

Sun Identity Manager 8.0 Sales Playbook
“A sales quick reference”

Sun Identity Manager 8.0 Sales Playbook

Talking to the 8.0 Release.....	3
Key Messages.....	3
Analyst Reports.....	3
Why is 8.0 Important?.....	4
What Are Customers' Business Drivers?.....	4
What Benefits Does 8.0 Provide?.....	5
Reaching the Target Buyer.....	6
Entry Points.....	6
Qualifying Questions.....	8
Selling Identity Manager 8.0.....	9
Features and Benefits.....	9
http://www.sun.com/software/products/identity_mgr/ds_identity_mgr.pdf	9
Pricing and Packaging.....	10
Selling As a Standalone Product.....	10
Selling with Other Identity Management Products.....	10
Sales Resources.....	11
Beating the Competition.....	11
Our Key Differentiators.....	11
Keys to Winning.....	11
Oracle.....	12
IBM.....	13
CA.....	13
BMC.....	13
Novell.....	13

Talking to the 8.0 Release

Key Messages

- 1) Sun Identity Manager and its integration with Sun Role Manager provides the first complete role-enabled Identity Suite, leveraging roles to define, assign, attest, audit, and enforce access across the enterprise.
- 2) By combining access certification (attestation) automation delivered by Sun Role Manager with the provisioning capabilities of Sun Identity Manager, Sun is providing the most comprehensive attestation and remediation solution in the market, truly delivering “closed-loop” compliance.
- 3) Key for the customer is the ability to implement **sustainable** and **repeatable** processes and significantly reduce the cost of compliance. Sun uniquely addresses this requirement by providing a complete and integrated solution for automating the *preventative (user provisioning) and detective (identity auditing) processes* necessary for continuous identity compliance. Sun is the first solution in the market to do this!
- 4) With complimentary products Sun Role Manager, Directory Server, and Open SSO Express, Sun provides a complete identity management solution.

Analyst Reports

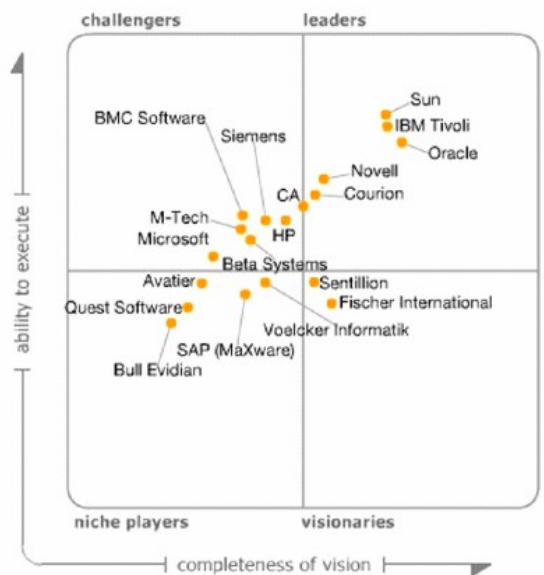
Sun is a recognized market leader/strong performer in User Provisioning as evidenced in both the Gartner Magic Quadrant and Forrester Wave reports. Gartner and Forrester are two of the major analysts that cover the Identity Management market. The Burton Group, the third major analyst firm covering Sun Identity Manager, considers Sun a clear leader in the user provisioning market.

Supporting Evidence:

- Leader - Gartner Magic Quadrant (Magic Quadrant for User Provisioning, 2H07)

MAGIC QUADRANT

Figure 1. Magic Quadrant for User Provisioning, 2H07

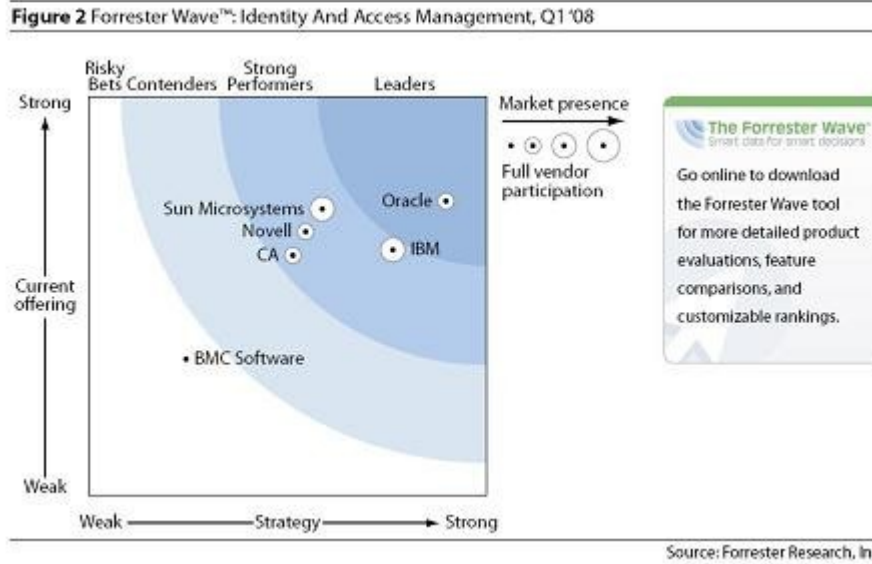


As of August 2007

Source: Gartner (August 2007)

Sun Identity Manager 8.0 Sales Playbook

-
- Strong Performer - Forrester Wave (Forrester Wave: Identity and Access Management Q1 '08)



- Clear Leader – The Burton Group (Identity Management Market 2008)
- *“Sun Microsystems has recently made moves to strengthen its position in the IdM market, with the most notable move being its acquisition of Vaau (a role management vendor). The company has a clear leadership position in the provisioning market.”*

Sun Identity Manager 8.0 Sales Playbook

Why is 8.0 Important?

The 8.0 release combined with Sun Role Manager starts to pave the way for Sun's Governance, Risk, and Compliance offering, truly enabling "closed-loop" access compliance. This release includes support for business roles, which enables provisioning and auditing of access within a meaningful business context as opposed to cryptic IT jargon. By provisioning and auditing with business roles, customers can ensure users have only the access they need to do their jobs, and nothing more, thus enforcing the notion of "least privilege."

Definitions:

- *User Provisioning* is the process of creating, updating, and deleting user access across applications and systems according to roles and business rules.
- *Identity Auditing* is the process of analyzing applications and systems for identity control violations, notifying compliance owners of any violations, and remediating and/or documenting any policy exceptions.
- *Role Management* is the process of defining the appropriate access to systems and applications based on a user's particular job function or role within the organization. Assigning access based on business roles takes the guesswork out of provisioning and auditing by describing access in a meaningful business context instead of in cryptic IT terminology understood by only the most technical users.

Identity Manager 8.0 combined with Sun Role Manager uniquely addresses BOTH preventative and detective requirements around identity compliance. What this means is the ability to:

- 1) Define appropriate access within a meaningful business context through the use of business roles and analyze those definitions on an ongoing basis for detective compliance
- 2) Enforce these role definitions at run-time to ensure any provisioning actions are compliant with the organization's audit policies, thus performing preventative compliance

Several key functionalities differentiate Identity Manager 8.0:

- *Support for Business Roles* – Sun Identity Manager becomes a consumer of predefined business roles, enabling auditing and provisioning at the business role level

Data Exporter – ability to export Identity Manager data and events to an external data warehouse, enabling robust reporting on operational metrics and entitlements management

Integration with Sun Role Manager – Support for business roles and the data exporter provide key integration points between Sun Identity Manager and Sun Role Manager, providing the only integrated provisioning, auditing, and role management solution in the market

-

What Are Customers' Business Drivers?

In order to comply with legislative regulations like Sarbanes-Oxley (SOX), companies must be able to manage and report on who has access to critical information systems, such as financial applications. In addition, companies must provide data on historical access privileges, as well as secure, auditable evidence that internal controls are in place.

Sun Identity Manager 8.0 Sales Playbook

As a result, auditors are mandating that IT organizations:

1. Ensure that proper identity controls are in place regarding who should have access to what
2. Provide proof that identity controls are actually being followed. In other words, ensuring that what a user ACTUALLY has access to is not in violation of policy

Answering “who should have access to what” is clearly a job that has been assigned to User Provisioning solutions. However, this is just the beginning. The need to address the second mandate from auditors - providing the proof of compliance - has created the need for identity auditing to be performed on a regular basis (usually quarterly). This involves:

1. Retrieving a list of all access rights every user has on every relevant application
2. Analyzing these access rights for audit violations
3. Fixing (mediating) any audit violations that are found as well as documenting any exceptions (mitigating).

Many organizations have tried to pass this burden on to users in the form of access reviews, where managers must manually sign-off on their employees' access rights. However, this process is challenging (how does a manager know what is in violation?) and extremely costly to support.

Supporting Evidence:

- **361 days of work for 4 days of compliance.** One of our Fortune 500 financial services customers told us they spend 89 days each quarter performing Identity Auditing, and on the 90th day when they finally finish proving compliance for that quarter....they have to start all over again for the next quarter. This process is not sustainable!
- **\$100s of thousands being spent each quarter.** Internally within Sun, we have had to perform Identity Auditing on our own ERP system and were paying \$100s of thousands each quarter for external consultants to perform these activities.
- **AMR Research Estimates Sarbanes-Oxley Spending Will Exceed \$6 Billion in 2006.** According to AMR, more than 61% of that spending will be on internal labor / headcount and external consulting.
<http://www.amrresearch.com/Content/View.asp?pmillid=18972>
 - o \$2.3 billion (39%) - Internal labor / headcount
 - o \$1.9 billion (32%) - Technology
 - o \$1.8 billion (29%) – External consulting

With Sun Identity Manager 8.0, companies can now automate the provisioning of user access as well as the monitoring and enforcement of identity controls, enabling them to eliminate unsustainable manual processes and dramatically reduce the costs of ensuring compliance.

What Benefits Does 8.0 Provide?

Identity Manager 8.0 enables:

- **Preventative Compliance:** Enforces identity controls around “who should have access to what” in terms of business roles. Automates the management of a user’s lifecycle (create, update, delete) as their relationship with the company changes and dynamically checks for potential identity control violations up front before access is granted to sensitive applications and systems

Sun Identity Manager 8.0 Sales Playbook

- **Detective Compliance:** Provides proof of compliance by ensuring that identity controls are being monitored and enforced. Proactively inspects the applications and systems for identity control violations and automatically notifies compliance owners of potential violations. Any violations are automatically remediated by removing or disabling user access as appropriate. Policy-based exceptions are documented and audited.
- **Participation:** Enables extension of automated provisioning and identity control environments to high-scale extranet processes even in the 10s of millions of users. This is required for secure collaboration as companies extend new services to their growing community of partners and customers.

Figure 1: Preventative and Detective Compliance with Identity Manager 8.0 and Sun Role Manager



Reaching the Target Buyer

The ideal Identity Manager customers are:

- Enterprises with more than 5,000 users. In fact, the more complex the environment, the better the opportunity
- Service providers (any organization trying to establish an online presence) with external user bases larger than 1 million users are great prospects, especially with our differentiation around high throughput identity self-service
- Replacements - for example, customers looking to replace IBM and CA due to deployment failures or new business strategies that mandate a more complete/scalable solution
- Existing identity customers - leverage the base of existing Sun Identity customers

Sun Identity Manager 8.0 Sales Playbook

Entry Points

Today, the three most critical business issues that are driving Identity Manager in the market are:

1. **Compliance.** Today, the majority of Identity Manager deals (7 out of 10) have a strong set of compliance requirements driving the buy decision. Identity Manager's newly integrated Identity Auditing capabilities plays to this requirement and addresses compliance needs better than any product on the market today
2. **Security.** Companies are trying to lock down access to critical systems. In fact, the majority of the controls on a CIO's compliance checklist can also be found on the security checklist
3. **Administration.** The typical cost of a help desk password reset across all applications is \$30 per user

When companies are trying to streamline and automate requests for new access or automate the change management of user access, Identity Manager is a tool that can allow them to do this without adding additional headcount.

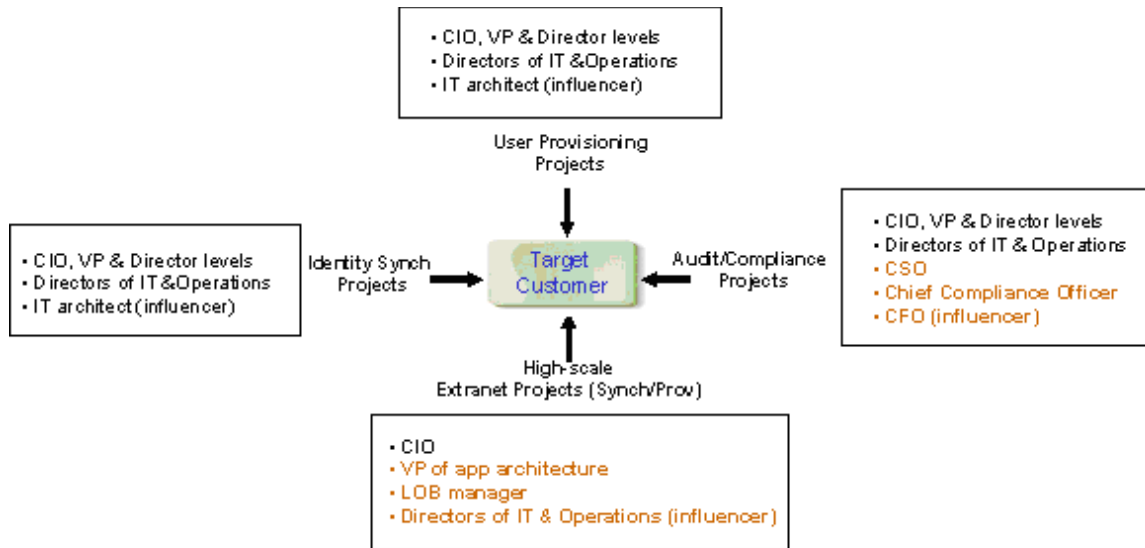
Often, budgets for identity management are distributed around the company. In many cases, line-of-business owners will have separate budgets for identity and will evaluate and purchase separate from other organizations. However, we are starting to see more and more customers evaluating provisioning/synch, audit/compliance, and high-scale extranet holistically – looking at one or more projects and selecting the vendor with the most complete solution.

- We've had recent examples where both enterprise and extranet provisioning were evaluated and purchased at the same time
- In addition, we see customers evaluating both provisioning/synch and identity auditing as part of their overall audit and compliance strategy (versus independent projects/solutions). In fact, over the last 18 months, nearly 100% of Identity Auditor deals were sold with Identity Manager

Consequently, we should continue to position Identity Manager 8.0 to the key decision makers and software buyers (the C-level executives mentioned above), but with a converged, high-level solution message that spans provisioning/synch, audit/compliance, and high-scale extranet projects. The figure below shows different buyers and their key concerns around identity management.

Figure 2: Multiple Entry Points into the Target Customer

Sun Identity Manager 8.0 Sales Playbook



Sun Identity Manager 8.0 Sales Playbook

Qualifying Questions

When qualifying customers for Identity Manager 8.0, there are several possible discussions to initiate based on their needs.

- **Compliance- and Audit-related questions**

- How are you currently managing and implementing general IT controls?
- What are your plans for maintaining audit compliance on an on-going basis?
- How are you maintaining separation of duties controls across your systems and apps?
- How do you currently manage, fix and report on audit policy violations?
- When a violation is found, how do you deal with that today and how do you report to your auditor what was done to remediate the violation?
- What types of audit compliance challenges are you currently facing?
- Are there legislative audit requirements that your organization must address?
- What compliance deadlines is your organization facing?
- How do you monitor and enforce access policy across the organization?
- Is your organization faced with periodic access review to prove compliance on an ongoing basis?

- **Role Management questions**

- Does the solution allow access to be assigned based on a user's business roles?
- Does the solution allow approving managers to attest to access described in terms of a user's business roles?
- Can end users request optional entitlements or access based on their business roles?
- Can users be deprovisioned from systems and applications by removing the appropriate business roles?
- Can rules be defined that allow automatic role assignments based on the assignment of another role?
- Does the solution provide the ability to easily see who has access to what, described in terms that a business user can understand?
- Does the solution allow run-time enforcement of identity based controls that are easily understood by the average business user?
- Does the solution provide seamless integration between the processes for provisioning, auditing, and role management?

- **Administration and Provisioning related questions**

- When users depart the company, how do you remove access?
- When users come on board, how is the access process managed?
- Do you have any help desk consolidation projects underway?
- Do you have any role definition projects planned?

Sun Identity Manager 8.0 Sales Playbook

- **Synchronization related questions**
 - Are you looking for consolidated synchronization and provisioning in an integrated solution?
 - Do you need to integrate/sync HR attributes with a corporate directory?
 - Do you have any data migration projects underway?
 - Are you considering (or do you have) a meta-directory?
 - What data synchronization projects are planned or underway?
- **Extranet-facing Applications and Administration Questions**
 1. Do you need to eliminate “stove-pipe” development schemes to reduce time-to-market of extranet-facing applications?
 2. What are the key online (or e-business) initiatives that are underway? (Supply chain management/B2B, extranet projects, eBusiness/B2C, portals?)
 3. Are you working on rolling out a new business offering (e.g. to partners, with partners, to business customers), but cannot make any substantial changes to your existing directory infrastructure?
 4. Are you trying to enable partners to self-manage their own accounts groups, mobile telephone numbers, etc to eliminate the potential for a help desk support nightmare?
 5. Are you exploring federation as a way to securely enable closer relationships with business partners?
 6. Are you having issues consolidating data from multiple back-end systems and provide a single, seamless presence to customers?
 7. How are you currently managing and implementing identity management across your extranet-facing applications?
 8. What are your plans for maintaining identity administration components like registration, self-service, delegated administration on an on-going basis?
 9. How are you maintaining an audit trail across your systems and applications for compliance purposes?
 10. How do you currently deliver identity administration services to your applications (like registration, self-service, delegated administration, etc.)? Are these built from scratch each time?

Selling Identity Manager 8.0

Identity Manager:

- has the most successful deployments
- is the fastest to deploy and easiest to use (Forrester)
- supports millions of user identities

Alternative solutions require extensive integration of multiple products which often do not support identity auditing, identity lifecycle management (provisioning), and role management goals.

Features and Benefits

Please see the 8.0 datasheet:

Sun Identity Manager 8.0 Sales Playbook

http://www.sun.com/software/products/identity_mgr/ds_identity_mgr.pdf

Sun Identity Manager 8.0 Sales Playbook

Pricing and Packaging

Because Identity Manager 8.0 includes more functionality than any other provisioning solution on the market place, we have adjusted the pricing model. The New Identity Manager pricing merges licensing for *Sun Identity Manager*, *Sun Identity Auditor*, and *Sun Identity Manager SPE*.

The new pricing model (SRP) is as follows. Please receive pricing from your CDP.

- **Perpetual License**
 - Base License \$200k
 - Each Resource Adapter \$25k
 - Enterprise Per User License
 - (0-25K users) \$36 per user
 - (25K-100K users) \$24 per user
 - (100K-250K) \$20 per user
 - (250K+) \$10 per user
 - Extranet Per User License
 - (0-100K) \$3 per user
 - (100K-500K) \$2 per user
 - (500k-1MM) \$1.60 per user
 - (1MM-5MM) \$1.20 per user
 - (5MM-10MM) \$0.80 per user
 - (10MM+) \$0.40 per user
- **JES Subscription Pricing**
 - JES and JES Identity Management Suite pricing is also available.

Selling As a Standalone Product

Identity manager 8.0 can be sold in a stand-alone mode or in addition to other identity and access products.

When selling the product standalone, focus on the administrative aspects of the product. The product can be sold into organizations with other competitive Access Management and Directory solutions; having the Sun suite of products is not a prerequisite. In other words, Identity Manager can be both complementary up-sell as well as create opportunities to have a conversation about the entire suite.

Selling with Other Identity Management Products

In most Identity Management implementations, a comprehensive suite will be needed to meet all the customer needs. Up-selling the other Identity products can increase the average deal size. With Identity Manager 8.0 the focus should be on up-selling with Sun Role Manager. Adding support for business roles and the data exporter has provided two strong integration points between the two products. In addition, both products are needed to realize truly 'closed-loop' compliance. Each subsequent release of both products will continue to focus on tighter, more seamless integration between the two.

-

Sun Identity Manager 8.0 Sales Playbook

Sales Resources

All of the information needed will be posted to the Identity Management Partner Kit at <http://partner.sun.com/solutions/identitymanagement/index.html>, including:

- Customer Ready presentations
- Sales Playbooks
- Datasheets
- Collateral
- Demo's

Also, be sure to monitor the Identity Product Management Blog (<http://blogs.sfbay/impml/>) for notifications regarding product updates, new collateral, and competitive analysis. If you have an RSS Reader, please subscribe for automatic updates.

Beating the Competition

The competitive landscape has changed, especially in the eyes of the analysts. Where Sun has been a clear leader in past years, Oracle and IBM have caught up. Both Forrester and Gartner consider Oracle the leader in the space, with Sun and IBM close behind. However, Sun is still considered the leader in user provisioning by The Burton Group, a leader by Gartner, and a strong performer by Forrester. Despite the analysts' views, we strongly believe we have a superior product and offering.

Our Key Differentiators

- Unmatched network of partner implementers and consultants
- More successful customer deployments
- Largest industry market share in Provisioning; most mature product available
- Most innovative player in the identity management market, leading the way with open and integratable offerings to address emerging market requirements such as Federation, Identity Auditing, and Extranet Provisioning
- First and only integrated provisioning, auditing, and role management solution in the market
- Sun supports a wide range of value-added offerings

Keys to Winning

- Flexibility
- Non-Invasive architecture
- Stress recognition and market position.
- Strong POCs when Competing Against Oracle and IBM

Sun Identity Manager 8.0 Sales Playbook

The table below shows our main competitors and highlights the strengths and weaknesses based on each specific customer need.

Figure 3: Competitive Matrix

Customer Requirements	Sun	IBM	Oracle	Novell	CA	BMC
Password Management	✓	✓	✓	✓	✓	✓
Automated User Provisioning	✓	✓	✓	✓	✓	✓
Identity Synchronization	✓	✓ Requires 2 products	✓ Requires 2 products	✓	✓ Requires 2 products	✓
Business Role Mgmt + Role Discovery	Partner	Partner	Partner	Partner	✗	✗
Enterprise Single Sign-On Integration	Partner	OEM	OEM	OEM	✓	Partner
Convergence of Physical and Logic Security	Partner	Partner	Partner	Partner	✓	Partner
Deep ERP Compliance Checks	Partner	✗	✗	✗	✗	✗
Non-invasive Architecture: (virtual identity manager, agent-less)	✓	✗	✓	✗	✗	✗
Extranet Identity Administration	✓	✗	✓ Requires 2 products	✗	✓ Requires 2 products	✗
Maintenance of Roles & Audit Policies (identity life cycle mgmt + identity auditing)	✓	✗	✗	✗	✗	✗
Policy-based Certification Review (manager attestation + audit policies)	✓	✗	✗	✗	✗	✗
Preventative Compliance (identity life cycle mgmt + audit policies)	✓	✗	✗	✗	✗	✗
Detective Compliance (audit scanning + role reconciliation)	✓	✗	✗	✗	✗	✗
Compliance Dashboard	✓	✗	✗	✗	✗	✗

Oracle

In engagements with Oracle, force them to prove they are capable.

- On a product-by-product comparison at the suite level, Sun's products each command more market share and market recognition than their Oracle counterparts
- From a maturity perspective, the Identity Manager's deployment history is more credible. Today, we have more than 1000 customers with hundreds of successful deployments
- From a product functionality perspective, Oracle lacks the capabilities of identity auditing

Don't let Oracle claim that they are equal from an identity auditing perspective. Oracle's claim at Identity Auditing only includes the capabilities of periodic access review. In addition, Oracle has yet to come out with an integration story between Oracle Role Manager (the recently acquired Bridgestream product) and Oracle Identity Manager.

The Sun story is that we have the only complete set of features to take the work out of compliance. What Sun offers is better and provides a better path to ROI.

IBM

IBM's momentum with Tivoli Identity Manager is slowing; however, IBM still has a large following because they still have credibility.

- Challenge IBM on their ability to be deployable. There are many dissatisfied customers today and the story is that IBM is not investing heavily in this area where Sun is bringing Identity in the foreground
- Reference-ability is a large concern

Sun Identity Manager 8.0 Sales Playbook

- IBM has an offering called Tivoli Compliance Manager that they may position against Sun's Identity Audit capabilities -- but this is not really identity auditing; it is IBM repositioning their event management technology to a compliance market

CA

There are still a number of accounts where CA is a competitor. However, there are many concerns that to date CA has not proven to be successful as a suite vendor.

More specifically with respect to provisioning, their solution has been cobbled together from several different acquisitions with no clear integration path. From a functionality perspective, Sun Identity Manager is better on every measure. CA's largest weaknesses are lack of workflow and flexibility to do self service and form creation.

Novell

Novell is not a strong competitor, but they show up in lots of accounts that have a large Novell install base. They have had some challenges in deploy-ability of the solution, and the functionality of Identity Manager is clearly better.

Novell recently won some press in an Info World review for having a better configuration interface than Sun identity Manager. With Identity Manager 6.0 and in 8.0, Sun has overtaken Novell by adding much more sophisticated UI tools for configuration. Novell's position on compliance was to introduce Nsure Auditor, but it was not well received by the market and received some bad press.