



## **Sun and Yahoo! Form Alliance to Drive Adoption and Usage of Enterprise Portals**

### **un™ ONE Portal Server Customers Includes Free 120-Day Trial of 'My Yahoo! Enterprise Edition' Content Personalization and Instant-on Access to over 2000 Content Sources**

**Santa Clara & Sunnyvale, CA -- May 13, 2002 --** Sun Microsystems Inc. (Nasdaq: [SUNW - News](#)), a leader in systems and solutions that make the net work, and Yahoo! Inc. (Nasdaq: [YHOO - News](#)), a leading global Internet company, today announced that the companies have formed an alliance to increase corporate productivity by creating an enterprise portal environment that blends business critical applications with personalized information. The blended solution of personalized content and services from Yahoo! combined with the functionality of the industry leading (reported by The Radicati Group, "Enterprise Portals Market Trends 2001-2005") the Sun™ ONE Portal Server (formerly the iPlanet™ Portal Server) will deliver the portal environment necessary to make significant return on investment possible. With Yahoo!'s leading reach into the workplace (72.9%, reported by Nielsen//NetRatings, March 2002) and proven ability to aggregate and integrate high-value, personalized content with corporate applications, Sun ONE Portal customers will be able to quickly improve employee productivity.

"In the context of business portals, personalization and high-quality content are the most persistent sources of customer value," said Hadley Reynolds, Research Director at Delphi Group. "The relationship between Sun and Yahoo! accelerates the process of workplace provisioning for Sun ONE Portal users, and offers instant dial tone for focused business information at the professional desktop."

Increasingly, executives are relying upon corporate portals and portal computing to accelerate communications, increase productivity, and meet the changing information needs of end-users. In order to increase adoption and retention of these portals, a wide variety of information and a compelling user experience is necessary to ensure the portal is used to its full potential, and thereby increase return on investment. To meet this need, Sun ONE Portal Server customers will receive a free 120-day trial period with pre-integrated "instant-on" access to more than 2,000 content sources, from 25 countries, in 13 languages through Yahoo's "My Yahoo! Enterprise Edition."

"Personalized content is what makes the portals more relevant, and thereby makes the portal a central force for productivity. The breadth of personalized, high-quality content and ease-of-use that we are delivering is essential for CIOs looking to attract and retain portal users, and in turn, to fully realize the ROI and TCO potential," said Steven Nathan, Vice President and General Manager, Sun ONE Portal and Communication Services for Sun Microsystems. "Our joint customers can now deliver mission-critical business applications, data and services, combined with the popular personalized Internet content and services that many end users access on a daily basis."

"Yahoo! remains committed to delivering value-added services and applications that improve the effectiveness of the enterprise portal platform as a highly personalized business communications medium," said Jim Fanella, Senior Vice President, Yahoo! Enterprise Solutions. "This relationship with Sun will provide our joint customers the access and control needed to leverage the daily mind share of Yahoo! aggregated content and services together with a powerful platform for building the enterprise portal environment."

#### **Enterprise Portal Computing - Delivering Value to Customers Globally**

Through seamless integration with the Yahoo! network, Sun ONE customers gain instant access to My Yahoo! Enterprise Edition, which includes more than 80 modules that aggregate content from over 2,000 sources from 25 countries in 13 languages.

The Sun ONE Portal Server's integration with the My Yahoo! Enterprise Edition will allow portal administrators to control the look and feel of the portlets (channels that act as gateways to aggregated content, syndicated content or services) to preserve corporate branding, as well as create model accounts that lock portlets on the portal page. For example, a corporate developer could decide to include an industry news portlet or company stock tracker in a fixed location on the main portal page. Corporate users can take advantage of the same multi-level personalization popularized by My Yahoo! -- first-level personalization will allow them to control portlet content and layout on the portal page, while second-level personalization will allow users to edit preferences within the module, such as news sources, keyword-triggers, stocks to watch or weather updates.

#### **Availability**

The joint offering will be available in the third quarter of 2002. At that time, Sun ONE Portal Server customers will receive a FREE 120-day trial of the My Yahoo! Enterprise Edition to evaluate the benefits of making Yahoo! content and services available on-demand to portal users.

#### **About the Sun ONE Portal Server**

The leader in portal marketshare, the Sun ONE Portal Server, has received industry recognition including "Leadership Quadrant" ranking in the Gartner Group's Magic Quadrant for two consecutive years. The Sun ONE Portal Server is the industry's first portal platform, enabling delivery of content, services, business processes and applications in personalized portals for enterprises competing in today's competitive environment. The Sun ONE Portal Server is part of the Sun™ Open Net Environment (Sun ONE) offering -- an open, integratable product portfolio to enable the development and delivery of services on demand.

#### **About Sun ONE**

Sun ONE, the integration of Sun's award-winning portfolio of software products, is Sun's vision, architecture, platform, and expertise that enables the development and delivery of services on demand. Through its open, integratable architecture, Sun ONE extends current enterprise systems to help reduce costs and complexity while improving organizations' return on assets. Sun ONE represents a significant initiative in Sun's evolution to providing an open end-to-end architecture building on the company's offerings across systems and development environments.

#### **About Yahoo! Enterprise Solutions**

Yahoo Enterprise Solutions (<http://enterprise.yahoo.com>) is Yahoo! Inc.'s business communications and services division that offers a suite of compelling applications used by tens of thousands of customers from the Fortune 2000 to small businesses. Yahoo! Enterprise Solutions leverages Yahoo!'s portal, communication, content and commerce technologies to build business solutions that enhance collaboration, reduce costs, and improve productivity.

#### **About Sun Microsystems, Inc.**

Since its inception in 1982, a singular vision -- "The Network Is The Computer™" -- has propelled Sun Microsystems, Inc. to its position as a leading provider of industrial-strength hardware, software and services that make the Net work. Sun can be found in more than 170 countries and on the World Wide Web at <http://sun.com>.

#### **About Yahoo!**

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

#### FOR MORE INFORMATION:

Tracy Matsumoto  
Sun Microsystems, Inc.  
408-276-6394  
[tracy.matsumoto@sun.com](mailto:tracy.matsumoto@sun.com)

Chris Homan  
Yahoo! Inc.  
214-782-4356  
[choman@yahoo-inc.com](mailto:choman@yahoo-inc.com)

Rob Johnson  
KVO Public Relations for Sun  
503-221-2339  
[rob\\_johnson@kvo.com](mailto:rob_johnson@kvo.com)

Ana Cano  
Fleishman-Hillard for Yahoo!  
214-665-1324  
[cano@fleishman.com](mailto:cano@fleishman.com)

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