



INTERNET SERVICE PROVIDER

USINTERNETWORKING

SUNTONE CERTIFIED SERVICES SUCCESS STORY

HIGHLIGHTS

Company

USInternetworking, Inc.

Industry/Market

Application Service Provider

Applications/Solutions:

- USi's Global Services Platform (USiGSPSM)
- Managed Application Hosting

Key Business Issues

- Distinguish USi's services in increasingly crowded, confusing ASP industry
- Convey confidence to customers through SunTone certification in USi's reliable, high quality service
- Jointly promote the excellence of USi's service

Business Results

- One of the first ASPs to seek and achieve SunTone certification
- SunTone certification gives customers a way to differentiate industry-best ASPs such as USi from the milieu
- Significant joint exposure in national business press

Configuration Specifics

- Sun EnterpriseTM servers
- SolarisTM Operating Environment
- PeopleSoft, BroadVision, and other popular packaged applications
- Custom applications



"Sun is pouring tremendous time and effort into promoting the SunToneSM Certified program and educating the market about what it means. As an ASP with SunTone Certified status, we benefit substantially from all this positive PR."

*Anne Gaudet, Sun Alliance Manager,
USInternetworking, Inc.*

USInternetworking (USi) is an Application Service Provider industry leader not only in terms of customers and popular applications. USi was also among the very first to seek and achieve SunTone certification for their Global Services Platform (USiGSPSM) and Managed Application Hosting.

Now USi proudly displays its SunToneSM Certified logo as an important mark of distinction in the increasingly crowded and confusing ASP industry. The company is benefiting in many ways from the considerable joint marketing and financial assistance that Sun makes available to its SunTone Certified program partners. At the same time, USi is helping to improve the program through its continued participation on the SunTone Architecture Council.

ASP Industry Leadership Extends into SunTone Program Leadership

USi was a pioneer in developing the ASP business model and quickly became one of the best known and highly respected service providers in the industry. USi offers businesses the opportunity to access premier applications for a flat monthly fee with no need to build up their own computing infrastructure to run them. The Internet is the delivery medium for USi's Complex Web Hosting Service, which

connects users with USi's highly secure data centers that are professionally managed 24 hours every day of the year. Engaging USi to provide backbone applications is a win for the customer in every way compared with the outdated in-house deployment model. Companies enjoy higher levels of availability of their mission-critical applications at far lower costs, and can enter production much sooner.

USi enjoys a strong relationship with Sun at many levels. Sun Enterprise servers power the delivery of USi's packaged applications such as PeopleSoft and BroadVision, which the company terms iMAP solutions, as well as custom applications developed by USi to e-enable companies with special needs. USi is also close to Sun in a business sense, originally as an Elite level participant in Sun's ServiceProvider.com initiative and now as an active participant in the SunTone Certification and Branding Program.



“We want to be Sun’s favorite ASP,” said Anne Gaudet, Sun Alliance Manager for USi. “When we first learned about the SunTone Certified program, we saw it as an opportunity to cement an even tighter relationship with Sun while at the same time differentiating ourselves from all the companies that are suddenly calling themselves ASPs. Sun invited us to play a role in developing the program’s specifications by joining the SunTone Architecture Council, and to take our infrastructure through the certification process. We eagerly accepted both invitations.”

The certification process was quite straightforward for USi, according to Gaudet. “We were already performing up to the SunTone Certified program’s exacting standards on all aspects of providing our service, and it was good to substantiate that fact by going through the process,” she reported. “We found that in most instances we already met or exceeded the specifications. For example, we have service level agreements that go all the way up to 99.99 percent availability on our Sun-based services.”

generous program for communicating our joint message. Customers now have an extra measure of confidence when they turn to USi for services they can count on,” reported Gaudet. “As a part of the SunTone launch, Sun set up an analyst call in which our chief operating officer participated, which gave us excellent exposure. A little while later Sun sponsored a USi ad in Business Week that highlighted our SunTone certification. Later Sun ran a two-page Wall Street Journal ad featuring USi and some of their other premier ASPs. In each case, Sun paid all or most of the costs involved. These activities, coupled with our own promotional initiatives, have brought us excellent exposure.”

USi continues to be a very active member of the SunTone Architecture Council. Craig Correa, USi Director of Business Development, believes that the council’s current thrust to certify applications as well as services is an important step in advancing the advantage of the ASP model to customers.

“We definitely made the right decision to have our services SunTone Certified,” concluded Gaudet. “Sun is pouring tremendous time and effort into promoting the SunTone Certified program and educating the market about what it means, and as members we get to benefit from all this positive PR. The program is getting a lot of attention now from analysts and publications, and we think its profile will increase dramatically in the near future. Sun is working hard to proliferate the program broadly to ASPs, but, as Council members, we are making sure that this doesn’t entail any diminishing of the standard. We’re working hard to make sure the SunTone Certified logo will continue to be the ASP industry’s mark of distinction—signaling that the bearer has every aspect of its offering set up properly to deliver high levels of service, reliably and consistently.”

“When a service provider with SunTone Certified status delivers SunTone Certified applications, with Sun platforms as their basis, the customer can trust every step of the chain. That’s key to achieving widespread acceptance of our business model.”

Craig Correa, Director of Business Development, USinternetworking, Inc.

Substantial Sun-Subsidized Business Press Exposure

USi found that one of the chief short-term benefits of its SunTone Certified status is eligibility for substantial joint marketing assistance from Sun. “Sun has established a very comprehensive and

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