For further information on this case study please contact:

Sue Hannay
Director
Research Services

Business Advantage
Pel House
35 Station Square
Petts Wood
Kent, BR5 1LZ
United Kingdom

Email:
sue.hannay@business-advantage.com

Tel: +44 (0)1689 873636

Web:
www.business-advantage.com

Business Challenge

Sun Microsystems, Inc. is a leading provider of industrial-strength hardware, software, and services that power the Internet, and can be found in more than 170 countries and on the World Wide Web. The British Government wanted to have electronic medical records for all its citizens and Sun Microsystems wanted to be involved in the technology processes.

Sun wanted to develop a national database that would hold all the medical documentation (which is currently scattered in various places) so that it can be accessed (with the appropriate security) by doctors, dentists, surgeons, specialists, via the Internet to rapidly and efficiently gain information on a patient.

Methodology

In order to help research the level of support for their proposed product, Sun commissioned Business Advantage to research the attitudes of National Health Trusts around the country to different methods of supplying electronic records, including their own. Using Sun's database of contacts, Business Advantage conducted 100 comprehensive telephone interviews with senior staff from different National Health Trusts, running various scenarios past them and getting their opinion as to which was of most interest to them.

Says Sun Microsystems' Sales Manager, Central Government, Mru Patel:

> "Business Advantage did a fantastic job and really helped us move things along. We were impressed with the speed with which they understood this new market and the issues involved. We hope to work with Business Advantage again on future projects.

Sun provides a diversity of software, systems, services, and microelectronics that power everything from consumer electronics, to developer tools and the world's most powerful datacenters.