

Corporate colours

**Pantone Black 4**  
 RGB 18, 45, 36  
 HTML #803024  
 CMYK 40, 53, 5, 89

**Pantone 5403**  
 RGB 189, 151, 153  
 HTML #B99797  
 CMYK 42, 2, 20, 27

**Pantone 1807**  
 RGB 159, 43, 57  
 HTML #9E2939  
 CMYK 7, 14, 63, 31

Primary service/line of business colours

**Recovery Services**  
 Pantone 1807  
 RGB 159, 43, 57  
 HTML #9E2939  
 CMYK 7, 14, 63, 31

**Consulting**  
 Pantone 343  
 RGB 40, 198, 44  
 HTML #28C22E  
 CMYK 75, 36, 24

**Managed Services**  
 Pantone 124  
 RGB 24, 111, 0  
 HTML #186B00  
 CMYK 107, 100, 0

**SDM Software**  
 Pantone 5342C  
 RGB 55, 111, 111  
 HTML #37303F  
 CMYK 103, 99, 93

IT services  
 for the  
 technology  
 business

**AaBbCCDdEe**  
**0123456789**  
 FF DIN OT regular

**AaBbCCDdEe**  
**0123456789**  
 FF DIN OT bold

# Style Guide

## Keeping people and information connected

**SUNGARD®**  
 Availability Services



# Introduction

SunGard Availability Services is built on innovation, quality, teamwork and customer support to create the best possible services to our clients in the fastest possible way.

This expectation of excellence we place upon ourselves and our vendors. You are a partner in the messaging of our products and services. You represent SunGard AS. Therefore, we expect the highest standards of work product because it is a direct reflection of us.

This Style Guide contains the elements of SunGard Availability Services Brand Identity System. It has been developed to ensure that SunGard AS and our partners carry the right message and look at all times. To shape our identity, the Brand Identity System must be displayed consistently throughout all communications, sales and marketing vehicles. Every member of SunGard AS — vendors included — is a brand champion.

Companies and departments providing marketing communications support are required and responsible for following the directions outlined on each page. SunGard AS reserves the right to refuse any non-compliant work product (defined as any service or product commissioned by SunGard AS to educate, inform or sell to an internal and/or external audience).

These guidelines are intended to standardise marketing materials to present a unified SunGard AS image and will be adhered to by internal staff, as well as vendors who represent our image and message.

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\*Full contact details are available on the final page of this Style Guide.

### Notes:

**SunGard Availability Services brand personality is:**

- Innovative, proactive, technically accomplished
- Known for its advanced thinking in Information Availability and business continuity
- Proactive in our marketplace while delivering products and services in a reassuring, open and positive manner.

### Logo

- All logos to be reproduced from SunGard AS supplied material, applications must be consistent and clear. Logo usage and/or any alterations to the logo must recent written approval by the SunGard AS Marketing Department

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and follow the guidance contained in this Style Guide. SunGard reserves the right to withdraw/ terminate use of our logo or mark at anytime.

### Imagery

SunGard AS holds a master image library for vendor and in-house reference – comprising Owned (brand-specific commissioned work) and Royalty-Free (minor licensing use) items.

- **SunGard-Owned photography** IS NOT to be used on any other work product except those pieces belonging to SunGard. New commissions must be submitted to the Marketing Department for approvals.
- **Royalty-Free photography** purchased by/ for SunGard will be available to vendors working on SunGard assignments and IS NOT to be used on any non-SunGard work. Vendors who purchase NEW royalty-free art must provide SunGard with digital (and if available) hard copy – including licensing information upon completion of the work product.
- **Rights Managed**—Such images WILL NOT be included in the art library and are not recommended; but may be necessary for the quality of a design assignment. Any vendor who orders rights managed photography must do the following:
  1. Notify SunGard of the contract terms and conditions prior to purchasing
  2. Submit the photography contract and a copy of the supplier invoice
  3. Submit a hard copy of the image with digital file clearly labelled as 'Rights Managed' for contract compliance.

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# Logo

## SunGard Availability Services logo

The SunGard Availability Services logo is used on the website, marketing collateral, communications and other materials within the SunGard Availability Services brand.

**The logo must only appear in the formats and Pantone colours shown and should sit on a solid fill background with no grid lines running through it.**

The logo should be positioned in the bottom right hand corner on the front cover of all marketing collaterals.

### Size

**Small:** The logo must not be used smaller than 20 mm in width.

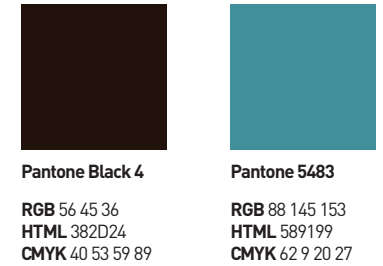
**Medium:** On all A5 portrait documents the logo should be used at 30 mm in width.

**Large:** On all A4 portrait documents the logo should be used at 42.25 mm in width, right justified to the first right hand grid line and positioned centrally within the horizontal grid lines.

In instances where a page border is present, for example a datasheet, the logo is aligned centrally between the horizontal and vertical grid lines.



## Logo colours

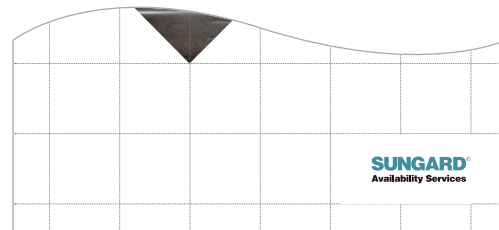


### Note

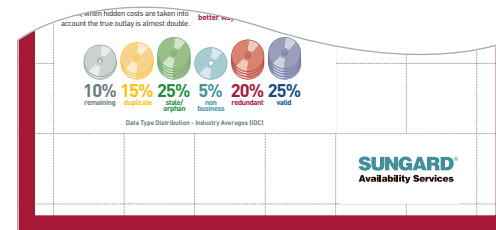
The registered trademark symbol always prints the identical color of the word "SunGard".

The SunGard Availability Services logo with the strapline must only be used on the back of all marketing collaterals within the Address/Services device.

Logo files are available from your SunGard Availability Services marketing contact.



Sample brochure front cover logo positioning



Sample datasheet front cover logo positioning



Sample datasheet back page logo positioning

# Software logos

BIA Professional logo with strapline



BIA Professional logo without strapline



Software logo colours



Pantone 534C/540U  
RGB 55 61 111  
HTML 373D6F  
CMYK 100 80 30 5



Pantone 209C/208U  
RGB 88 145 153  
HTML 690034  
CMYK 0 100 34 53

Incident Manager logo with strapline



Incident Manager logo without strapline



LDRPS logo with strapline



LDRPS logo without strapline



# Colours

## SunGard Availability Services corporate colours

Black 4 and Pantone 5483 are the main SunGard Availability Services corporate colours with Pantone 1807 being used only in small areas for accent.

## Primary service/line of business colours

When literature is produced for a specific SunGard business sector, the appropriate service/line of business colour should be used.

## Primary service accent colours

Pantone 444 is used when another colour is needed in addition to the primary service/line of business colours.

## Secondary software colours

These should be used when other colours are required in addition to the primary software colour.

## Secondary colours

The secondary colours are used only when different colours are needed to accent other design elements.

## Address details and services device

To be used on all literature to reinforce the use of the different colours reflecting the different services.

## Corporate colours



**Pantone Black 4**  
**RGB** 56 45 36  
**HTML** 382D24  
**CMYK** 40 53 59 89



**Pantone 5483**  
**RGB** 88 145 153  
**HTML** 589199  
**CMYK** 62 9 20 27

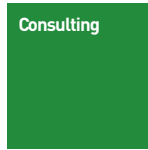


**Pantone 1807**  
**RGB** 158 48 57  
**HTML** 9E3039  
**CMYK** 7 94 65 31

## Primary service/line of business colours



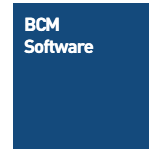
**Pantone 1807**  
**RGB** 158 48 57  
**HTML** 9E3039  
**CMYK** 7 94 65 31



**Pantone 363**  
**RGB** 60 138 46  
**HTML** 3C8A2E  
**CMYK** 78 5 98 24



**Pantone 124**  
**RGB** 234 171 0  
**HTML** EAAB00  
**CMYK** 0 27 100 0



**Pantone 534C/540U**  
**RGB** 55 61 111  
**HTML** 373D6F  
**CMYK** 100 80 30 5

## Primary service accent colour



**Pantone 444**  
**RGB** 116 127 129  
**HTML** 747F81  
**CMYK** 38 15 18 43

## Secondary software colours



**Pantone 209C/208U**  
**RGB** 105 0 52  
**HTML** 690034  
**CMYK** 0 100 34 53



**Pantone 453C/454U**  
**RGB** 223 220 192  
**HTML** DFDC00  
**CMYK** 14 10 27 0

## Secondary colours



**Pantone 7540**  
**RGB** 94 97 103  
**HTML** 5E6167  
**CMYK** 40 30 22 60



**Pantone 2597**  
**RGB** 88 15 139  
**HTML** 580F8B  
**CMYK** 82 100 7 3



**Pantone 5473**  
**RGB** 21 101 112  
**HTML** 156570  
**CMYK** 83 14 23 50



**Pantone 549**  
**RGB** 94 156 174  
**HTML** 5E9CAE  
**CMYK** 59 8 9 19



**Pantone 471**  
**RGB** 182 85 24  
**HTML** B65518  
**CMYK** 21 76 100 10



**Pantone 1665**  
**RGB** 226 73 18  
**HTML** E24912  
**CMYK** 6 68 100 1



**Pantone 617**  
**RGB** 198 191 112  
**HTML** C6BF70  
**CMYK** 7 6 52 15

Information Availability you can trust

SunGard Availability Services understands how vital Information Availability is to protecting key operations, servicing customers, preserving reputation, maintaining profitability and engendering stakeholder confidence. Over 10,000 customers trust us to keep their people and information connected. Trust us to do the same for you.

t: 0800 143 413 United Kingdom & European Head Office  
 e: infoavail@sungard.com 12-13 Bracknell Beeches, Old Bracknell Lane West,  
 w: www.sungard.co.uk Bracknell, Berkshire RG12 7BW

**SUNGARD** Keeping People  
 Availability Services and Information  
 Connected.

## Fonts

### General

FF DIN OT is used throughout. If you deviate from this font, permission must be obtained from your SunGard Available Services marketing contact.

Arial is the default substitute font where FF DIN OT is not available. Text should be unscaled.

### Body copy

Body copy should be FF DIN OT regular 9.5 pt with 12 pt leading, paragraph spacing should be 4 mm. Body copy should be tracked (or kerned) to -30 (thousandths of an em).

Sub-headings within body copy are FF DIN OT bold with the same attributes.

### Text box headings

Text box headings should be FF DIN OT bold 14 pt with 16.8 pt leading, tracked to -50.

### Quotes

Quotes are FF DIN OT regular 20 pt with 18 pt leading, tracked to -50. Key words may be picked out for emphasis using FF DIN OT bold.

The quote source uses the same attributes as body copy.



### Text colours

Text should always appear in either black, the correlating primary service/line of business colour or the accent colour Pantone 444. Text contained within a coloured text box should be white.

### Note

Use Arial for in-house Microsoft Word/Excel or PowerPoint documents.

Use FF DIN OT for all designed documents.

AaBbCcDdEe  
0123456789

FF DIN OT regular

AaBbCcDdEe  
0123456789

FF DIN OT bold

## Grid layout A4

### Main grid

The grid layout uses dotted lines of 0.75 pt wide in a tint of 50% Pantone Black 4.

The lines are spaced at 30 mm apart, with the grid centred on the page giving an equal margin of 15 mm to the left and right of the page. A margin of 15 mm should also be applied to the top of the page. All information should be kept within this area.

When the grid is used in other sized documents, the grid should not be scaled to fit—a smaller section of grid should be used.

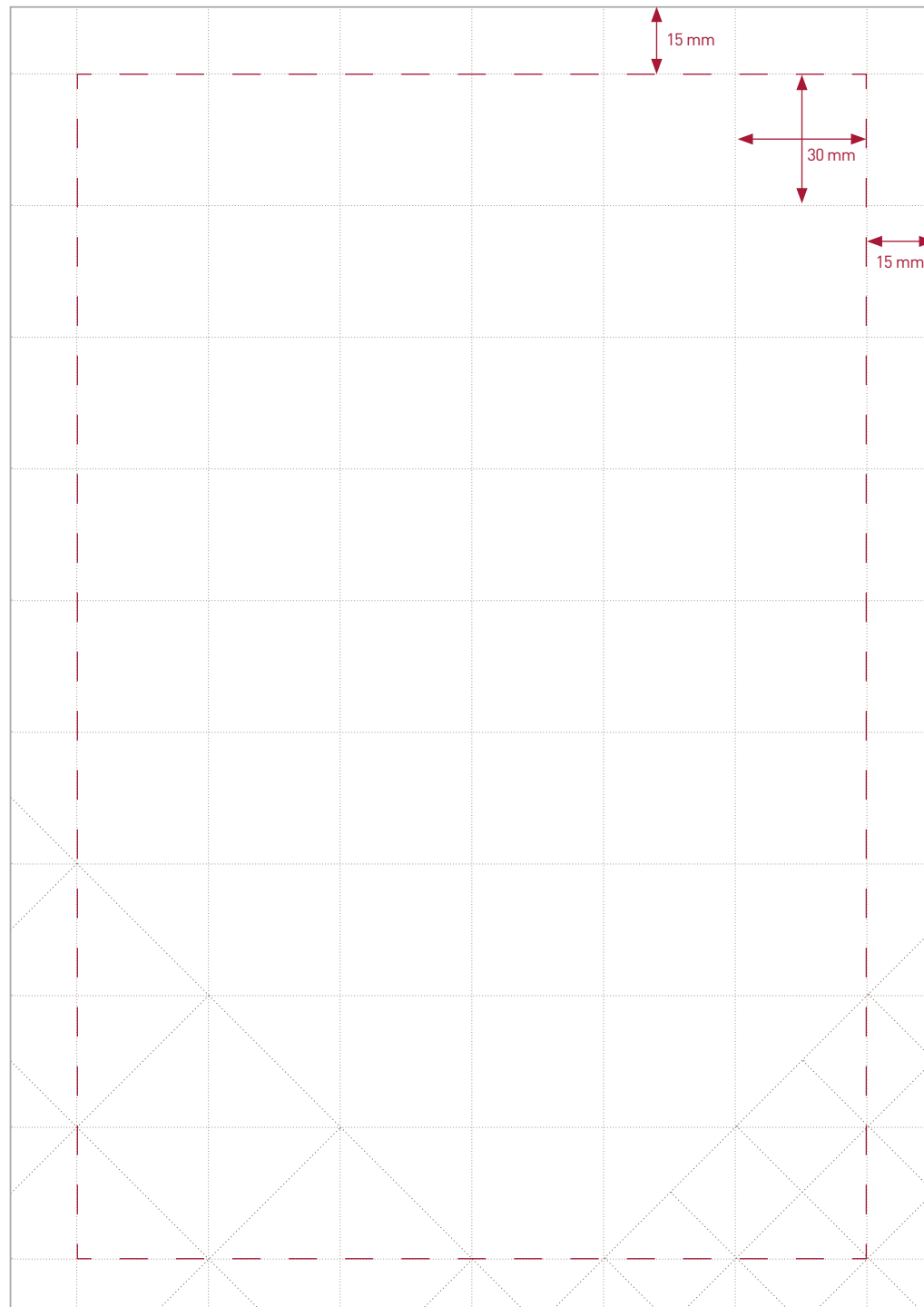
### Diagonal grid

The diagonal grid can be used for visual interest and to act as an anchor point for images.

While it can be used as desired, it must always intersect regularly with the main grid, therefore the diagonal grid should either be smaller or larger than the main grid.

The line weight and colours should remain consistent with the main grid.

The grid must not show through SunGard Availability Services logo or strapline or any body copy in the document.



Larger diagonal  
grid intersecting  
with main grid

Smaller diagonal  
grid intersecting  
with main grid

## Design elements and the grid

### Solid colour

Where blocks of solid colour are used the grid lines should never show over the top of the colour.

### Text

Body copy can run in either 2 or 3 column layouts using the grid as a guide. The text box should have a solid fill and should sit on top of the grid to ensure the grid lines do not show through to the text.

The text box should have a inset spacing of 3 mm on all sides ensuring the text does not clash with any lines.

A gutter width of 3 mm between columns is also used.

Text boxes always extend to a grid line rather than ending where the text ends.

### Headings

Heading boxes always anchor to a grid line at either top or bottom and extend to finish at a complete grid line. The box may extend to the edge of the page if desired. Heading text should always be positioned 3 mm from the left hand grid line.

Sub-headings can be used within the body copy and should appear in bold font.



Blocks of colour use the grid lines as anchor points

2 column layout example

3 column layout example

### Quotes

Quotes appear reversed out of blocks of colour, and may be left or right-aligned to suit the layout.

A mixture of both regular and bold fonts may be used for emphasising key words.

# Graphic elements

## Images

Images should either be contained within a diamond shape (adhering to the grid structure) or applied as a complete background fill.

The grid lines must always run over the images. Text and solid colour boxes may cut into images.

## Diagrams and graphics

The diagrams and graphics used are always contained within a white or coloured box on top of the grid lines, ensuring the box always extends to a grid line.

## Note

**Approved images and graphics are available from your SunGard Availability Services marketing contact.**

**Does IT drive your business forward or hold it back?**

Are you frustrated by the constraints IT puts on your business?

Does the thought of losing a critical business application keep you awake at night?

And how vulnerable are you to security breaches? Infrastructure issues, system limitations and lack of specialist expertise can mean the IT services you deliver to the business is best described as patchy.

Perhaps you've thought about outsourcing but don't want to relinquish control. Yet, increasingly, you find that your expensive IT staff are forced to spend valuable time firefighting or carrying out routine housekeeping tasks.

Surely there must be a better way.

**“Today’s managed services should allow the client to retain **control** of those aspects of the technology stack perceived as important to its **core business**.”**

BroadGroup, Managed Services Europe, April '06

**Why choose managed services?**

**Because they give you:**

**Time** - We take complete responsibility for day-to-day management of your IT enterprise, liberating you to focus on your core business\*.

**Flexibility** - You choose the availability levels and recovery times of your IT systems to match your business needs.

**Security** - We strengthen and protect you from increasingly complex threats, both physical and virtual. Our managed firewall service fends off attacks through constant testing and monitoring.

**Scalability** - You gain competitive advantage by sharing a resource that can be scaled up, or down, as your business changes.

**Consistency** - Our years of experience and project management expertise ensure your IT function runs just as it should, with no surprises.

**Compliance** - Better documentation and change control procedures to comply with statutory obligations.

**Reduced costs** - On premises, infrastructure and other overheads\*\*.

**Space savings** - Relieving pressure on office accommodation.

**Greater data control** - Through unified server management.

Source: IDC Outsourcing Business Continuity Needs: Ensuring Information Availability While Ensuring ROI, June 2003

\* Improved utilisation of IT/network staff in supporting more employees by nearly 37%

\*\* Lowered IT capital expenditures by more than 20%.

**Managed services at a glance**

**Secure Hosting Services** - Provided within highly resilient data centre space as either rack space or caged area with redundant power supplies. All of which is supported with help desk services and intelligent hands.

**Platform & Device Monitoring** - Monitoring and portal reporting services by device, platform, application, database or website.

**Security & Network Management** - Providing firewall management as well as intrusion detection and penetration testing services coupled with internet and network access.

**O/S & Database Management** - Managing equipment, operating systems, and databases as well as providing load balancing solutions.

**Vaulting Services & Data Replication** - Automated off site backup, archive and retrieval of data as well as mirroring solutions.

**Consulting**

**Secure & Hosting Services**

**Platform & Device Monitoring**

**Security & Network Management**

**O/S & Database Management**

**Vaulting Services & Data Replication**

# Sample layouts

## A4 corporate brochure cover

Note use of corporate colours, with the sparing use of Pantone 1807 for accent only. The images have been tinted using SunGard Pantone black 4 and Pantone 5483 colours.

Images should be used in diamond shaped image boxes and should always obey the general grid structure. The grid may run over the images.

Solid areas of colour should always appear on top of the grid lines. A solid teal bar 3 grid units high runs across the full width of the corporate brochure cover.



**FF DIN OT Regular/Bold 25pt on 22pt** — “SunGard is the only complete solution provider.”

**FF DIN OT Bold 7pt on 9pt** — The Forrester Wave™, Disaster Recovery Service Providers, Q1 2006, Forrester Research Inc. March 24, 2006

**FF DIN OT Regular/Bold 16pt** — Keeping people and information connected

**FF DIN OT Bold 8pt on 7pt** — Information Availability you can trust

**FF DIN OT Bold 12pt** — SunGard Availability Services understands how vital Information Availability is to protecting key operations, servicing customers, preserving reputation, maintaining profitability and engendering stakeholder confidence. Over 10,000 customers trust us to keep their people and information connected. Trust us to do the same for you.

**FF DIN OT Regular 8pt on 10pt** — t: 0800 143 413    United Kingdom & European Head Office  
e: infoavail@sungard.com    12-13 Bracknell Beeches, Old Bracknell Lane West,  
w: www.sungard.co.uk    Bracknell, Berkshire RG12 7BW

**FF DIN OT Regular/Bold 8.5pt on 11.5pt** — SUNGARD® Availability Services

Keeping People and Information Connected.



# Sample layouts

## A4 6pp mini brochure outside spread

Text is always contained within a white or coloured box on top of the grid lines.

Images should be used in diamond shaped image boxes and should always obey the general grid structure. The grid may run over the images.

A solid bar in the primary service/line of business colour runs 60 mm high across the width of the mini brochure.

The mini brochure service title should be left justified aligned with the 'Keeping people and information connected' strapline.

people and Information connected' strapline.

The strapline text box is 105 mm wide by 10.25 mm high and is positioned underneath the service bar to the right of the page.

The service diamonds on the back page are the only elements that may be positioned centrally on the first left hand vertical grid line.

The primary service/line of business colour is used to denote quotes, headings and bullet points.



7 mm Border

FF DIN OT Bold 14pt

FF DIN OT Regular 9.5pt on 12pt

FF DIN OT Regular/Bold 20pt on 18pt

FF DIN OT Regular 9.5pt

FF DIN OT Regular/Bold 9.5pt on 12pt

FF DIN OT Bold 14pt

FF DIN OT Regular/Bold 20pt on 18pt

FF DIN OT Regular 9.5pt

FF DIN OT Bold 16pt

FF DIN OT Regular/Bold 16pt

FF DIN OT Bold 12pt

FF DIN OT Regular 8pt on 10pt

FF DIN OT Regular/Bold 8.5pt on 11.5pt

FF DIN OT Bold 8pt on 7pt

**SunGard Availability Services**

From assessing availability and continuity requirements to delivering answers via our Consulting, Recovery Solutions and Managed Services, we feel confident that we are the only Information Availability provider that can provide comprehensive support for your infrastructure, people and data so your organisation is 'always prepared, always ready or always on'.

- Consulting**  
SunGard's Consulting commits to delivering excellence. We help you get risks under control, thereby safeguarding your profits, operations, customers and reputation by leveraging our industry-acknowledged operational risk management expertise. From Business Continuity Management to the full lifecycle of Technological Solutions, we deliver results unique to your business, because by starting with your business needs, we provide what makes sense to you and only you.
- Recovery Services**  
Interruptions to business are difficult to predict, but SunGard customers know that when disaster strikes, they are always ready. With the widest range of effective recovery solutions SunGard ensures that any business impact affecting our customers' IT or workplace facilities is minimised, returning you quickly back to business as usual.
- Managed Services**  
When a business critical application just cannot be allowed to fail, SunGard's Managed Services give you the IT resources and skills you need to ensure availability, reliability, security and cost efficiency. Yet we leave you in full control of the systems, applications and data that drive your business forward.
- BCM Software**  
When a business critical application just cannot be allowed to fail, SunGard's Managed Services give you the IT resources and skills you need to ensure availability, reliability, security and cost efficiency. Yet we leave you in full control of the systems, applications and data that drive your business forward.

**Information Availability you can trust**

SunGard Availability Services understands how vital Information Availability is to protecting key operations, servicing customers, preserving reputation, maintaining profitability and engendering stakeholder confidence. Over 10,000 customers trust us to keep their people and information connected. Trust us to do the same for you.

**“Today's managed services should allow the client to retain control of those aspects of the technology stack perceived as important to its core business.”**  
BroadGroup, Managed Services Europe, April '06

**“Specialists such as SunGard provide the complete service.”**  
BroadGroup, Managed Services Europe, April '06

**Who's in control, you or your IT?**

SunGard Availability Services' Managed Services put you firmly back in control of your IT. We take away the vital but mundane daily chores, freeing your IT team to focus on projects that add real value to the business.

We will host your systems in one of our secure, highly resilient data centres, but leave you in full command of the applications that drive your operation. This means you benefit from best of breed technology with round the clock monitoring and support by highly skilled IT professionals. You're in charge so you specify the availability levels and recovery times your business demands. That way you only pay for the protection you need.

You get an improved service, security, and peace of mind. You get value for money and an experience spanning nearly four decades on tap. You get everything, in fact, except the headaches.

**Managed Services**  
Keeping people and information connected

**SUNGARD**  
Availability Services

0800 143 413  
e: infoavail@sungard.com  
w: www.sungard.co.uk

United Kingdom & European Head Office  
12-13 Bracknell Beeches, Old Bracknell Lane West,  
Bracknell, Berkshire RG12 7BW

Keeping People and Information Connected



# Sample layouts

## A4 Datasheet

All pages have a 7 mm page border in the primary service/line of business colour. Only the front page has 45 mm top bar also in the primary service/line of business colour.

The front page datasheet titles are contained within a 90 mm by 56.75 mm grey (Pantone 444) box. The text is left justified 3 mm from the edge of the box and 39.5 mm from the top of the page.

All other datasheet titles are contained within a 90 mm by 26 mm grey (Pantone 444) box. The text is left justified 3 mm from the edge of the box and 9 mm from the top of the page.

On a 4 page datasheet, the title should not be repeated on the right hand inside page.

The primary service/line of business colour is used to denote quotes, headings and bullet points.



**Front**

56.75 mm

45 mm

FF DIN OT Regular/Bold 20pt on 20pt

Vaulting Solutions for forward thinking business

90 mm

FF DIN OT Bold 12pt on 14pt

7 out of 10 businesses that suffer a major data loss close down within 18 months. Will your backups give you everything you need for a recovery?

You don't need us to tell you that the backup process gets ever more complex, just as backup windows are shrinking. Or about the commercial pressures that are driving you to find ways to reduce recovery time. You already know all of that. But how confident are you that your backup provision is up to the job?

**Limit your exposure!**

If you still rely on old-fashioned tape backup your business could be vulnerable. 30 years of experience has shown us that tape is a familiar technology but it's one that can also be inflexible, slow and unreliable. Changing tapes takes time. Waiting for backup tapes to be delivered to the recovery server delays the data restore process. What's more, tape backups don't always work - which means neither does the recovery.

While tape may appear to be a cheap option, when hidden costs are taken into account the true outlay is almost double.

**Hidden cost of tape backup** Consider that you'll need:

- Staff administration time
- Software licences
- Tape device hardware
- Tape media
- Off-site storage
- Retrieval fees
- Hardware and software maintenance

Then there are the obvious security risks in handing over sensitive information to a third party. Think about it. How many news items have you read about tapes containing highly confidential data being lost by 'man in a van' outfits? And, as recent events have shown, the logistical problems of transporting tapes when a city is locked down make the system all too fallible. The good news is that there is a better way...

10% remaining | 15% orphan | 25% non-business | 5% relevant | 20% redundant | 25% void

Data Type Distribution - Industry Averages (2002)

SUNGARD Availability Services

7 mm Border

**Back**

56.75 mm

7 mm Border

FF DIN OT Regular/Bold 20pt on 20pt

Vaulting Solutions for forward thinking business

90 mm

FF DIN OT Regular/Bold 24pt on 22pt

"Specialists such as SunGard provide the complete service."

Small Group, Managed Services Europe, April 06

DIN Regular 9.5pt

FF DIN OT Regular 9.5pt on 12pt

You don't need us to tell you that the backup process gets ever more complex, just as backup windows are shrinking. Or about the commercial pressures that are driving you to find ways to reduce recovery time. You already know all of that. But how confident are you that your backup provision is up to the job?

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- Tape device hardware
- Tape media
- Off-site storage
- Retrieval fees
- Hardware and software maintenance

Then there are the obvious security risks in handing over sensitive information to a third party. Think about it. How many news items have you read about tapes containing highly confidential data being lost by 'man in a van' outfits? And, as recent events have shown, the logistical problems of transporting tapes when a city is locked down make the system all too fallible. The good news is that there is a better way...

Information Availability you can trust

SunGard Availability Services understands how vital Information Availability is to protecting key operations, serving customers, preserving reputation, maintaining profitability and engineering stakeholder confidence. Over 75000 customers trust us to keep their people and information connected. Trust us to do the same for you.

0800 142413 | info@sungard.com | www.sungard.co.uk

United Kingdom & European Head Office  
121 Bracknell Business, Old Bracknell Lane West,  
Bracknell, Berkshire RG12 7BW

SUNGARD Availability Services

FF DIN OT Bold 12pt

FF DIN OT Regular 8pt on 10pt

FF DIN OT Regular/Bold 8.5pt on 11.5pt

**Single page datasheet**

45 mm

7 mm Border

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LTC Hounslow Technology Centre

SunGard's Managed Services give you the IT resources, skills and experience to ensure availability, reliability, security and cost efficiency.

Yet we leave you in full control of the systems, applications and data that drive your business forward. Over 600 businesses in the UK (more than 2,000 globally) host production equipment in SunGard technology centres.

**Physical Features**

- Building size - 195,000 sq ft
- Data centre - 130,000 sq ft
- 24/7 Network Operations Centre providing on-site 24/7 technical staff.

**Power**

- Two separate mains feeds from the utility provider
- Minimum N+1 redundancy of power to the data centre
- Diverse A and B supplies to every cabinet
- 35 UPS units in N+2 configuration
- Diesel back-up generators in N+1 configuration
- 72 hours of fuel stored on site for generators
- Emergency provisions in place for extra fuel.

**Environment**

- Minimum N+1 redundancy on the chilled water cooling system
- Temperature in data centre space maintained at 22°C +/- 2°C
- Humidity maintained at 50% +/- 10%
- Analogous addressable fire detection system in all areas (conforms to BS 5266)
- Early warning VESDA system in the plant & data centre
- Dry pipe, double knock sprinkler system controlled by pre-action valves in the data centre.

**Communications**

- Access to multiple communications providers delivered from SunGard managed racks
- Multiple access building entry points for diverse routing of communications
- Tri-angulated connectivity to multiple SunGard data centres giving greater diversity and resilience of communications providers

**Physical Security**

- Roof space for satellite communications.
- 24/7 Security guards
- External and internal CCTV cameras and digital recording to disk
- Proximity access control system
- Secure managed loading bay
- Intruder and door alarms with external infra-red detectors.

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SUNGARD Availability Services

# Sample layouts

## A4 Case study

All pages have a 45 mm top bar in the primary service/line of business colour.

The front page case study title is contained in a grey (Pantone 444) box positioned 56.5 mm from the

top of the page and 15 mm from the left hand side.

The title text is left justified 3 mm from the edge of the box and 3 mm from the top of the box.

If the case study subject's company logo is present, it should be justified top right of the text box, 4 mm from the top and 6 mm from the right and respect their own logo usage guidelines if available.

The primary service/line of business colour is used to denote quotes, headings and bullet points.



**Front**

45 mm

19 mm

FF DIN OT Regular/Bold 20pt on 20pt

Case study  
Achieving excellence through partnership

Sainsbury's

Case study company logo

FF DIN OT Bold 12pt on 14pt

FF DIN OT Regular 9.5pt on 12pt

**Sainsbury's 'at a glance':**

- Established in 1869, today the company is one of the UK's leading food retailers with interests in financial services
- Operations throughout the UK, with primary Store Support Centre in London
- 153,000 employees
- 2005 revenues exceeded £17 billion
- Supported from many of SunGard's London and North of England Recovery locations
- Contracted to Workplace Recovery for over 900 users UK-wide and Managed IT Solutions, and supported by ScaleNet and the SunGard National Network

www.j-sainsbury.co.uk

"Sainsbury's takes business continuity very seriously; we're always trying to improve. Because of our maturity and achievements, we needed to find a partner who was similarly positioned in approach, image, reputation, attitude and success. I stress the word 'partnership' because that is what I believe we have found with SunGard (Availability Services). We have a very strong relationship and have achieved everything we set out to do."

**Steve Mellish FBCI**  
Head of Business Continuity, Sainsbury's

**Keeping promises, setting standards**

"Sainsbury's is a leading UK food retailer with interests in financial services. It consists of Sainsbury's Supermarkets, Sainsbury's Local, Belis Stores, Jacksons Stores, JB Beaumont, Sainsbury's Online and Sainsbury's Bank. It employs 153,000 people. Our objective is simple: to serve customers well and thereby provide shareholders with good, sustainable financial returns. We aim to ensure all colleagues have opportunities to develop their abilities and are rewarded for their contribution to the success of the business. Our policy is to work with all of our suppliers fairly, recognising the mutual benefit of satisfying customers' needs. We also aim to fulfil our responsibilities to the communities and environments in which we operate."

With such a statement in the public domain, Sainsbury's is one organisation that appreciates the importance of business continuity (BC) management and Information Availability (IA) as a means to ensuring its presence in the marketplace and its ability to deliver on its stated aims and objectives.

A veteran of such events as Y2K, Paddington, Potters Bar, the Fuel Crisis, Foot & Mouth and more, the Company has certainly proved its BC strategy in anger many times. It is also known as a standard bearer within the BC industry, with the Company's Head of Business Continuity, Steve Mellish, serving as Chairman of the Board of the Business.

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**SUNGARD**  
Availability Services

**Back**

45 mm

19 mm

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A timeline towards excellence in information availability

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But this success is the result of many years of commitment and effort, and started in earnest back in the early 1990s. Steve Mellish takes up the story: "Our history of business continuity really started back in 1991, when we undertook a project to formalise the backup arrangements for our two key data centres. I was part of the team that devised a policy and detailed the procedures for the backup of these facilities. I found myself really enjoying the whole project - I had just left computer operations - but from that point forward I was convinced that my future career lay within business continuity".

1991 - First formal procedures and business continuity policy for J Sainsbury developed.

1996 - Five years and several other BC projects ensued. "At this time, we were focused on understanding industry best practice with a view to adopting it at Sainsbury's. The risks we faced at the time were such things as IRA bomb threats in London, but anything that could disrupt store operations had to get my attention. I spent a lot of time taking advantage of learning and networking opportunities in order to be able to properly understand BC and also to ensure board level sponsorship for a dedicated BC function, which was achieved when the Group Property Director took responsibility for BC". Following a secondment to develop a Business Continuity (BC) plan for their Bricklairs' Head Office, Sainsbury's created the position of business continuity manager, which Steve assumed.

1998 - In the next two years, BC plans for the entire range of J Sainsbury's businesses were developed including Homebase and Savacentre.

1999 - Sainsbury's, in common with most other western businesses undertook its Y2K compliance programme.

For the retail group, this also included BC and as such considerations like failures of traffic light systems, utilities and fuel shortages.

1999 - for the first time, this year sees the BC function reporting directly to a Board Director.

2000 - In September the company faced the fuel crisis for real in an event that assembled the corporate Business Continuity Management Team (BCMT) for the first time. The team was charged with minimising business disruption; ensure deliveries to stores, fuel for 240 forecourts and compliance with Government directives on emergency fuel requirements. The ultimate outcome was positive: deliveries were controlled and stores were monitored to keep any disruption to supply to a minimum where such things occurred. The BCMT then divided its activities, with one half focussed on business continuance and the other on business reinstatement.

2001 - This was the year the Foot & Mouth epidemic occurred and involved both the BCMT and the Serious Incident Committee (SIC) - the former being skilled in BC considerations and the latter expert in handling matters such as product recalls. Unlike the fuel crisis, the Foot & Mouth crisis was going to take weeks, not days to resolve, so handling this issue effectively meant that the BCMT and the SIC worked to develop a process that would see the handling of this situation become part of everyday operations. The BCMT were also in action to deal with the effects of September 11th.

2001 - Sainsbury's awarded the CIR business continuity award for 'Most Effective Communications Strategy' as a result of their response to the fuel crisis.

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**SUNGARD**  
Availability Services

Keeping People and Information Connected

## Sample layouts

### PowerPoint slides template

SunGard AS's PowerPoint presentation templates have been redesigned to ensure a consistent approach across all countries of operation. Refer to your intranet for detailed usage guidance.

There are two versions:

An internal PowerPoint template for slidedecks which will be paged through as opposed to projected.

The external PowerPoint template is intended for projection and should only be used for:

- External speaking engagements
- Client-facing presentations only.

These templates replace all previous presentation styles.

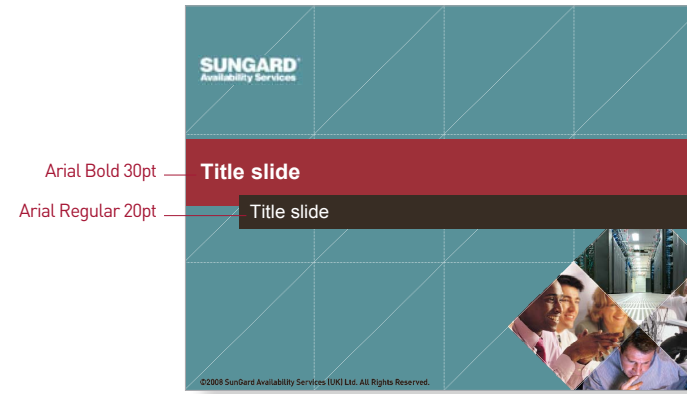
### Note

**Please ensure you use the correct external template for your country of operation, which is available via your local marketing contact or intranet.**

Internal PowerPoint template title slide



External PowerPoint template title slide



### Other implementation samples

#### Website banner ad



#### C-Curve display graphics panel



#### Pull-up display graphics banner





## SunGard Branding Guidelines:

To ensure brand image consistency, all departments that commission vendors to develop work product using the new brand image are required to submit their work to Marketing for approval. Work product is defined as any service or product commissioned by SunGard Availability Services to educate, inform or sell to an internal and/or external audience. Failure to submit to internal reviews and approvals may result in rejection of the final work developed.

For questions, please contact:

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and Information  
Availability Services Connected.®