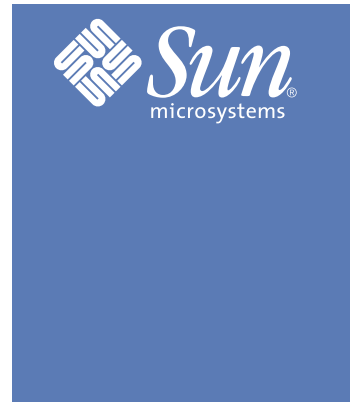


# Digex - Standout Service

Recertification under the SunTone<sup>SM</sup> initiative lets Digex Web and application hosting solutions outshine the competition.



## About the SunTone Initiative

The SunTone Initiative, an industry effort for defining high quality data center service delivery, provides specifications for best practices and policies, assessment and remediation consulting services and an audit and certification process, aimed at ensuring quality service delivery. For more information: [www.sun.com/suntone](http://www.sun.com/suntone).

## What is High-Quality Data Center Service Delivery?

The quality of data center service delivery and management for network services such as Supply Chain Management (SCM), Enterprise Resource Planning (ERP), and Customer Relationship Management (CRM), refers to how well a service or solution complies with Service-Level Agreement (SLA) metrics. These metrics can include, but are not limited to:

- Data availability
- Disaster recovery processes
- Reliability
- Response times
- Scalability
- Security

*"We view the SunTone Certified seal as an industry benchmark that separates us from our competitors. It's an independent view that makes customers feel very confident about how we run our operations. SunTone certification helps us ensure that we have standard processes in place from start to finish. The result is consistent delivery of services that translates into increased reliability and customer satisfaction."*

— Mark Cross, Director UNIX Technical Operations, Digex

## A SunTone<sup>SM</sup> Pioneer

When you provide Web and application hosting services to approximately 10 percent of the Fortune 1000, your offerings need to stand out from the crowd. Good service alone just won't cut it. You must deliver excellence in all areas - and you continuously need to be willing to raise the bar a little higher.

This is old news to Digex; one of the first companies to offer managed Web and application hosting services. Since it's founding, Digex has placed a high premium on quality service, and it has teamed with Sun regularly to deliver on its promises.

Digex was the first service provider to achieve SunTone<sup>SM</sup> certification for its services. Three years ago, Digex undertook the rigorous evaluation of its infrastructure and processes to demonstrate its adherence to SunTone's demanding service standards. The effort paid off, allowing the enterprise-hosting leader to differentiate itself from competitors and increase customer confidence in its servicing capabilities. Early this summer, Digex once again broke new ground by becoming one of the first vendors to recertify its services under the SunTone initiative.

"As Web solutions become more and more complex, today's customers are more critical of who they outsource to," explains Joe Crawford, Digex vice president of engineering. "Customers now expect SunTone certification as a baseline requirement. They know it is a demanding standard that only the best can meet."

## A Good Thing Gets Even Better

Digex pursued recertification to retain the SunTone Certified stamp of approval and to gain additional benefits by meeting SunTone's evolving standards. In fact, as a founding member of the SunTone Architecture Council, Digex helps drive the ongoing advancement of SunTone standards.

"We said from Day One that we expected many companies to achieve SunTone certification for their services, and we encourage that," notes Bobby Patrick, chief marketing officer at Digex. "We want to keep raising the bar, and we want to be the first at each new level."

"Digex provides cradle-to-grave managed hosting services, so we are very pleased that the framework for SunTone certification now addresses both Sun solutions and third-party platforms," Cross says. "This broader focus, ranging from the front-end customer engagement to back-end disaster recovery, allowed us to solidify 10 to 15 areas of documentation into a single SunTone roadmap document. This comprehensive approach lets us look at each needed process while bringing them all together in a cohesive fashion to ensure customer satisfaction at every point."

By implementing the SunTone methodology in the recertification process, Digex reaped a number of significant business benefits, including the following:

- A 25 percent reduction in operational staffing levels due to the efficiencies gained from following standardized processes
- An enhanced ability to meet quality assurance and zero defect goals by removing defects across all processes
- Faster ROI and increased reliability for new technology deployments by following the comprehensive process roadmap
- Reduction in average annual downtime and an increase in SLA commitments, resulting in increased customer satisfaction
- Lower costs from process improvement and automation

"Our systems and processes that are SunTone Certified are resulting in cost savings of 40 percent to 70 percent versus a customer choosing to do it on their own," Patrick adds.

## Partnering Into the Future

Over the years, Sun and Digex have maintained a close, mutually beneficial relationship. Sun continues to be one of Digex' key UNIX platform partners, with Digex using about 1,500 Sun Enterprise[tm] and Sun Fire[tm] servers, as well as Sun storage solutions. The enterprise hosting provider views Sun as a clear leader in the UNIX marketplace and leverages Sun server advancements, such as domain and clustering technologies. This hands-on use of

Sun technology also allows Digex to offer valuable feedback that supports the continual enhancement of Sun solutions.

"The goal of the SunTone initiative is to help companies leverage best practices to cut costs, gain efficiencies, and better manage Web-enabled IT services. Industry dialog is crucial to our ongoing success," explains Lisa Sieker, senior director, Sun Microsystems SunTone Group. "Digex' support and contributions help ensure that SunTone standards accurately reflect real-world service delivery. We're clearly hitting the mark as leaders like Digex validate the SunTone brand by pursuing recertification under the SunTone initiative."

"We continue to believe in the value of the SunTone certification process," Cross concludes. "We are committed members and plan on participating in the next generation."

To learn more about the SunTone Initiative, visit [www.sun.com/suntone](http://www.sun.com/suntone) or complete an online enrollment form at [www.sun.com/suntone/join](http://www.sun.com/suntone/join)

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