

# Success Snapshot



## Profile: Sun Microsystems, Inc.

Sun Microsystems Inc. ('Sun'; [www.sun.com](http://www.sun.com)) provides network computing infrastructure solutions that include computer systems, software, storage, and services. Its core brands include the Java technology platform, the Solaris operating system, StorageTek and the UltraSPARC processor.

Sun has benefited from The TAS Group methodologies since the 1990s. Sun wanted to achieve consistency across its global sales effort, predictability in its sales effectiveness spend, and flexibility in the deployment of sales reinforcement tools. Dealmaker Virtual Learning System ('DVLS') presented Sun with the perfect opportunity to meet these objectives. DVLS allows Sun to develop its own tailored sales curricula using video, audio, worksheets and planning guides. Content is also prepared specifically for Sun's global sales portal for Sun Learning Services.

## The Solution

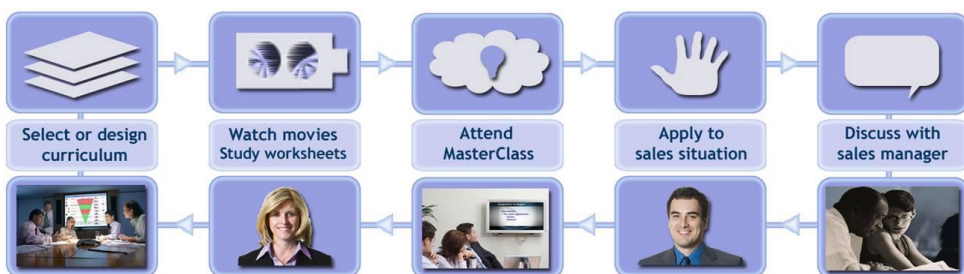
Sun added DVLS to its suite of The TAS Group methodologies:

- Dealmaker Virtual Learning System is a knowledge portal for Sun sales professionals to accelerate sustained sales improvement and revenue growth in an easily accessible and consumable way.

## The Implementation

Sun invested in DVLS at the end of 2007 and in 2008 has been rolling out the technology to the entire global sales force.

The DVLS initiative is a global program for Sun, delivered down to each sales professional on their terms and according to their specific requirements.



## About the TAS Group

The TAS Group delivers improved sales effectiveness through our unique blend of sales technology and experience, resulting in 89% better quota achievement. Our industry-leading methodology has helped more than 650,000 sales professionals find and close more deals, and our proven sales process makes your forecast and pipelines accurate by putting science behind it. And because on-the-job training is the most effective way to learn, our virtual learning system is available to your sales team for daily use worldwide - reinforced by expert coaching. It all gets delivered through our Dealmaker technology - the on-demand application that enhances your existing CRM system to produce sustained results. Headquartered in Seattle, with international offices in the UK and Ireland, the TAS Group is the only sales effectiveness organization with a continuous multi-million dollar investment in its own methodology and technology R&D center. The TAS Group also hosts and moderates The Sales 2.0 Network ('S2ON'; [www.sales20network.com](http://www.sales20network.com)), a global, virtual, thought-leadership forum to discuss issues relevant to sales professionals in a Web 2.0 world.

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## Voice of the Customer



**Jonathan Sampson**  
Director Global Sales & Service  
Customer Operations

*"We are living in an ever-changing, fast-moving world where salespeople need flexible, contextualized and engaging ways to continuously upgrade their skills and knowledge - anywhere, anytime," said Jonathan Sampson, Director of Customer Operations, Sun Microsystems. "DVLS is designed to deliver just what's needed. It lets salespeople learn at their own pace, when they need it, wherever they are and in the way they want to consume it. DVLS will give true value to today's sales professionals."*

