



Aligned Eco Responsibility Messages Accelerate Sales

Oftentimes in large companies, the various divisions - whether they be corporate marketing, business units or field sales - end up creating their own messages for related offerings, resulting in fragmented and inconsistent messages that don't leverage the "greater whole" of the company's offerings, or worse, that don't resonate with the customer. In some instances, it's left to the sales force to figure out how these various products and initiatives work together to address customer challenges which is further compounded when message development for major product launches happens late in the cycle.

When Sun Microsystems launched the industry's first chip multithreading (CoolThreads™) processor, SPARC Systems Marketing Director Fadi Azhari turned to Sun's corporate messaging team for help with tying the new processor's messaging into the company's broader Eco Responsibility initiative, which was about to be launched. At the time, the CoolThreads processor was the world's first eco-responsible processor, using less than half the energy of Intel Xeon™ or IBM Power™ processors. By combining the CoolThreads innovations with Sun's eco responsibility initiative, it helped demonstrate Sun's commitment to designing and delivering eco-friendly processors, systems, programs, and services that help businesses reduce their power consumption, environmental impact, and energy costs.

The corporate messaging team, led by Nancy Weintraub and Cindee Mock, had developed a repeatable three-step process for creating value propositions and customer-relevant messages. Azhari was able to tap this resource to identify the unique value that the new CoolThreads server would offer customers. But that was not enough. He was able to integrate with the broader company-wide Eco Responsibility messages that Mock and Weintraub had helped develop to show customers how the new processor and related systems could help save on energy consumption, power and space costs. Mock and Weintraub also worked with Azhari to help craft substantiated, contextual messages and stories backed by credible evidence (e.g., customer stories and competitive comparisons) well in advance of the launch that proved the value of the new processor and Sun's overall eco or "green" offerings to the customer.

"By connecting the CoolThreads story with Sun's eco responsibility initiative, the customer-centered messages that resulted drove a higher level of acceptance

with the media and customers,” said Fadi Azhari. Customers were able to understand the value of the new processors and new systems simply and clearly, i.e., ‘Good for Your Business, Great for Our Planet.’ As a result, corporate marketing, product marketing, and field marketing were able to leverage this message platform to create a series of compelling, customer-value driven sales and marketing tools to help accelerate sales. In fact, the UltraSPARC™ T1 systems were the fastest ramp-to-revenue products in Sun’s history.

“Nancy and Cindee and their team helped to ‘connect the dots’ so the sales force didn’t have to. They were able to grasp the core value of the technology, link this to customer needs and help us to identify the competitive differentiators and drive a positioning platform that was clear, compelling and backed by evidence,” said Fadi Azhari.

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