



CANONICAL

Ubuntu for Everyone

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Agenda



- Ubuntu & Canonical update
- Ubuntu & other Linux distributions
- Momentum in enterprise
- Q&A



Canonical is the team behind Ubuntu



Canonical

- Founded in 2004
- 400 staff in 18 countries
- Main teams – London, Boston, Taiwan, Shanghai

What we do

- Produce Ubuntu
- Help partners build and sell devices with Ubuntu pre-loaded
- Offer support and professional services

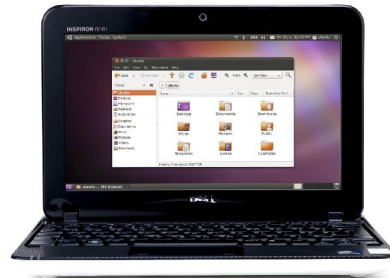
Customers include:



Ubuntu includes an OS, apps and updates



Devices



Netbook



Laptops

ubuntu 

Applications

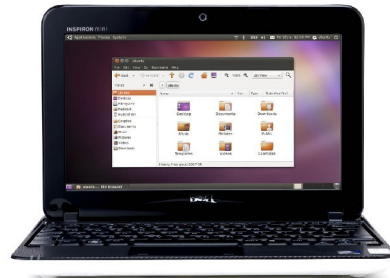
Operating system

Maintenance and security updates

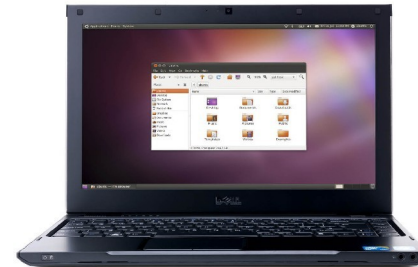
Ubuntu includes an OS, apps and updates



Devices



Netbook



Laptops

Unlike Redhat or Suse,
there are no charges for
access to security
updates or critical fixes

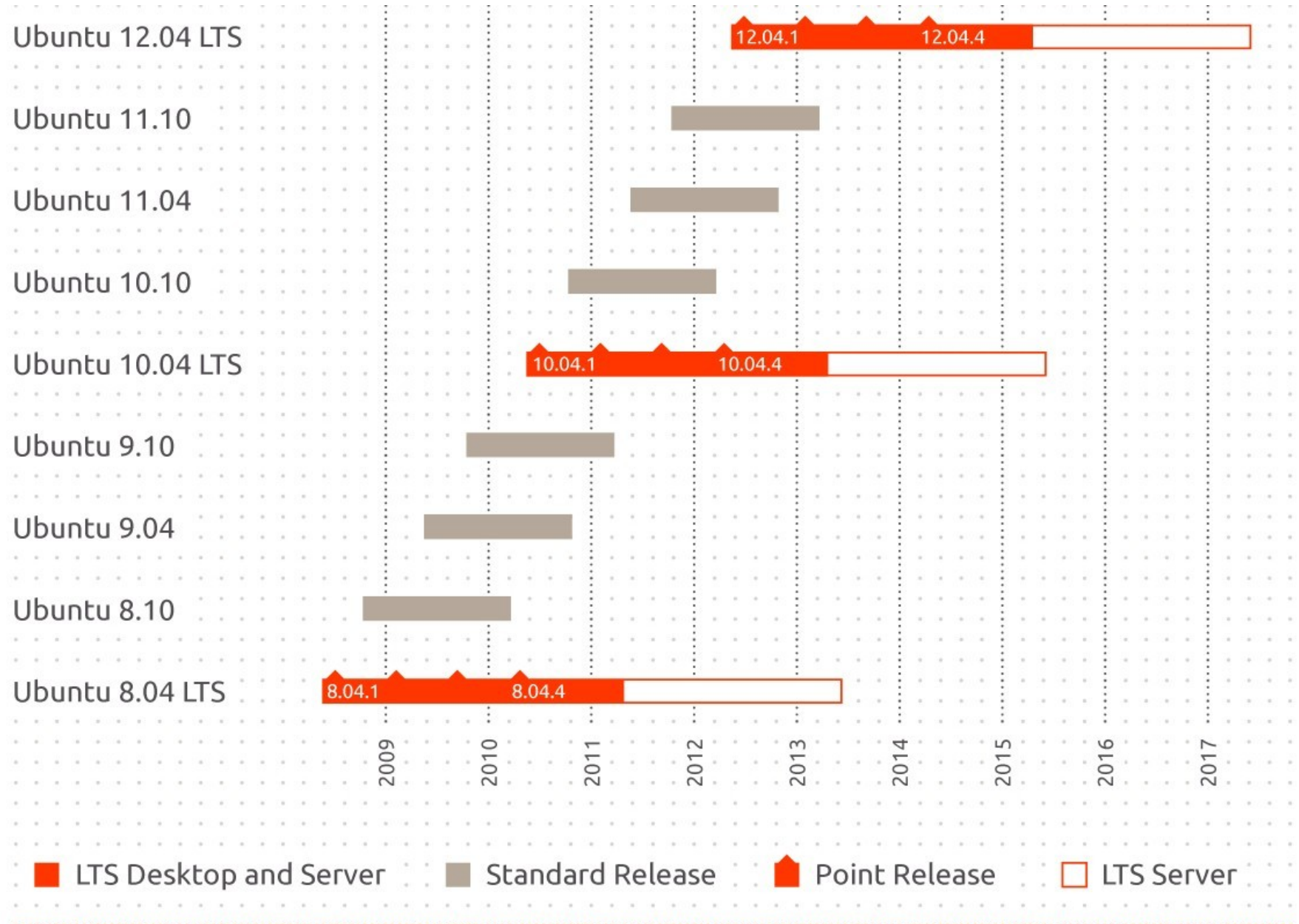
ubuntu 

Applications

Operating system

Maintenance and security updates

Ubuntu lifecycle



Pre-loaded with core applications



Word processing	✓	✓
Spreadsheet	✓	✓
Presentation creation	✓	✓
Email	✓	✓
Media player	✓	✓
Instant messaging	✓	✓
Photo editor	✓	✓
Web access	✓	✓

Ubuntu allows users to



All the software you need

Ubuntu is designed to work out of the box to enable your customers to instantly surf the web, read email, create documents, spreadsheets and more.

Open & save docs in Microsoft® formats

OpenOffice, included in Ubuntu, allows users to quickly and easily open, edit and save documents in Microsoft® formats.

Great peripheral support

Ubuntu offers plug and play support for thousands of devices, including USB keys, music players, cameras, printers, scanners and more!

112,500 Viruses? Not with Ubuntu



Ubuntu is designed with security in mind. Older operating systems were just not built to bear the onslaught of attacks they receive every day.

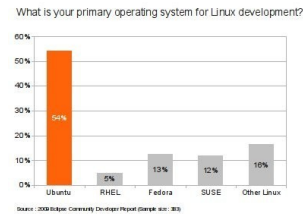
Ubuntu has decisive momentum



Recognized as **the desktop challenger** to Windows



Shows **explosive growth** with major OEMS shipping globally



Supports the latest **Intel and ARM** processors



Has the best **component and peripheral support** in the industry



Sample Ubuntu desktop deployments



Government



French Gendamerie

- 85,000 desktops
- 2M Euro saving per year over Windows

Education



Andalucia Regional Govt.

- 220,000 school desktops
- 2000 schools managed by one central team

Corporate



LVM

- German insurance giant
- 12,000 desktops using Ubuntu

Developer



Qualcomm

- 1,800 developer workstations running Ubuntu & Landscape

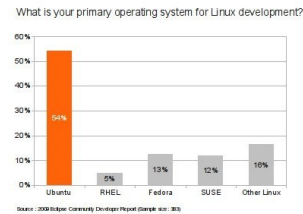
Ubuntu is changing the PC industry



Recognized as the challenger to Windows with a disruptive economic model



Shows **explosive growth** with major OEMS shipping globally



Supports the latest hardware including **ARM** processors



Has the best **component and peripheral support** in the industry





Ubuntu desktop for business

Active Directory integration

- Strong Active directory integration available through Likewise & Centrify

200+ enterprise ISVs supporting Ubuntu

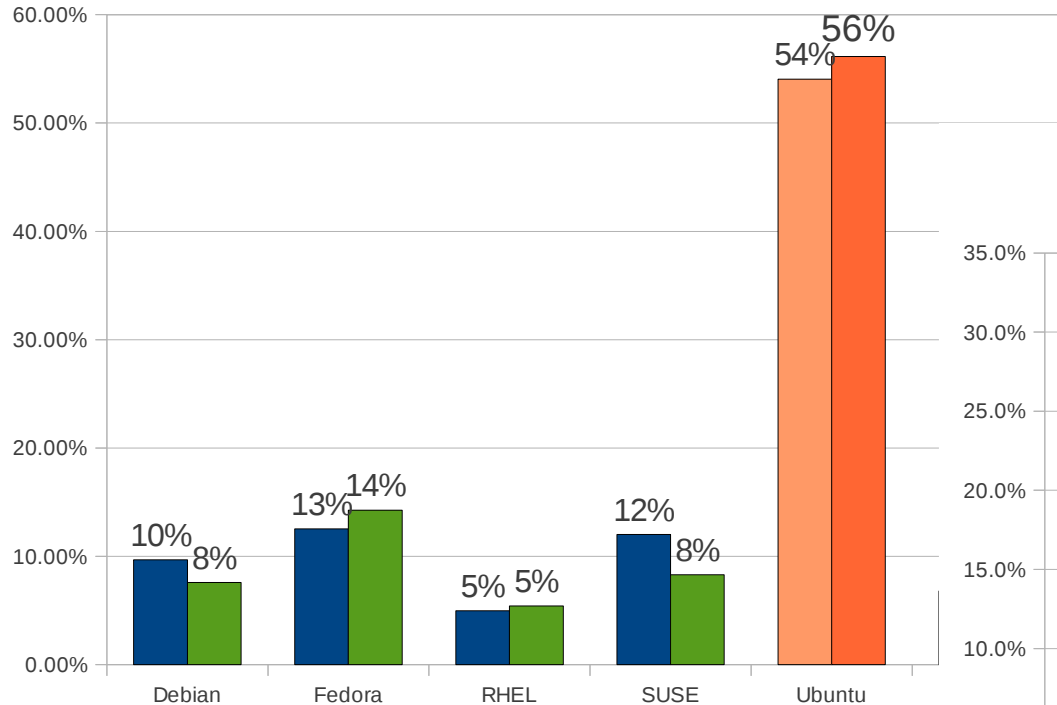
Global consultancy and support available direct and through partners

- Wide range of offerings upto 24 x 7 support
- Direct and indirect offerings
- Ubuntu advantage from Canonical

Ubuntu use by developers

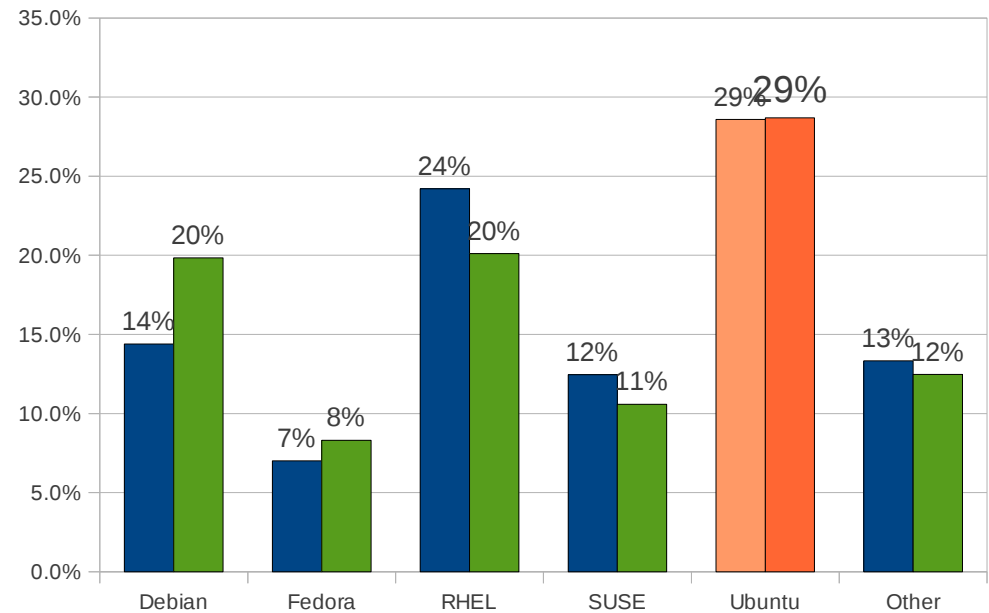


What is your primary OS for development
(choose one, linux subset)



Development preferences are a indicator of future deployment preferences

What is your primary OS for deployment
(choose 1, linux subset)

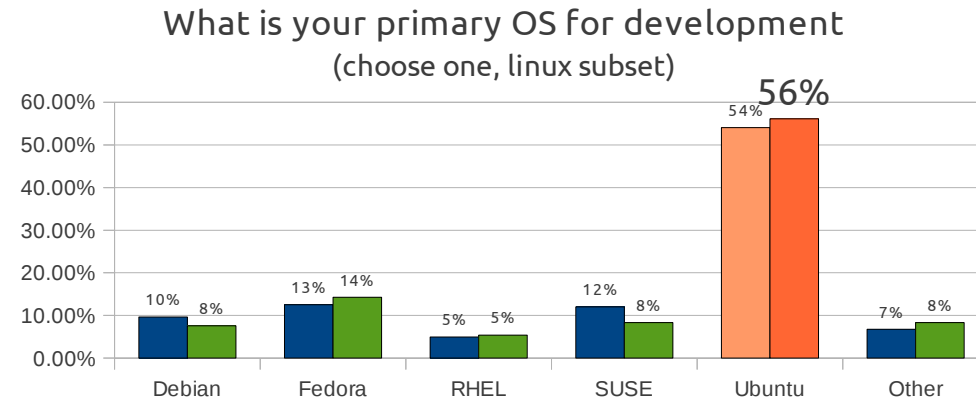


Source: Eclipse Foundation survey of ~1400 developers

Ubuntu on developer workstations



**Leading Linux
developer platform**
*Eclipse survey 2009 &
2010*



**Strong adoption by
developers**



Great h/w support



- Outstanding support & direct working relationships with discrete graphics vendors



- 6 month release cycle makes component support easier
- Ubuntu's desktop focus and volume attracts hardware vendors

Ubuntu in emerging markets



Dell Vostro A860	Dell Latitude 2100	Dell Vostro A840	Dell Vostro 1015	Dell Vostro 1014	Dell Vostro 1088
 <p>顾客评分 ★★★★☆ 3.0 out of 5</p>	 <p>顾客评分 ★★★★☆ 3.7 out of 5</p>	 <p>顾客评分 ★★★★☆ 2.5 out of 5</p>	 <p>顾客评分 ★★★★☆ 4.0 out of 5</p>	 <p>顾客评分 ★★★☆☆ 2.3 out of 5</p>	 <p>顾客评分 ★★★★☆ 4.5 out of 5</p>
<p>原价 RMB3,599 网上折扣 RMB400</p> <p>网上折后价 RMB3,199 包括增值税和运费</p>	<p>网上特惠价 RMB3,280 包括增值税和运费</p>	<p>原价 RMB4,049 网上折扣 RMB400</p> <p>网上折后价 RMB3,649 包括增值税和运费</p>	<p>原价 RMB4,399 网上折扣 RMB600</p> <p>网上折后价 RMB3,799 包括增值税和运费</p>	<p>原价 RMB4,499 网上折扣 RMB600</p> <p>网上折后价 RMB3,899 包括增值税和运费</p>	<p>原价 RMB5,099 网上折扣 RMB700</p> <p>网上折后价 RMB4,399 包括增值税和运费</p>
<p>在合理的预算内实现了可靠技术，合适的性能和移动商务支持的出色平衡。</p> <ul style="list-style-type: none"> · 英特尔® 奔腾® 双核处理器T2390 (1.86GHz, 1MB二级高速缓存, 533MHz前端总线) · Ubuntu Linux 8.04 – 出厂预装，仅带硬件支持 · 15.6英寸防眩光高清宽屏 · 起始重量为2.46 千克 	<p>精致小巧的10.1英寸橡胶外壳上网本</p> <p>寻求采用Latitude核心基本技术的精致小巧、经济实惠的笔记本电脑的移动专业人士。</p> <ul style="list-style-type: none"> · 英特尔® 凌动™ 处理器 · 正版 Windows Vista® Home Basic · 正版 Windows® XP Home SP3 可使用降级权取得 Ubuntu Linux version 8.10 · 10.1英寸显示器 · 2.91磅/1.32千克 	<p>它为您提供可满足日常商务计算所需的必要技术 - 不管您身处何地。</p> <ul style="list-style-type: none"> · 英特尔® 赛扬® 双核 T1400 (1.73GHz, 512KB二级高速缓存, 533MHz前端总线) · Ubuntu Linux 8.04 – 出厂预装，仅带硬件支持 · 14.1英寸防眩光高清宽屏 · 起始重量为2.46 千克 	<p>Vostro成就1015价格实惠，并配备一组强大的功能以增强移动工作效率，是希望随时随地都与外界保持联系的繁忙专业人士的理想之选。</p> <ul style="list-style-type: none"> · 最高配置英特尔® 酷睿™2双核处理器 · 正版 Windows Vista® Business 32 位 正版 Windows Vista® Home Basic Ubuntu Linux · 英特尔® UMA集成显卡 	<p>Vostro成就1014价格实惠，并配备一组强大的功能以增强移动工作效率，是希望随时随地都与外界保持联系的繁忙专业人士的理想之选。</p> <ul style="list-style-type: none"> · 最高配置英特尔® 酷睿™2双核处理器 · 正版 Windows Vista® Business 32 位 正版 Windows Vista® Home Basic Ubuntu Linux 	<p>Vostro成就1088价格实惠，并配备一组强大的功能以增强移动工作效率，专为需要高级图形处理能力的繁忙专业人士而设计。</p> <ul style="list-style-type: none"> · 最高配置英特尔® 酷睿™2双核处理器 · 正版 Windows Vista® Business 32 位 正版 Windows Vista® Home Basic Ubuntu Linux
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Dell, Lenovo and Acer ship Ubuntu as a standard options in China and India

Source – Dell China www.Dell.cn

Ubuntu's ecosystem accelerates TTM



Core apps



OEMs



ODMs



Components



o/s



Architecture





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Questions?

Thank you and we look forward
to working with you

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Supplementary slides

