

Ubuntu & Free Software Business Models

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Speaker

- Who am I?
- Who's work is this?
- Who can use this work?
- What is Ubuntu Tunisia?
- What is Ubuntu?

Attendees

- Can name many operating systems
- Installed an operating system
- Computer science teachers
- IT professionals

African word



- I am what I am because of who we all are.
- Leymah Gbowee
- Archbishop Desmond Tutu
- Nelson Mandela

What is Ubuntu?



African Entrepreneur



- Mark Shuttleworth



- Debian developer



- Founding Canonical & Ubuntu Foundation

CANONICAL

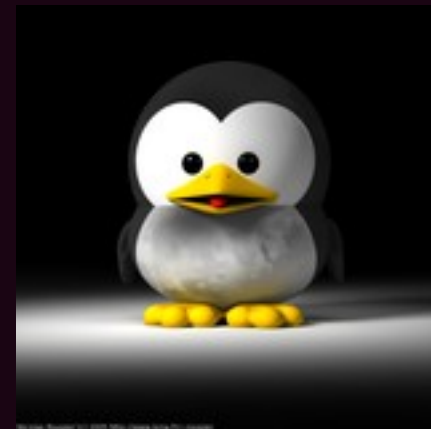
What is Ubuntu?

Linux kernel



What is Ubuntu?

- Linus Torvalds
- Linux 1991



GNU license



what is Ubuntu?

- GPL
- Four freedoms
 - Run the program
 - Study & Adapt the source code
 - Redistribute copies
 - Improve and release to the public

Freedom

GNU Project & FSF



- Free Software Foundation

- 1985



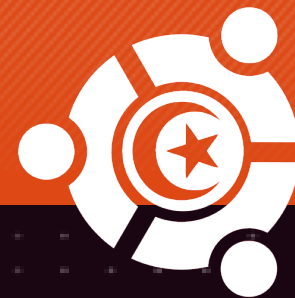
- GNU Project

- 1983

- Richard Mathew Stallman

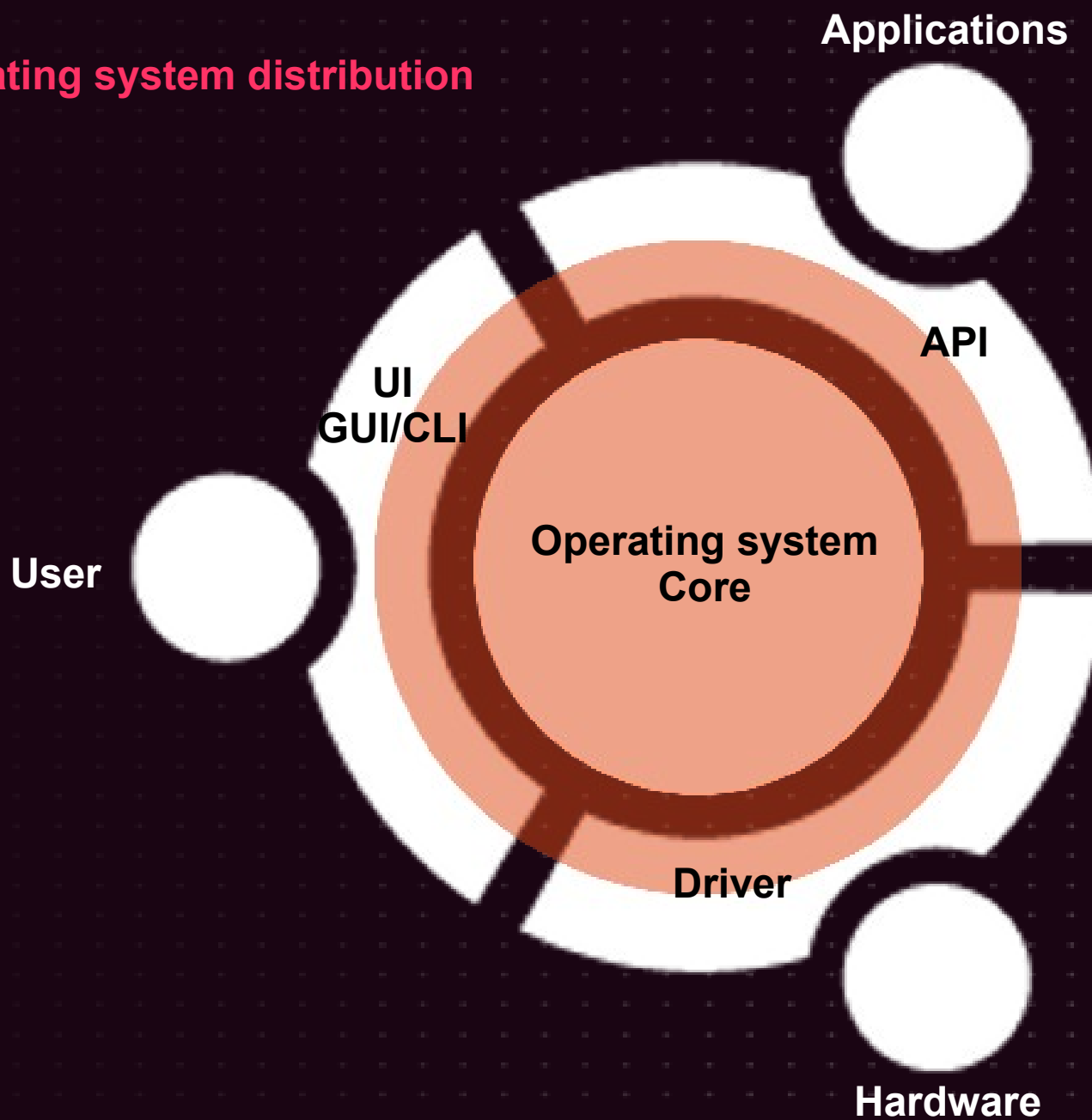


Operating system distribution



Introduction

Operating system distribution



Distributions



Ubuntu distributions & releases

- Desktop
- Server
- Netbook
- Edubuntu
- Lubuntu
- Kubuntu
- Xubuntu
- Studio
- Mythbuntu
- Mobile
- ...



Personal Computers



Where do we find
Ubuntu?



Servers



Where do we find
Ubuntu?

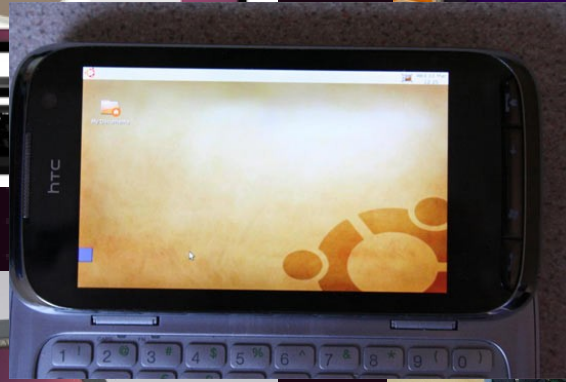
```
Starting up ...  
[42949375.420000] ACPI: Getting cpuindex for acpiid 0x1  
[42949375.420000] ACPI: Getting cpuindex for acpiid 0x2  
[42949375.420000] ACPI: Getting cpuindex for acpiid 0x3  
[42949385.210000] piix4_smbus 0000:00:07.3: Host SMBus controller not enabled!  
* Activating swap... [ ok ]  
* Checking root file system...  
fsck 1.39 (29-May-2006)  
/dev/hda1: clean, 21413/1003904 files, 143373/2004100 blocks  
[ ok ]  
* Checking file systems...  
fsck 1.39 (29-May-2006)  
  
Ubuntu 6.10 server1 tty1  
server1 login: _
```



Everywhere



Where do we find
Ubuntu?



Getting Ubuntu



Getting Ubuntu

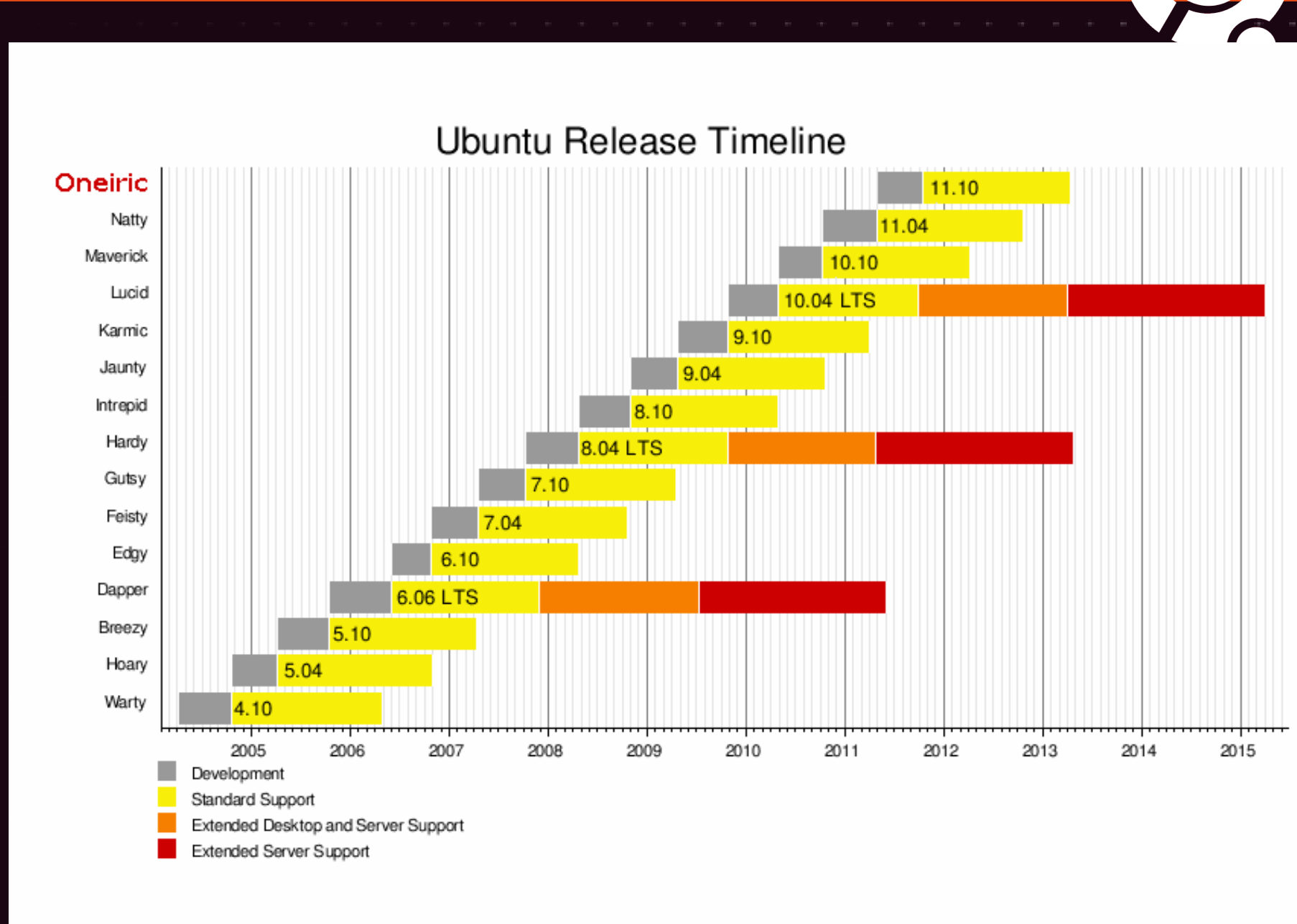
- Download
- Ship It
- Event
- Friends



Unsupported & current releases



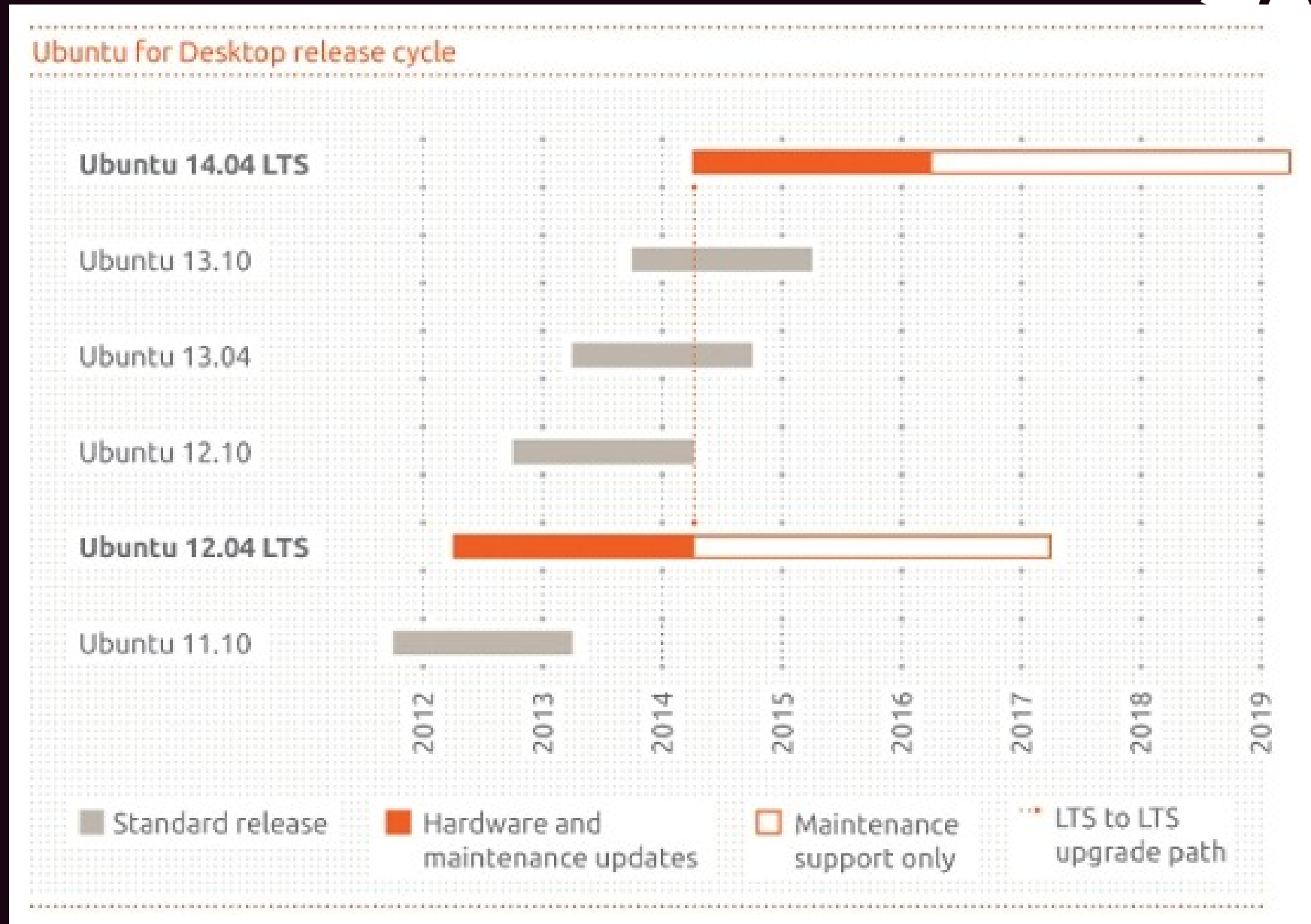
Ubuntu distributions & releases



Future releases



Ubuntu distributions & releases



Ubuntu promise



Why Ubuntu?

- Ubuntu is cost free.
- Fast, easy and accessible.
- Free and open source.
- Support and services worldwide.

Enterprises



Business

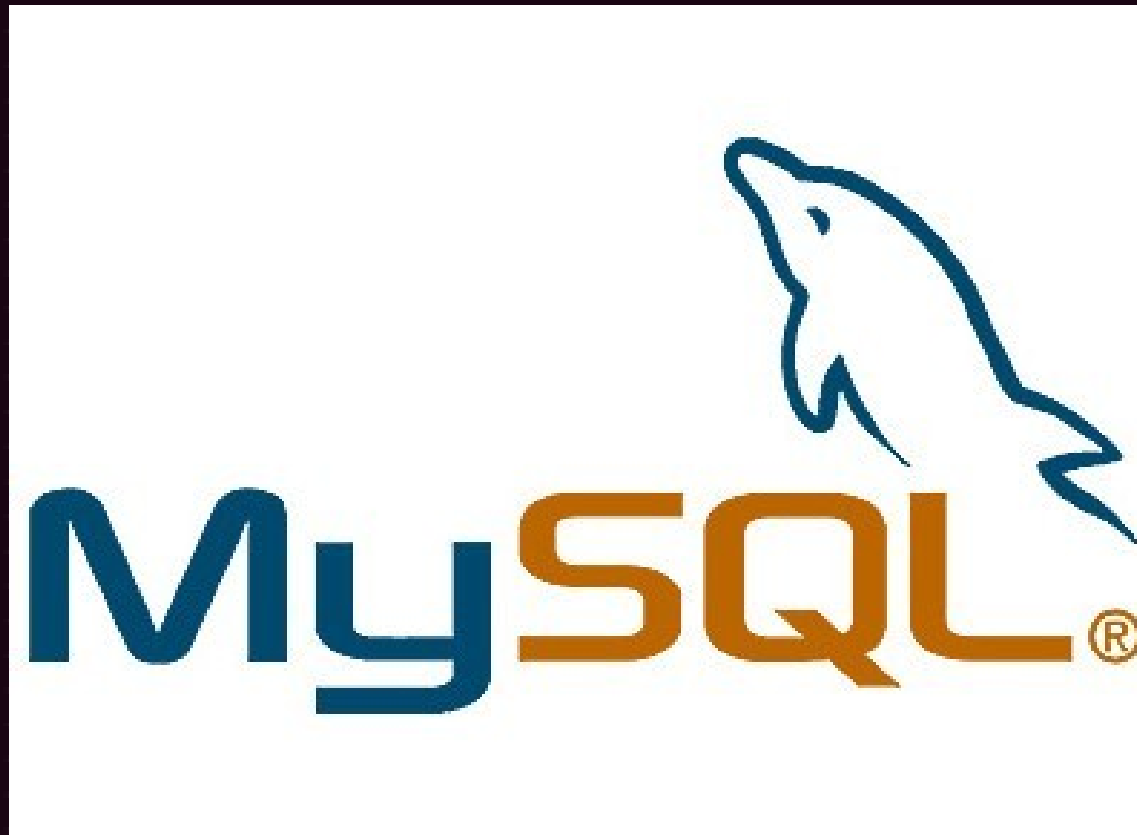


Dual licensing



- Marketing, add-ons, visibility
- Open source if sufficient; Proprietary for best price/quality ratio

Business



Open Core



- Reduction of R&D, reduced maintenance costs, visibility, Marketing, add-ons
- Open source if sufficient; Proprietary for best price/quality ratio



Product specialists



- Reduction of R&D, reduced maintenance costs, visibility, Marketing, add-ons
- Reduction in cost, better price/quality ratio, stability, Integrated support

Business



Platform Providers



- Reduction of R&D, reduced maintenance costs, visibility, Marketing, addons
- Reduction in cost, better price/quality ratio, integrated support, legal protection, find trained personnel, long-term options



Software Selection



- Cost of software certification and selection can be partially shared across customers
- Reduced selection costs; reduced risk of wrong choice

Business

NAVICA

Aggregate support providers



- Cost of support can be partially shared across customers, economies of scale
- A single point of control and cost for a large number of projects, reduced negotiation efforts, simplified

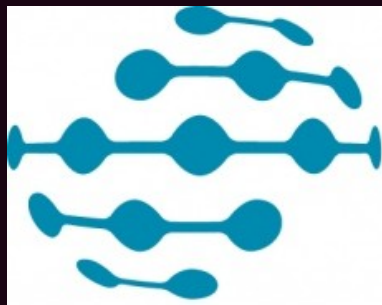


Legal certification and insurance



Business

- Cost of legal certification and secondary-level insurance can be shared across the most used OSS projects
- Equivalent to insurance; provides a materialized and stable costs against uncertain, difficult to quantify negative events



PALAMIDATM

Application Security for Open Source Software

Training and documentation



- A significant portion of training development costs can be shared across customers, economies of scale, reuse of community-developed material
- Lower cost for training compared to self-managed training

Business

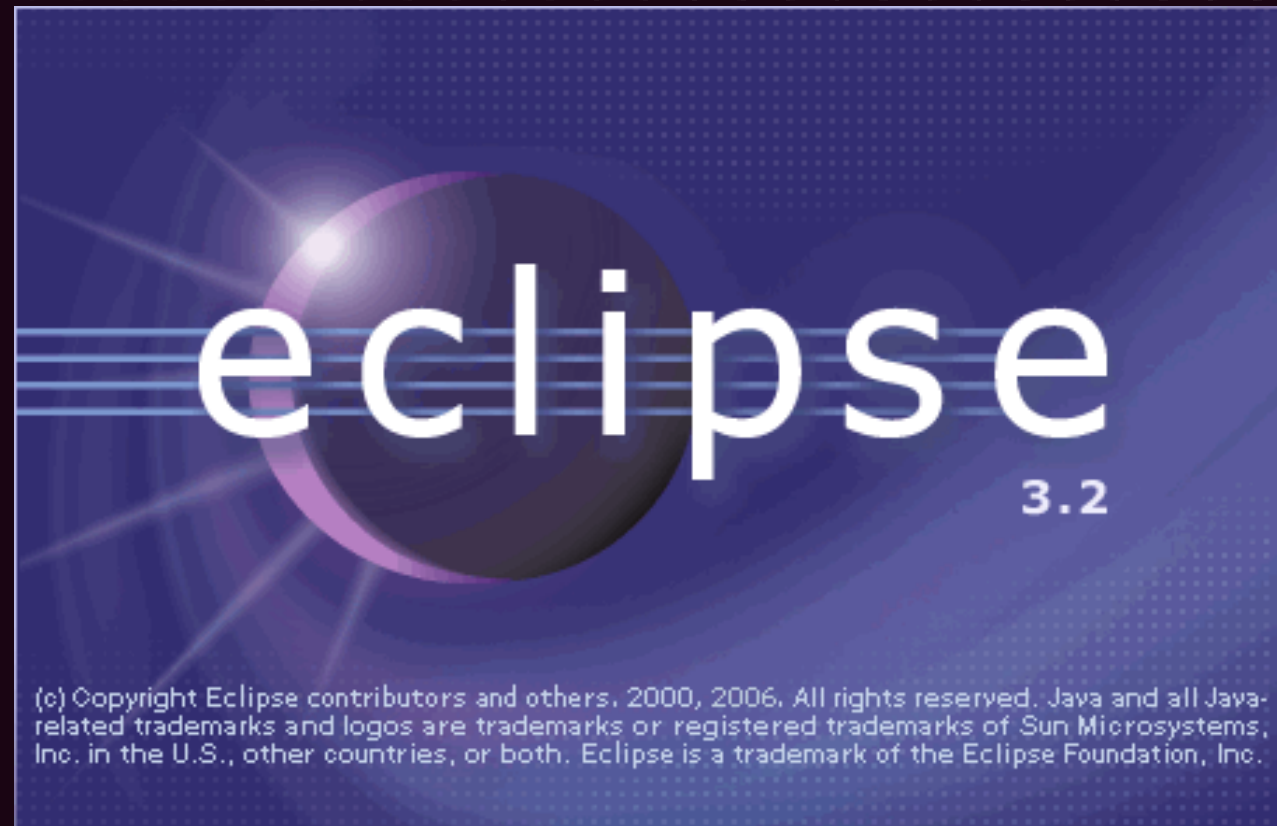
Gbdirect

R&D cost sharing



- Reduction of R&D, reduced maintenance costs
- same as vendor

Business



Indirect revenues



- Reduces engineering costs and increase visibility on multiple platforms
- Quality product at no cost; extensions

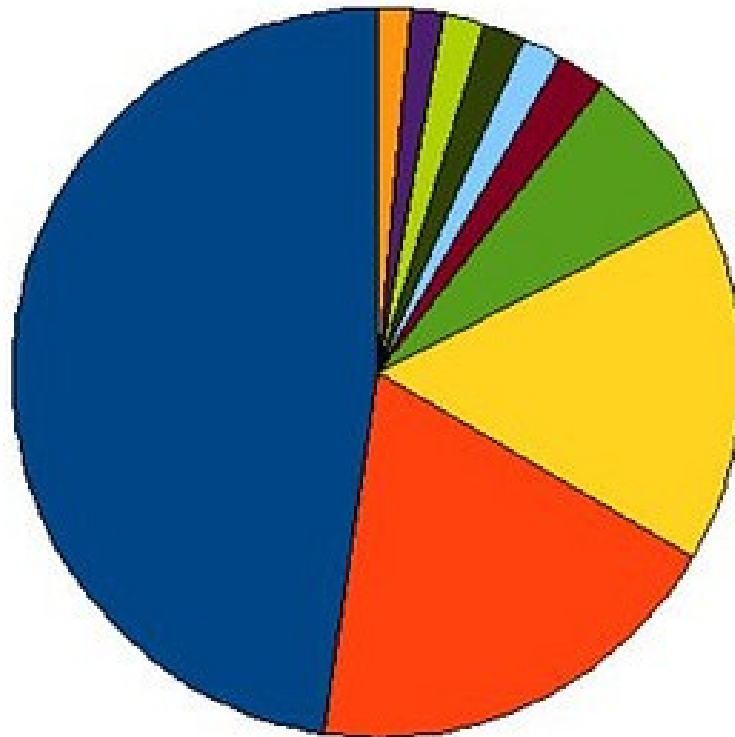
Business



Adopted Models



Business

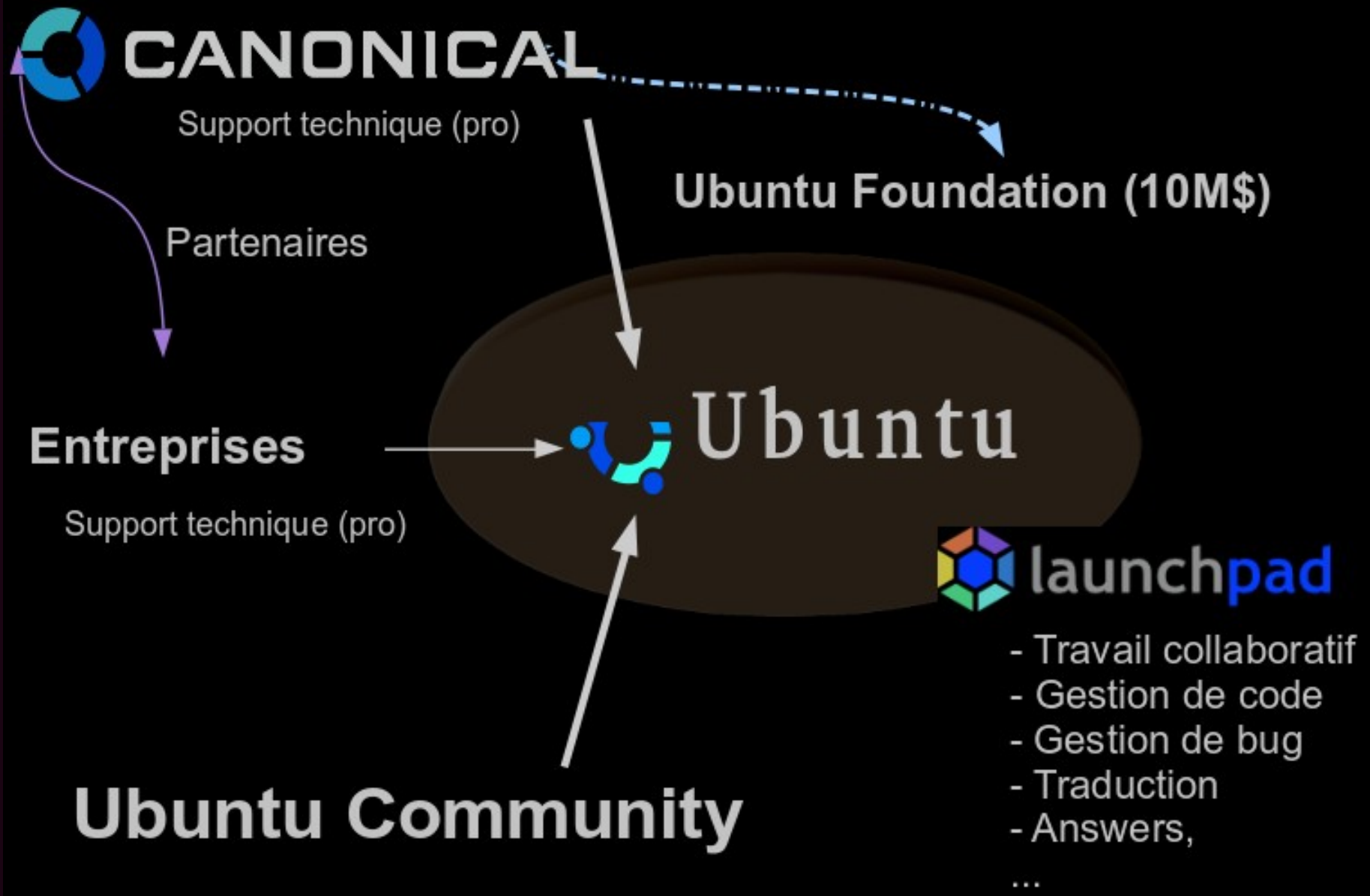


- | | |
|--------------------|-----------------------|
| product specialist | training |
| open core | aggregate supp. |
| Indirect | legal cert |
| dual licens-ing | platform providers |
| R&D shar-ing | selection/co nsulting |

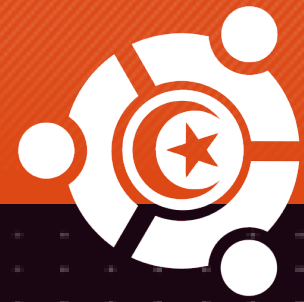
Canonical Example



Business



Shop



Business

Navigation bar: About Canonical | About Ubuntu | Enterprise services | Engineering services | Consumer services | Partners | CANONICAL

Log in or Register | Cart (0 items) | Type to search

Welcome to the Ubuntu shop!

- Shop home
- Sale items
- Promotional Packs
- Wearables
- Accessories
- CDs and DVDs
- Software
- Training
- Ubuntu Advantage
- Ubuntu Home Support

New item
12.04 release CDs

New item
12.04 release t-shirt

Bags of new items in-store now!
From mugs to mousemats and hoodies to t-shirts,
check out the latest official merchandise.

New item

Enterprise services



Business

About Canonical

About Ubuntu

Enterprise services

Engineering services

Consumer services

Partners

CANONICAL

Ubuntu Advantage

Technical consulting

Type to search



Enterprise services

Gain the skills you need to excel with Ubuntu. Courses suit all skill levels and flexible study options make training available to everyone, everywhere.

Ubuntu Advantage >

Efficient systems administration, fast problem resolution, legal assurance and access to the experts as and when you need it – Ubuntu Advantage helps you get more out of open source and Ubuntu.

Consultancy >

Canonical knows what your business needs to achieve a productive, secure and cost-effective computing environment.

We map your route to technologies like virtualisation and cloud computing.

Engineering services



Business

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[OEM services](#)

[Certification](#)

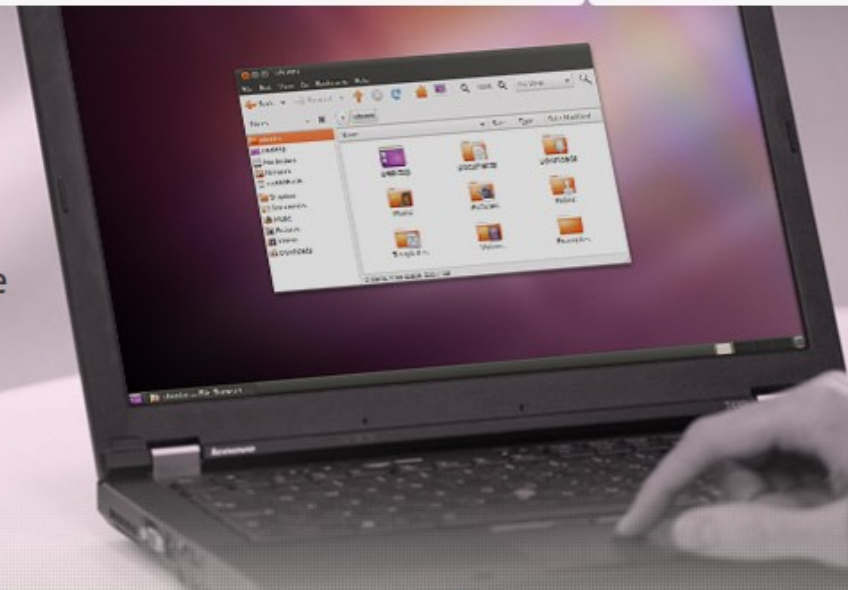
[Core engineering](#)

[Ubuntu Core](#)

Type to search

Engineering services

Canonical's OEM Services team helps PC and device manufacturers reach more customers. We have the in-house expertise to tailor a solution to meet your exact requirements.



OEM services >

Add value to your product lines, increase market share and boost profits with Canonical's original equipment manufacturer (OEM) services. In addition to the award-winning Ubuntu operating system, we offer a global support programme to help with the hardware enablement, marketing and technical support elements of your business.

Certification >

Advertise your products' compatibility with Ubuntu and ensure that your hardware benefits from Ubuntu's features. Whether you manufacture components or systems, Canonical's Linux expertise and unique certification features ensure that you get a strong return on your investment in certification.

Custom engineering >

Our developers provide custom development services to help companies discover and benefit from that power themselves. From specialised versions of Ubuntu to architectural ports and full product life-cycle software development, our team of experts will deliver a solution to meet your engineering requirements.

Consumer services



Business

About Canonical About Ubuntu Enterprise services Engineering services Consumer services Partners

CANONICAL

Ubuntu One Desktop Support Training

Type to search

Consumer services

Go further with Ubuntu. Canonical helps you make the most of Ubuntu and open-source software.

Ubuntu One >
Ubuntu One is the personal cloud service that simplifies your digital life. Contacts, documents, music, notes, bookmarks - automatically sync it all online and across multiple machines.

Desktop Support >
Get up and running with Canonical's renowned support. Whether you're just getting started or want a helping hand through more advanced operations, we've got you covered.

Training >
Learn to work and play with the world's favourite free operating system. Choose from online or classroom learning options.

Partners



Business

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[ISV programme](#)

[Reseller programme](#)

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Partners

The Canonical Partner Programme helps us deliver the very best partner technologies to millions of Ubuntu users.

Partner programmes

[ISV partners](#)

Access a range of tools and resources to ensure that your applications work brilliantly with Ubuntu.

[Reseller partners](#)

Access a range of tools and resources to ensure that your applications work brilliantly with Ubuntu.

[OEM partners](#)

Resell Ubuntu Advantage to customers who need access to specialist tools, expertise and support.

[Apply to become a partner](#)

Find a partner

Canonical partners provide a variety of software, hardware and implementation services to help you make the most of your IT environment.

Our partners include:

cloudera



lenovo

[Find a partner](#)

Ubuntu Users



Business

20 20,000,000 users and counting

1.3 million of the world's websites run on Ubuntu Server

22,000 new websites a month are built on Ubuntu Server

Be part of it!

With more than 20 million users, Ubuntu is growing in popularity every day. That's why so many companies partner with Canonical. We can help our partners' products and services reach the audiences they deserve.



Why partner with Canonical?

As more and more businesses make the switch to Ubuntu, the demand for high-quality services and products continues to grow. Companies who partner with Canonical can bring their software and services to millions of new users.

About Canonical

- What we do
- Canonical and open source
- Careers
- News and events
- Resources
- Contact

About Ubuntu

- Ubuntu for business
- Ubuntu for you
- Ubuntu and education

Enterprise services

- Ubuntu Advantage
- Training
- Consultancy

Engineering services

- OEM services
- Certification
- Core engineering

Consumer services

- Ubuntu One
- Support
- Training

Further information

- News and events
- Careers
- Legal
- Privacy Policy
- News feed 

Find alternatives



Post installation

- [Osalt.com](https://www.osalt.com)
- [AlternativeTo.net](https://www.alternativeto.net)
- Google is your friend
- Community can help

Thank you.

Questions?