Take full advantage of improved access control to make sure your confidential data stays secure. Learn how Sun can help you maintain interoperability and enhance compliance with no disruption to end users.

To download your Gartner research report and access your customized resource guide, complete the information below and answer a few brief questions about your organization.

Yes, let me know if I'm one of the first 50 to register to receive a free optical mini-mouse.

Yes, I'd like to stay informed about Sun Web security solutions via email. ([privacy policy](#))

First name:

Last name:

Job title:

Company or organization:

Address:

City:

State:

ZIP code:

Email address:

QUICK SURVEY

What is your role in IT decisions for your organization, specifically relating to access management solutions?

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

What is your time frame for your access management initiative?

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Resource Center page



GET MORE CONTROL OVER ACCESS TO SENSITIVE DATA.

Who's accessing your data? With more Web-enabled business processes, managing user accounts and access rights for more employees, customers, and suppliers gets costly and difficult to control.

But whether you have 500 or 50,000 users, or have directory servers from Microsoft or Novell, Sun can solve your strategic and tactical needs for improved access and identity management. Through new processes and technologies, we help organizations:

- **Centralize** user credentials and authentication policies
- **Control** directory services proliferation
- **Strengthen** password policies
- **Reduce** password related help desk costs
- **Implement** real-time provisioning and deprovisioning of accounts

The resource guide below will tell you more about our interoperable access and identity management solutions. You can also take advantage of a complimentary, no-obligation consultation on the best ways to align our proven methodologies with your strategic long-term objectives. To schedule your consultation, send an email to sunaccesscontrol@sun.com.

YOUR RESOURCE GUIDE:

You may need [Adobe Acrobat Reader](#) and [Real Player](#) to view some files.

[Gartner, Inc. research: Eight-Step Process for Identity and Access Management Audit and Compliance](#)

In The Market	Solution Components	Resources
<ul style="list-style-type: none"> » GE Buys Worldwide ID System » Caremark Rx Uses Sun » Over 100 Million Identities Supported by Sun Burlington and Santa Fe Railroad Uses Sun 	<ul style="list-style-type: none"> » Solaris 10 Wins eWEEK Award » Sun Java System Directory Server - #1 in Gartner Research Magic Quadrant » Sun Java System Identity Manager Named Market Leader by META for User Provisioning 	<ul style="list-style-type: none"> Conference Panel: Sun Customers at Digital ID World 2005 » Sun and Microsoft Announce New Identity Specifications White Paper: Solaris 10—Unparalleled Security to Enable and Protect Business

OTHER RESOURCES:

- [IT Tools for Regulatory Compliance](#)
- [Reduce Web Access Management Costs](#)

VISIT US ON THE WEB:

- » [Sun Microsystems](#)