

Sun Microsystems

Sun Microsystems developed a flexible, mobile workplace to transform the way people work, then created a solid case study to sell it by becoming their own first customer.

Groove 11 helped them craft their story from top to bottom, starting with a name for the program and a clear mission statement to define it. We also helped them develop a value proposition, articulate the program's complex rules and benefits, and address employee questions or concerns. 45% of Sun's workforce became "flexible employees" and Sun saved over \$450 million in three years.

