

Sun Learning eXchange

Driving Sales Enablement
Through Peer-to-Peer Collaboration
and Web 2.0 Capabilities

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Director of Sales, Services and Leadership
Training, Sun Microsystems, Inc.



Agenda

- What Is Driving The Need For Change
- How Sun Is Adapting
- Best Practices We Have Learned
- Towards a Web 2.0 Sales Enablement Framework

New Business Challenges

New
Workforce Behaviours Services



New
Communities

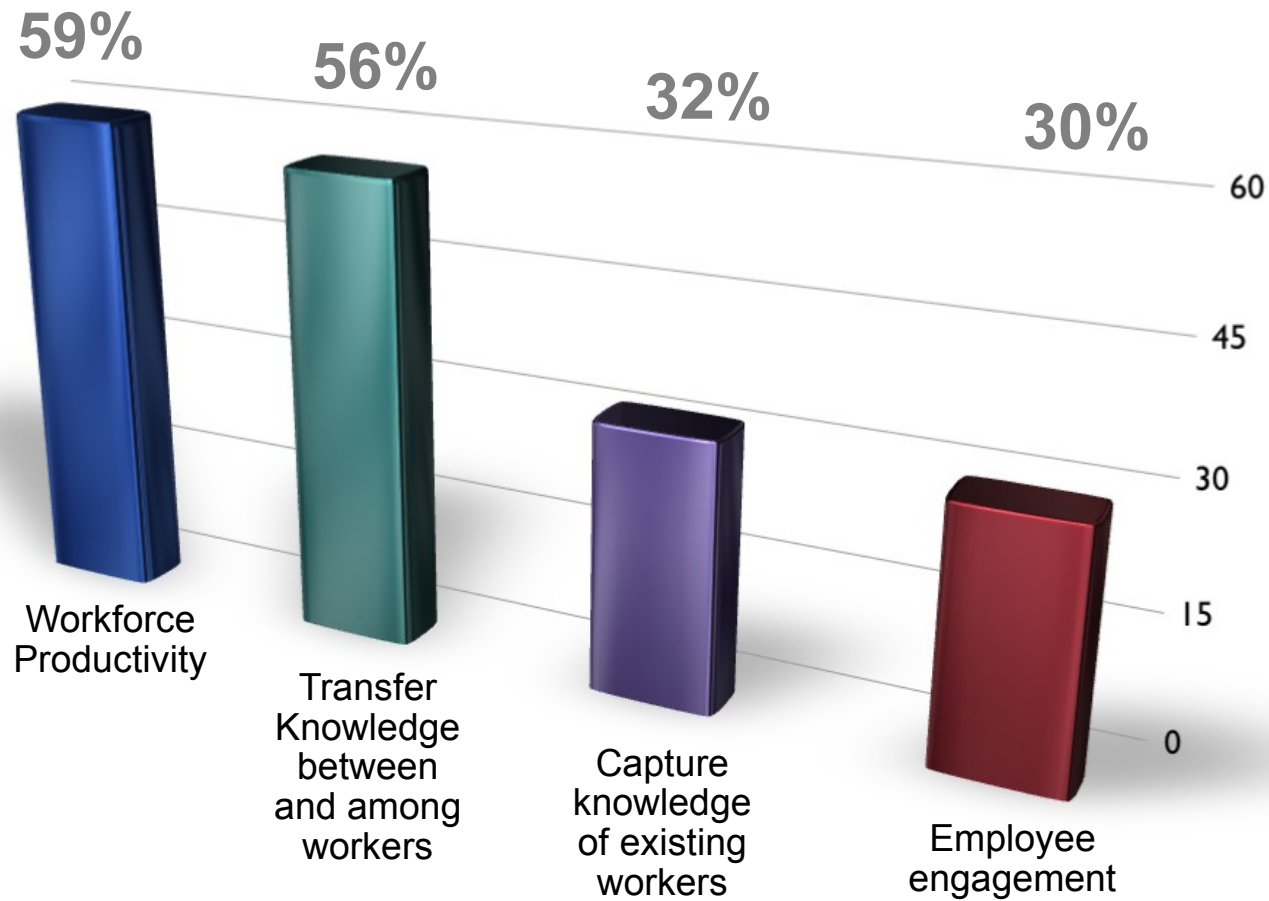


New
Expectations



The Bottom-Line Impact of Social Software

Addressing major enterprise challenges

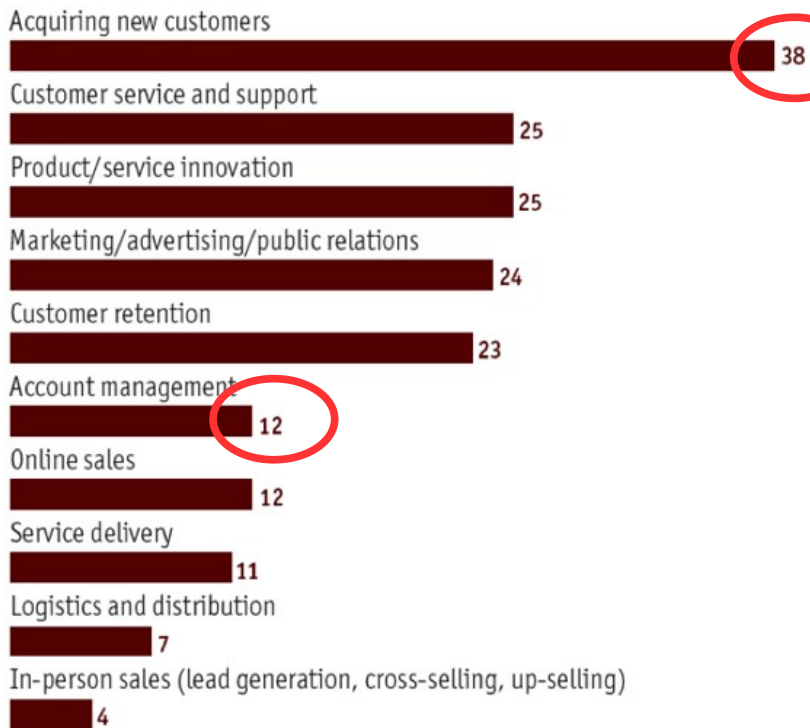


The Bottom-Line Impact of Social Software

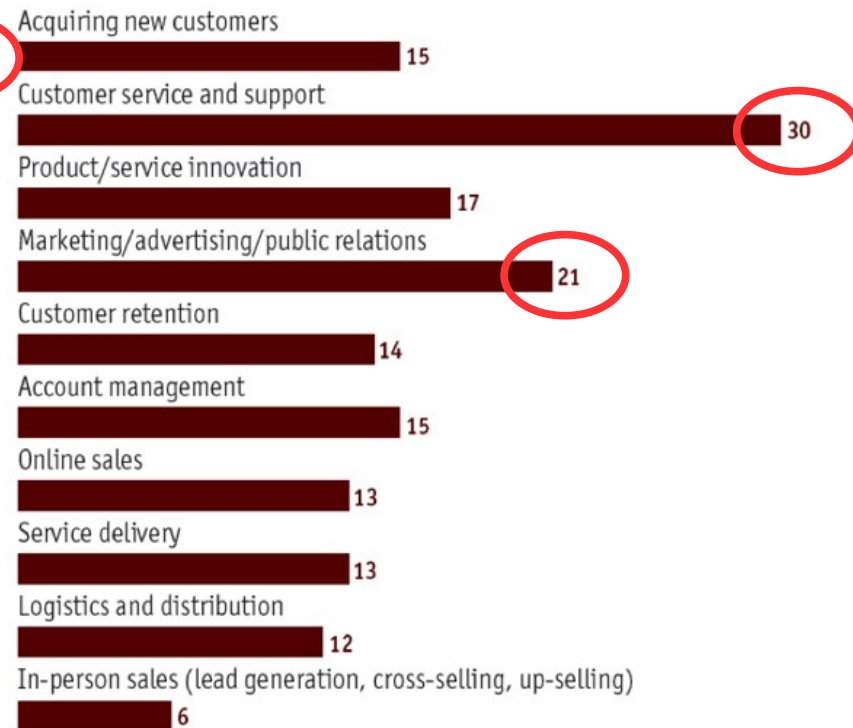
Organizations are investing based on tangible results

How Web 2.0 will impact on revenue and margins

Increasing revenue
(% respondents)



Reducing costs
(% respondents)



Source: Economist Intelligence Unit survey, January 2007

Online Video: A Particularly Strong Impact



YouTube



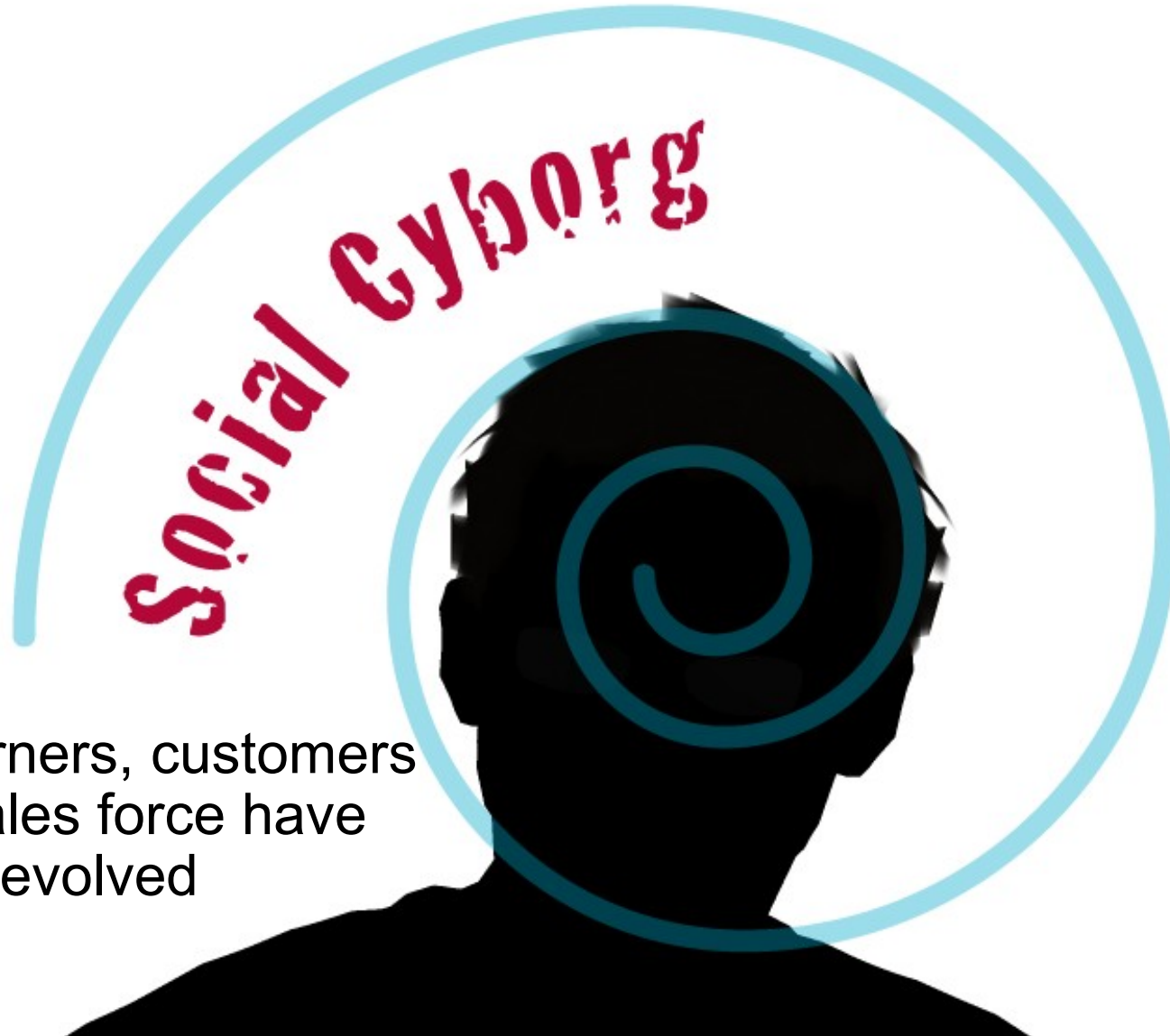


Rise of the Social Cyborgs



Sales and marketing
environments have changed!
Have we adapted?

Rise of the Social Cyborgs



Our learners, customers
and sales force have
evolved

Rise of the Social Cyborgs



What is Sun doing?



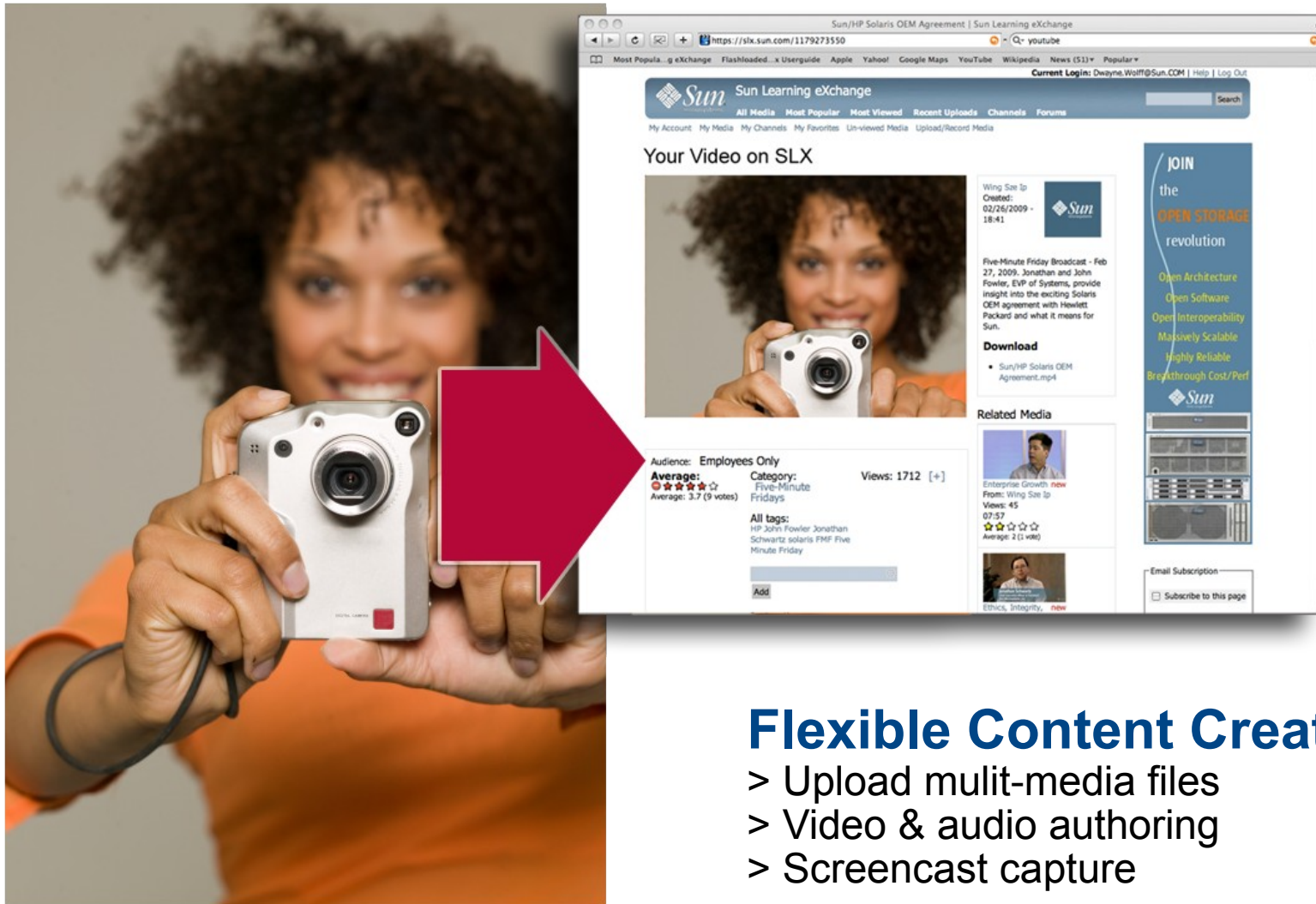
Sun Learning eXchange (SLX):
Creating an Enterprise,
Peer-to-Peer,
Multi-Media Community

Building Community



Integrated Content Creation

Have to make it easy to create content!



The screenshot shows a video player on the Sun Learning eXchange website. The video title is "Sun/HP Solaris OEM Agreement | Sun Learning eXchange". The video is titled "Your Video on SLX" and features a woman holding a camera. The video has 1712 views and is categorized as "Five-Minute Fridays". The website interface includes a search bar, navigation links, and a sidebar with promotional text for "OPEN STORAGE revolution".

- > User generated content
- > Seamless publication

Flexible Content Creation Options:

- > Upload multi-media files
- > Video & audio authoring
- > Screencast capture

Leverage Key Social Networking Capabilities

CONTENT SORTING - Solutions Overview Podcast (1 of 4)

RATINGS - Audience: Public, Average: 5 (5 votes), Views: 577 [+]

TAGGING - Category: Solution Factory, All tags: GSS Solution Factory, Rapid Solutions

COMMENTING - Re: Sun Rapid Solutions: Overview Podcast (1 of 4), Submitted by Stephen Guido on Wed, 11/26/2008 - 09:54. Comprehensive, yet sharp and concise. Definitely well worth the listen. Well done, Drosos and Solution Factory Team!

CONTENT FILTERING - Rapid Solutions, SLX, Create a video message now!

Related Media: Old IdM (4 of 4), IdM Provisioning, Compute Cluster (3 of 4)

Sharing and Privacy

Channels

Targeted content distribution



Title	Description	# Members	Join
Rapid Solutions	Sun Rapid Solutions are created by the OSS Solutions Factory	61	Join
SWTSC	Channel for Software TSC	45	Join
PS Software	Channel for Software TSC	36	Request membership
PS4GSE	A series of podcasts that explains the technological and business value that Professional Services can bring to customers when deploying Sun iB software	9	Join
SunSpace	Podcasts aimed at the GSE community that will help improve awareness of how the PS Portfolio can be leveraged to help customers maximize business bene	6	Request
Professional Services	SunSpace	34	Join
Systems TOI Program	Delivered by Rob Ludeman	140	Request membership
SWTSC Identity	Information For The Worldwide Identity Support Organization	16	Request membership
Solaris Patching & Installation	Content related to best practices for Solaris patching and installation	6	Join
Market Research	IDC and Forrester Reports	3	Join
Digital Libraries Information	Digital Library content purchased by Sun	3	Join
ISV Solution Competency Program	The ISV Solution Competency Program is designed for educating Sun Business Partners to be able to identify, expand, drive, and close opportunities and	3	Request membership
OpenSolaris	Everything OpenSolaris	6	Request membership
QLogic	Test Channel	-	-



Rapid Solutions



Professional Services



OpenSolaris

Privacy controls
Determine access
Content Contributors
Distribution Permissions

Cater to busy sales reps

Syncs content directly to iTunes



Easy Mobile Access

Delivers content directly to iPhones / iPod Touches



> Streaming content > Browser friendly

SLX Addresses Business Challenges For Sun



Increased Sales & Marketing Effectiveness



Improved Employee Collaboration



More Effective Corporate Communications



More Efficient Training & Learning

Increase Marketing & Sales Effectiveness

- Deliver Consistent Engaging Messaging
- Shorten On-boarding
- Reach Multiple Audiences
- Provide Feedback Loop
- Provide Searchable Content Repository

Sun Learning eXchange

All Media Most Popular Most Viewed Recent Uploads Channels Forums

My Account My Media My Channels My Favorites Un-viewed Media Upload/Record Media

Solutions Overview Podcast (1 of 4)



Drosos Demet...

Created:
11/24/2008 -
08:54



This is a 10 minute Sales Awareness highlight podcast explaining the 3 solutions launched at this year's CEC.

Download

- Solutions Overview Podcast (1 of 4).mp4

Related Media



Old IdM (4 of 4) **new**
From: Drosos Demetriades
Views: 562
17:39
★★★★☆
Average: 4 (4 votes)

Audience: Public

Average:
★★★★★
Average: 5 (5 votes)

Category:
Solution Factory

All tags:

Views: 640 [+]

More Effective Corporate Communications



Sun Learning eXchange

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All Media: Five-Minute Fridays

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+Engineering and Support [740]

+Geek Speaks [15]

+Global Sun Partners [48]

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+Partner Advantage Program [29]

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All Five-Minute Fridays Media



Cloud Computing new
Announcement and Answers to Employee Questions
 Five-Minute Friday Broadcast - Mar 20, 2009. Jonathan talks about this week's cloud computing announcement and answers a more...

From: Wing Size Ip
 Views: 3823
 Runtime: 06:42
 ★★☆☆☆
 Average: 2.1 (58 votes)



Ethics, Integrity, new
 From:Wing Size Ip
 09:46 | 1707 views
 ★★☆☆☆
 Average: 3.5 (11 votes)



Restructuring Update
 From:Wing Size Ip
 08:26 | 3954 views
 ★★★★★
 Your rating: 5 Average: 3.5 (21 votes)



Sun/HP Solaris OEM
 From:Wing Size Ip
 08:46 | 1748 views
 ★★★★★☆
 Average: 3.7 (9 votes)



Student Connection new
 From:Wing Size Ip
 09:04 | 1749 views
 ★★★★★
 Average: 4.5 (10 votes)

Improve Employee Collaboration

- Drive Increased Productivity
- Enable knowledge capture and sharing
- Improve employee satisfaction
- Create a learning culture

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iTouch / iPhone SWAN VPN Setup & How To Access PDA Portal



Wesley Summers
 Created:
 09/08/2008 -
 12:07



Learn how easy it is to setup your iTouch / iPhone devices with VPN to run applications like DMT, CRM, IBIS, BPP, Namefinder and others from your iTouch or iPhone device or access all Xmen Applications from your iTouch / iPhone device. Sun Token Card Required.

Download

- iTouch / iPhone SWAN VPN Setup & How To Access PDA Portal.mp4

Related Media



BPP - Business
 From: Wesley Summers
 Views: 36
 N/A

Audience: Employees Only

Average:
 Average: 4.5 (17 votes)

Category:
 Opportunity
 Management and Processes
 Tools
 SLX
 Hot Tips

Views: 1929 [-]

Evolution of Sales Enablement

Blending of Peer-to-Peer content into formal learning

WZCB-SAGH-EGV: e-Government Sales Advocate Accreditation

Outline

- WZCB-SAGH-EGV: e-Government Sales Advocate Accreditation
 - Welcome
 - Advocate Assessment and Content EGV
 - Test-Out Assessment and SLX Instruction
 - WXI-GHEGV-301: GEH e-Government Sales Assessment
 - WZC-GHEGV-3X01: Government Golden Pitch**
 - WZC-GHEGV-3X02: ASM Global Government - Building Pipeline with High Growth Op
 - WZC-GHEGV-3X03: eGovernment Entry Points
 - WZC-GHEGV-3X04: ASM- From Revenue Collection to Benefits Distribution
 - WZC-GHEGV-3X05: eCustoms Solution Brief
 - WZC-GHEGV-3X06: eCustoms Sales Guide
 - WZC-GHEGV-3X07: eCustoms Message Source
 - WZC-GHEGV-3X08: eCustoms Business Case Presentation
 - WZC-GHEGV-3X09: eCustoms Executive Summary
 - WZC-GHEGV-3X10: ASM Aug 2008 eGovt -Successful Selling to Tax and Revenue
 - WZC-GHEGV-3X11: eTax Solutions Brief for Government
 - WZC-GHEGV-3X12: eTax Sales Guide
 - WZC-GHEGV-3X13: eTax Executive Business Case Presentation
 - WZC-GHEGV-3X14: eTax Executive Summary
 - WZC-GHEGV-3W1: e-Government Sales Advocate Win Report
 - WZC-GHEGV-3SB: e-Government Sales Advocate AOP

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Current Login: Joseph.Campbell@Sun.COM | Help | Log Out

Search

Government Golden Pitch

Ambre Chevalier
Created: 07/17/2008 - 22:21

A Global Government Golden Pitch presentation. Customer facing.

Attached Files

- Sun_Gov_Golden_Pitch_v3 0 0.pdf (pdf, 810.15 KB)

Related Media

ASM Global
From: Ambre Chevalier
Views: 48
40:09
Average: 2.5 (2 votes)

Global Government
From: Ambre Chevalier

Employees Only

Category: GEH Overview Government Overview

All tags: government golden pitch

Views: 121 [+]

1yr. dev. time saving, 6 mo. quicker release!

JOIN the **OPEN STORAGE** revolution

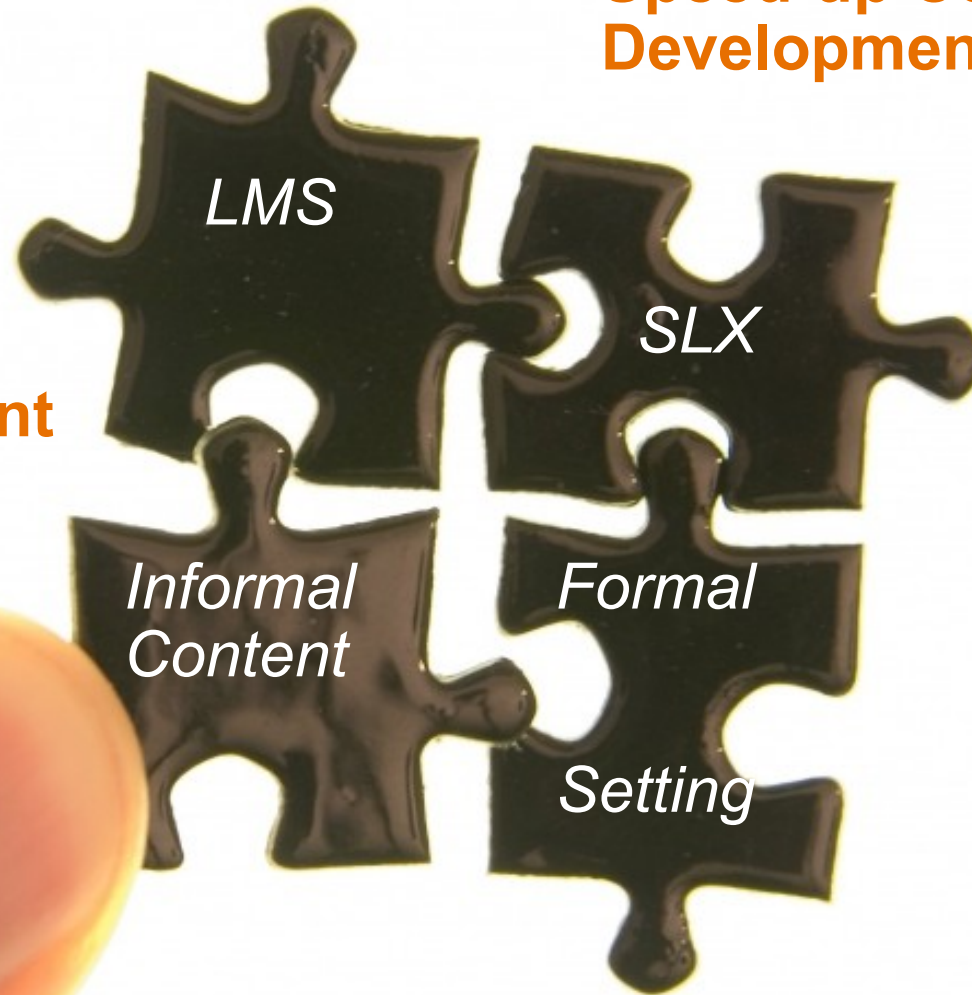
Open Architecture
Open Software
Open Interoperability
Massively Scalable
Highly Reliable
Breakthrough Cost/Perf

Sun Proprietary/Confidential: Internal Use Only

Bridging Formal and Peer-Peer Learning

**Wrap Peer-Peer Content
In A Formal Curriculum**

**Speed-up Course
Development**



**Leverage and Repurpose
Existing Marketing Content**

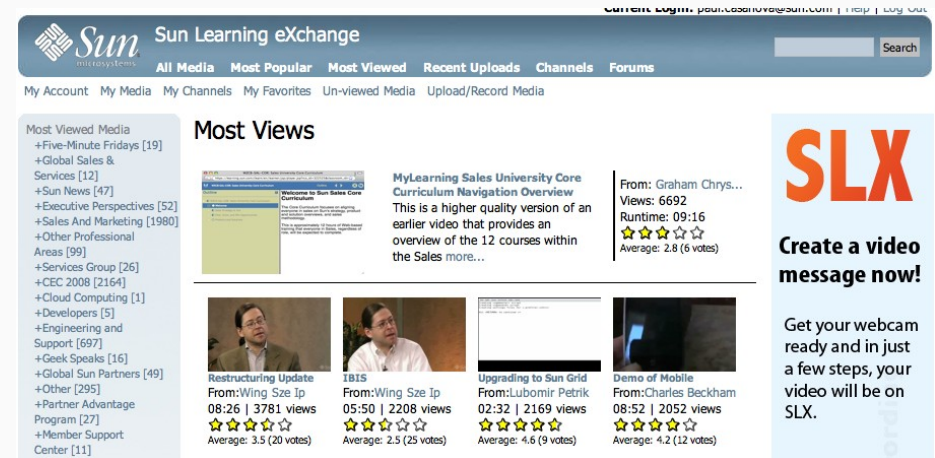
Web 2.0 Features In Formal Setting

Drive Adoption

41,000
Total unique users

300 K
Total page views

4 K
Total media files added




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Most Views

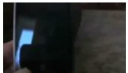
- 

MyLearning Sales University Core Curriculum Navigation Overview
This is a higher quality version of an earlier video that provides an overview of the 12 courses within the Sales more...

From: Graham Chrys...
Views: 6692
Runtime: 09:16
Average: 2.8 (6 votes)
- 

Restructuring Update
From:Wing Size Ip
08:26 | 3781 views
Average: 3.5 (20 votes)
- 

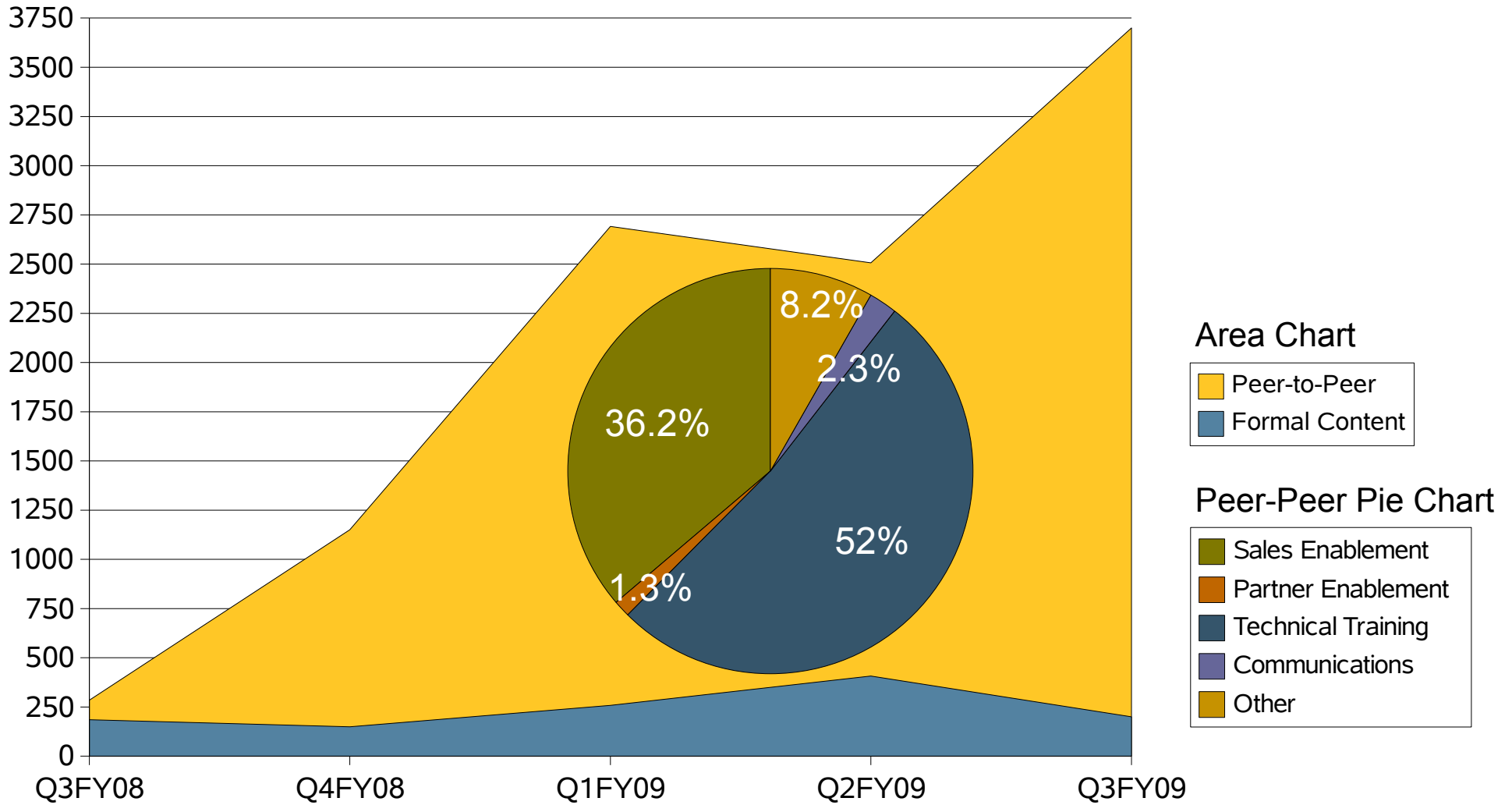
IBIS
From:Wing Size Ip
05:50 | 2208 views
Average: 2.5 (25 votes)
- 

Upgrading to Sun Grid
From:Lubomir Patrik
02:32 | 2169 views
Average: 4.6 (9 votes)
- 

Demo of Mobile
From:Charles Beckham
08:52 | 2052 views
Average: 4.2 (12 votes)

SLX
Create a video message now!
Get your webcam ready and in just a few steps, your video will be on SLX.

Peer-to-peer vs. Formal Content Creation



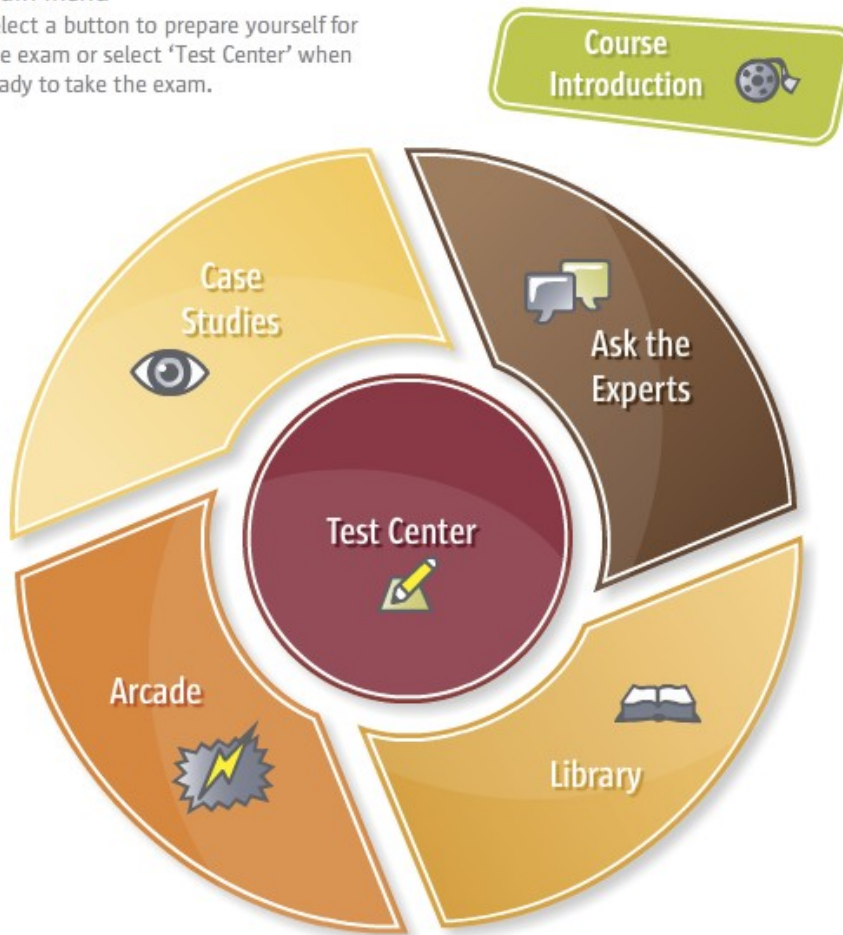
Evolution of Sales Enablement

New Enablement Frameworks: 4-door Methodology

Selling Business Value
Account Planning for Sales Managers

Main Menu

Select a button to prepare yourself for the exam or select 'Test Center' when ready to take the exam.



Welcome to Account Planning for Sales Managers

Sun Microsystems, Inc. offers this program which will help your sales teams use Account Planning to build revenues in your customer accounts. It draws heavily on the experience of Sun Account Planning experts, the Account Planning Tool (APT) website, and sales models designed by the TAS Group.

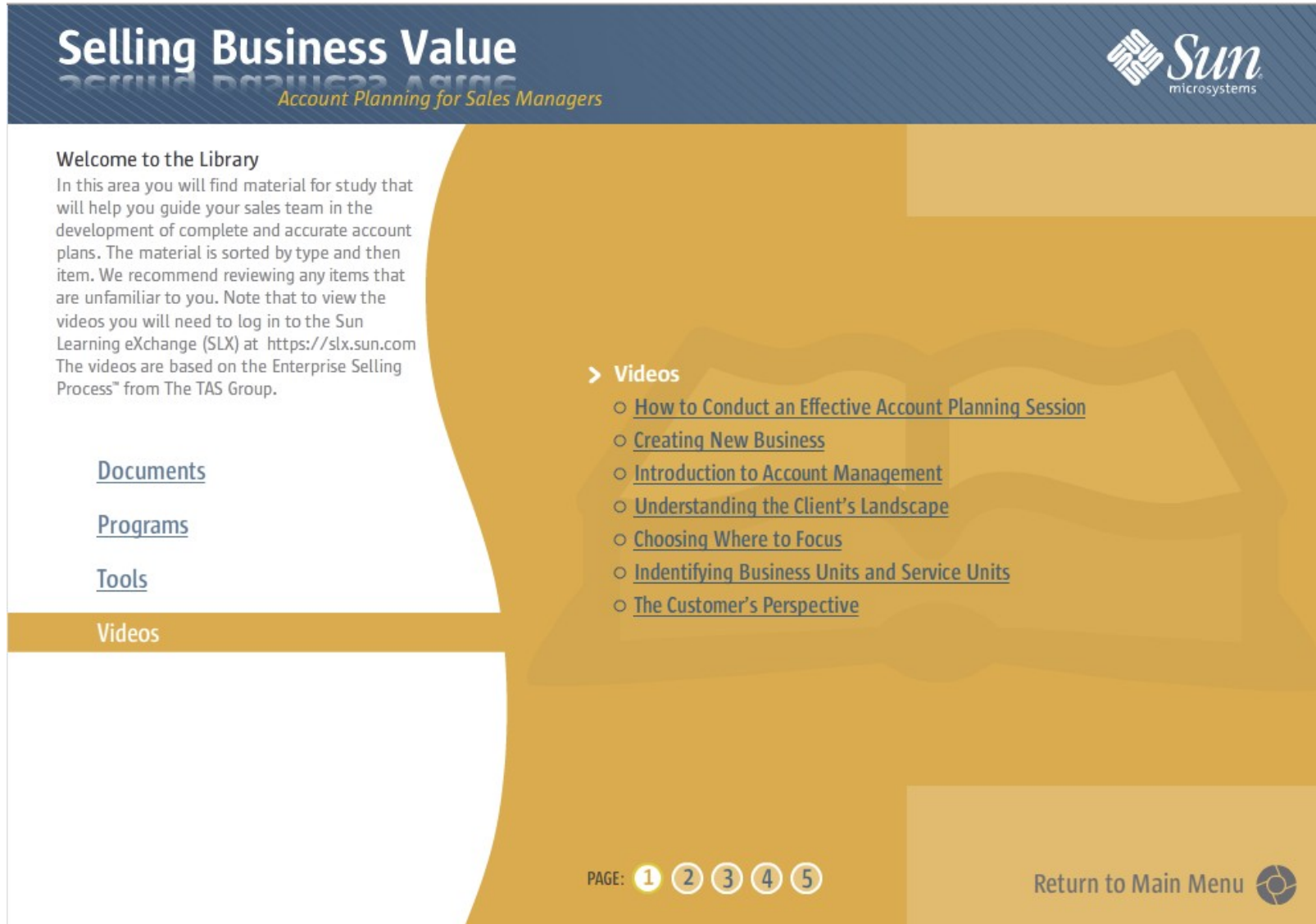
To get started, click Course Introduction above.

[Key Takeaways](#)

[? More About This Course](#)

Evolution of Sales Enablement

Just-in-time designs that focus on access to resources



Selling Business Value
Account Planning for Sales Managers

Welcome to the Library
In this area you will find material for study that will help you guide your sales team in the development of complete and accurate account plans. The material is sorted by type and then item. We recommend reviewing any items that are unfamiliar to you. Note that to view the videos you will need to log in to the Sun Learning eXchange (SLX) at <https://slx.sun.com>. The videos are based on the Enterprise Selling Process™ from The TAS Group.

[Documents](#)


[Programs](#)

[Tools](#)

Videos

- > **Videos**
 - [How to Conduct an Effective Account Planning Session](#)
 - [Creating New Business](#)
 - [Introduction to Account Management](#)
 - [Understanding the Client's Landscape](#)
 - [Choosing Where to Focus](#)
 - [Identifying Business Units and Service Units](#)
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Questions?



Sun Learning eXchange

