Linux for Human Beings

Delivering the Promise of Free Software

- The Economics Are Different

    - Available globally, free of charge

    - Free security updates for a predictable period

    - Real commercial support available from MANY companies

- The Culture is Different

    - Community governance structures

    - Open to all participants, at all levels

    - Transparency

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The Ubuntu Proposition

- Superb Support: Commercial and Community
- Genuine Freedom and Flexibility
- Zero Licencing Fees
- Certification: Hardware, Software, Skills
- Standards Compliance
- Internationalisation and Customisation
- Collaboration to the Core

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User Relationships

- Simplicity
    - Ease of installation and use
    - "Just Works"* philosophy
- Currency: strict 6 month schedule
- Crisp and Clutter-free
- Comprehensiveness: The Whole Free Software Universe
- Community: Friendly, Accurate, Structured

Business Relationships

- Tiered Partnership Program

  - Affiliate, Partner, Gold

  - Certification program: hardware, software, skills

- Extensive Global Solution Provider Network

  - more than 200 product, support and services providers

  - all continents and major economic areas represented

- Escalation Support from Canonical

Canonical Ltd Services

- Superb global support
- Web based management and monitoring
- Customised and branded OS creation
- Custom distribution services
- Specialised OS contract development
- Translation and localisation

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Free Software Relationships

- Stay close to upstream

  - Face the same issues at the same time

  - Bug fixes are relevant and wanted

- Stay close to other distributions

  - Publish work continuously for "early and often" feedback

- Vibrant local and global community networks

- Be open: work openly, plan openly

Solve the Collaboration Crunch

- Launchpad.net: Collaboration Between Projects
  - bugs, translations, support, features
  - patches, packaging, branding
  - complete distro management
- Family of Distributions
  - Kubuntu, Edubuntu, Xubuntu, Nubuntu
  - Guadalinex, Molinux, Impi, Gnoppix, and many more

The current release

- Version 6.06: "Dapper Drake" (June 2006)
    - 3 years support on the desktop
    - 5 years support on the server
- Enterprise-ready
- Certification of major enterprise software (DB2, VMWare)
- Skills certification infrastructure
- Comprehensive hardware certification

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Corporate Opportunities

- System builder partnership

  – Preinstallation and virtualisation

  – Major local PC manufacturers

- Service partnerships

  – Support services and contracts

  – Customisation opportunities

  – System integration

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