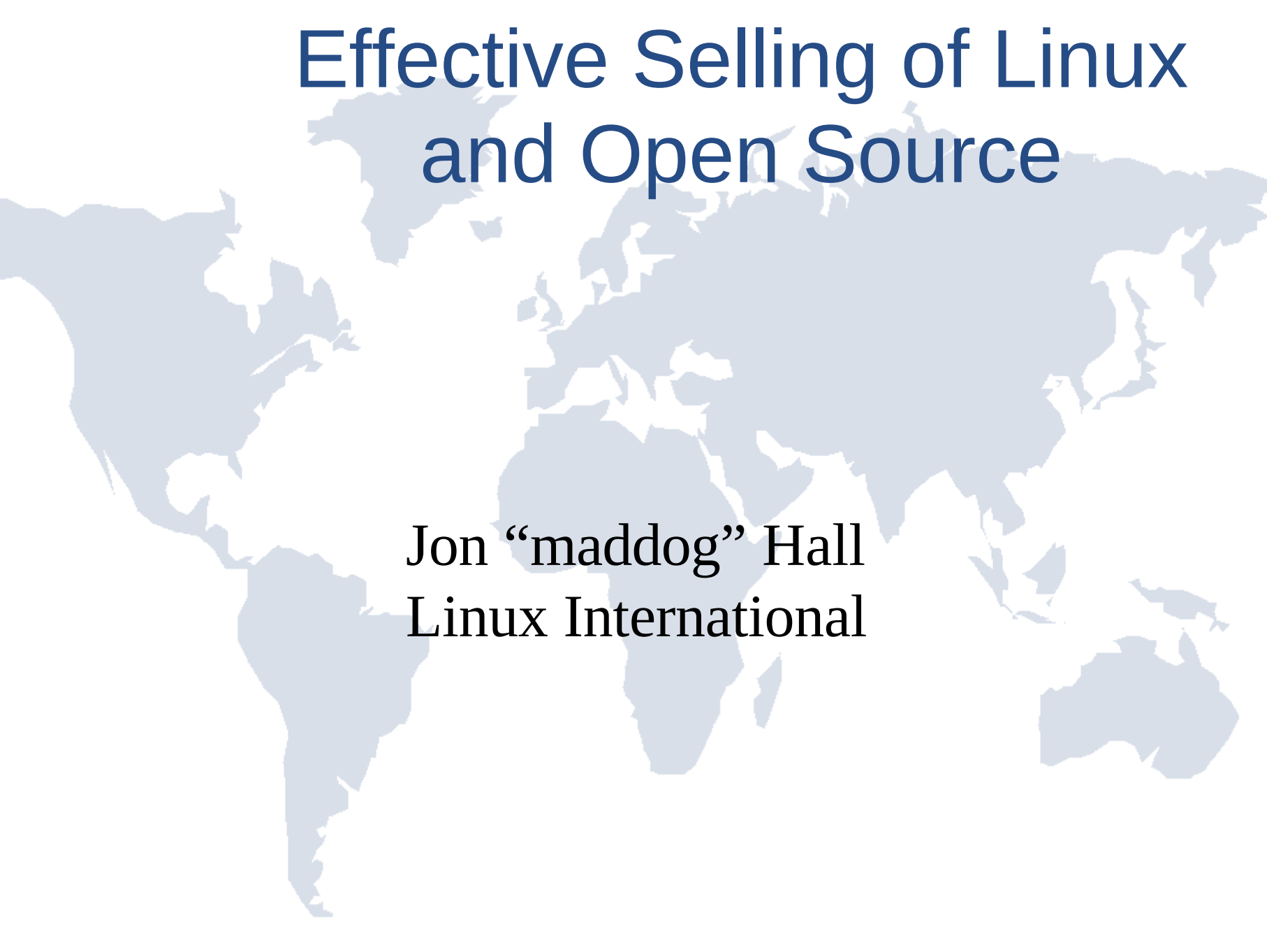
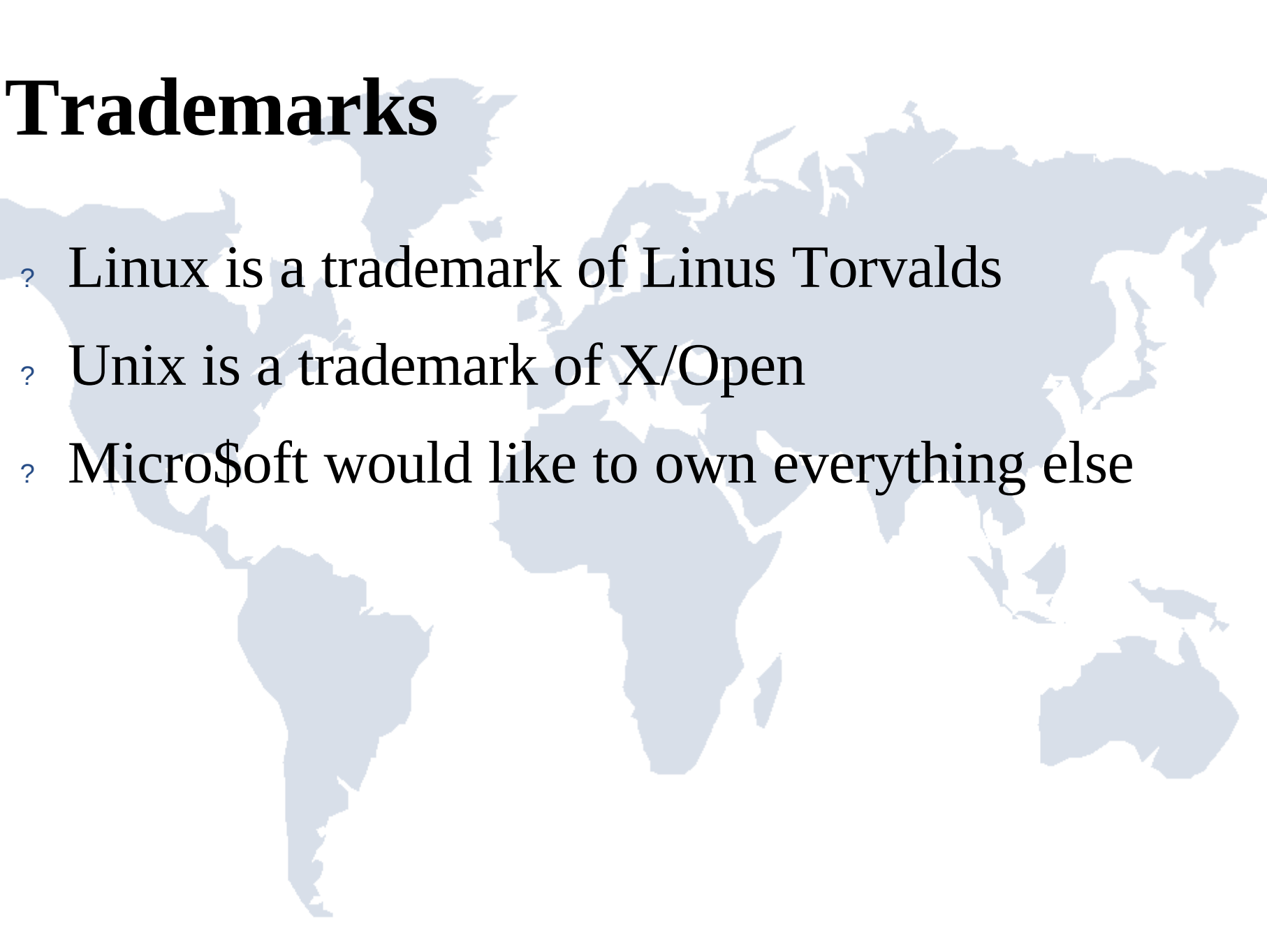


Effective Selling of Linux and Open Source

A light blue world map is visible in the background, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

Jon “maddog” Hall
Linux International

Trademarks



- ? Linux is a trademark of Linus Torvalds
- ? Unix is a trademark of X/Open
- ? Micro\$oft would like to own everything else

Do We Reach People With the Proper Message?



? Types

- Business people
 - ? Developers
- Education/Research
- Government

? Locations

- National
- Local

Business People



- ? Make Money
 - Better products than competition
- ? Save Money
 - Reduce costs
- ? Reduce Risk
- ? Benefit Society
 - Create jobs
 - Drive industry forward

Education

- ? Create a thinking electorate
- ? Educate workers for business and industry
- ? Research and publish new ideas



Government

- ? To create environment for business and society
 - Military
 - Financial
 - Infrastructure (transportation, communications)
- ? To provide populace with education
- ? To provide for national security
- ? To protect economy of country
 - Jobs
 - Balance of payment

Example of Thinking:

Military and Governmental Security

- ? Who do you trust?
 - China
- ? How long do companies last?
 - Wang, Prime, Data General, DEC
- ? How long do product lines last?
 - CP/M, W3.1, Office 97, i386
- ? How long should your country's email system last?

Government Thinking: Continued



- ? Protection of the Minority
 - How many people speak your language?
 - ? Estonia, India
- ? Saving Money
- ? Local Jobs
 - SAGU
- ? Lowering Barriers of Entry
 - Rio de Janeiro

Cooperation and Competition: Coopetition

Some “businesses” compete but also cooperate

- ? Fire Departments
- ? Police Departments
- ? Educational Departments
- ? Libraries
- ? Universities
- ? NATO

Example of Thinking: Software Li[vb]re!

- ? The word “free” has a slight problem
- ? Li[vb]re vs Gratis
- ? Freedom to:
 - Read source code
 - Change source code
 - Redistribute source code
- ? Licenses enforce rights and obligations
- ? “Li[vb]re” does not necessarily mean “Gratis”

Example of Thinking:

Open Source Is Not New

- ? At one time you did not buy “shrink wrap” software
 - All software was written under contract
 - you owned the software
 - Often you owned the source code
 - Hardware vendors supplied LOTS of information
- ? 1969 – DECUS gave away “free software”
- ? 1969 – Unix started on PDP-7 at Bell Labs

People contributed to form and progress

The Problems With Shrink-Wrap



? 1980

– 100 engineers, 1000 customers

? 2000

– 150 engineers, 4.5 million customers

? 2010

– 200 engineers, 500 million customers

What about *your* bug fix, *your* enhancement?

Example of Thinking: Business and Open Source

? Three Questions

- Have you ever had a problem with closed source software?
- Have you ever turned in a bug report?
- Have you ever received a well-worded workaround or bug fix?

? One more question

- Have you ever had to change the way you do business?

Developers/VARs:

A Special Type of Business

- ? Open Source will wipe out most shrink-wrapped products
 - So will Microsoft
- ? Open Source allows people to compete on equal basis
 - Microsoft will not
- ? Open Source will allow developer/vars to add real added value....not just install MS products.

Example of Thinking:

Education Uses

Widely used operating system

- Allows students to work on OS that they might use when they graduate
- Students see how REAL system, compilers, etc. works

Source code

- Allows investigation, collaboration
- Reduces contamination issues

Comparisons of products (multi-vendor)

Save money

Everything From Embedded Systems to Super Computers

- ? Embedded Systems
 - Including Real Time
- ? Low-Mid Range systems
- ? High-end system usage in partitions
- ? Beowulf
- ? Numa



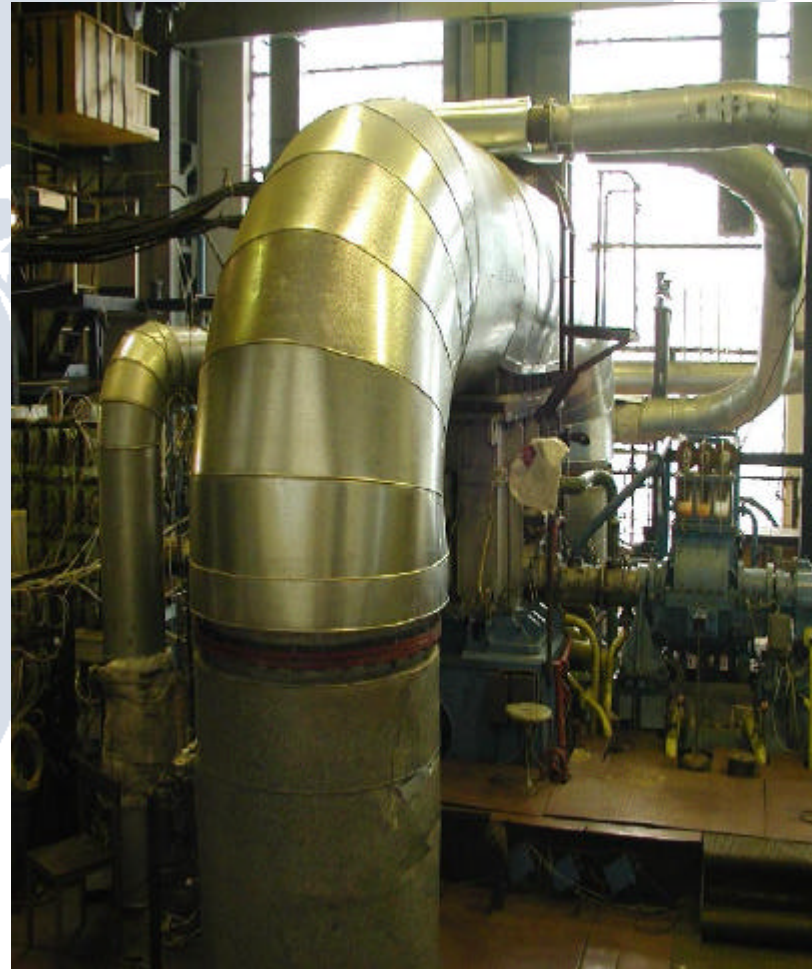
Example of Thinking:

Gratis Software is not Gratis

- ? Software given to governments is not always free

Example of Collaboration: College and Industry

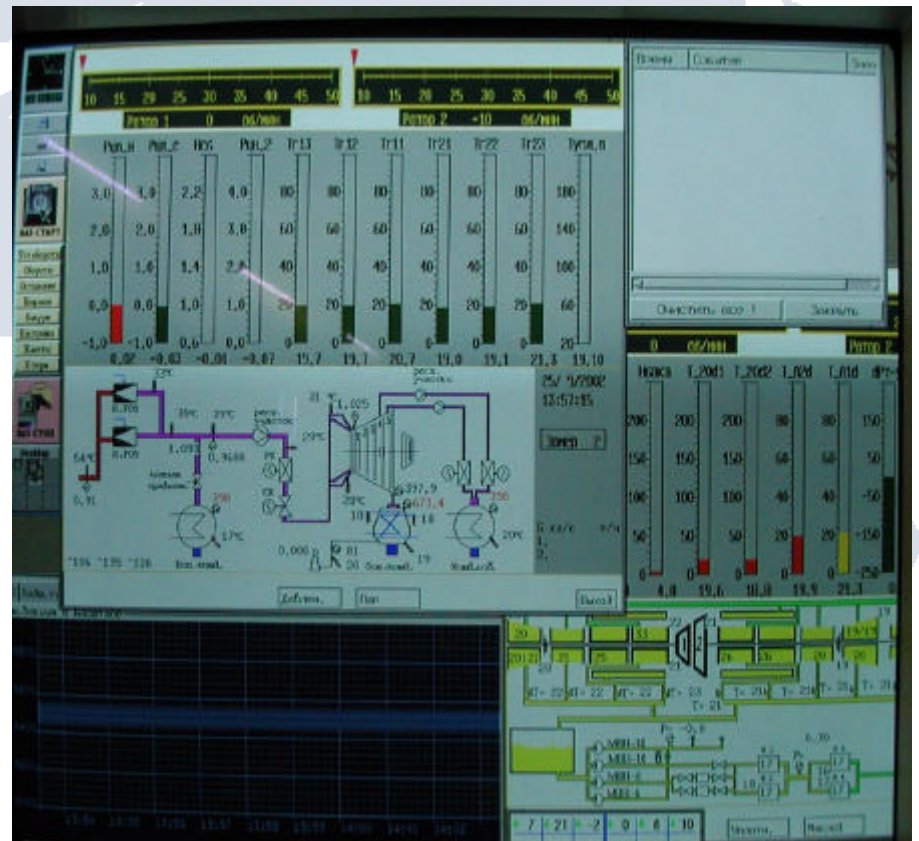
- ? Turbine Test Bed
- ? One of Five
- ? Proprietary Software
 - Expensive
 - Slow and costly to change



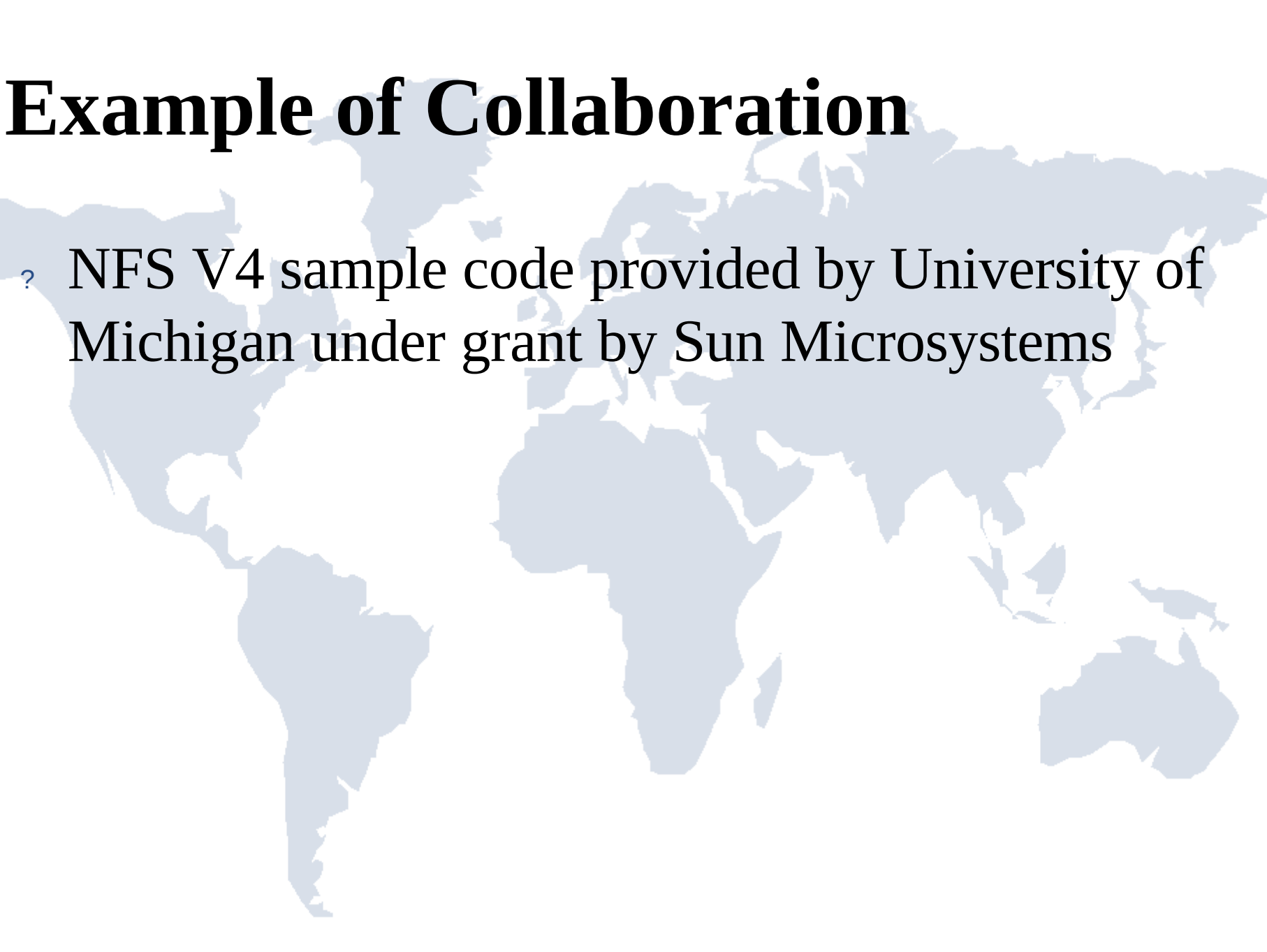
College and Industry Collaboration

? Better web-based interface

- MySQL
- Perl
- Python
- Apache

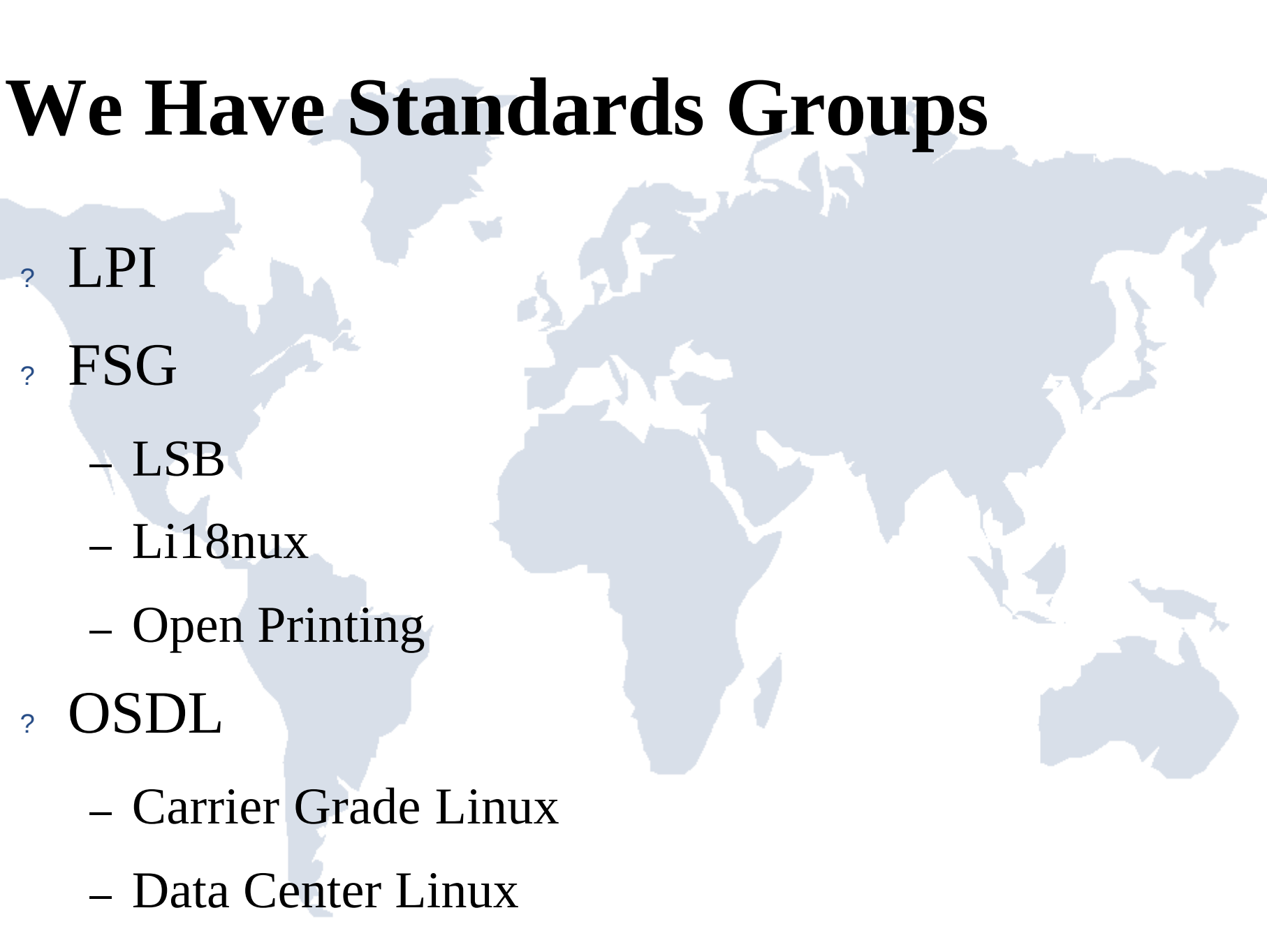


Example of Collaboration



- ? NFS V4 sample code provided by University of Michigan under grant by Sun Microsystems

We Have Standards Groups



? LPI

? FSG

- LSB

- Li18nux

- Open Printing

? OSDL

- Carrier Grade Linux

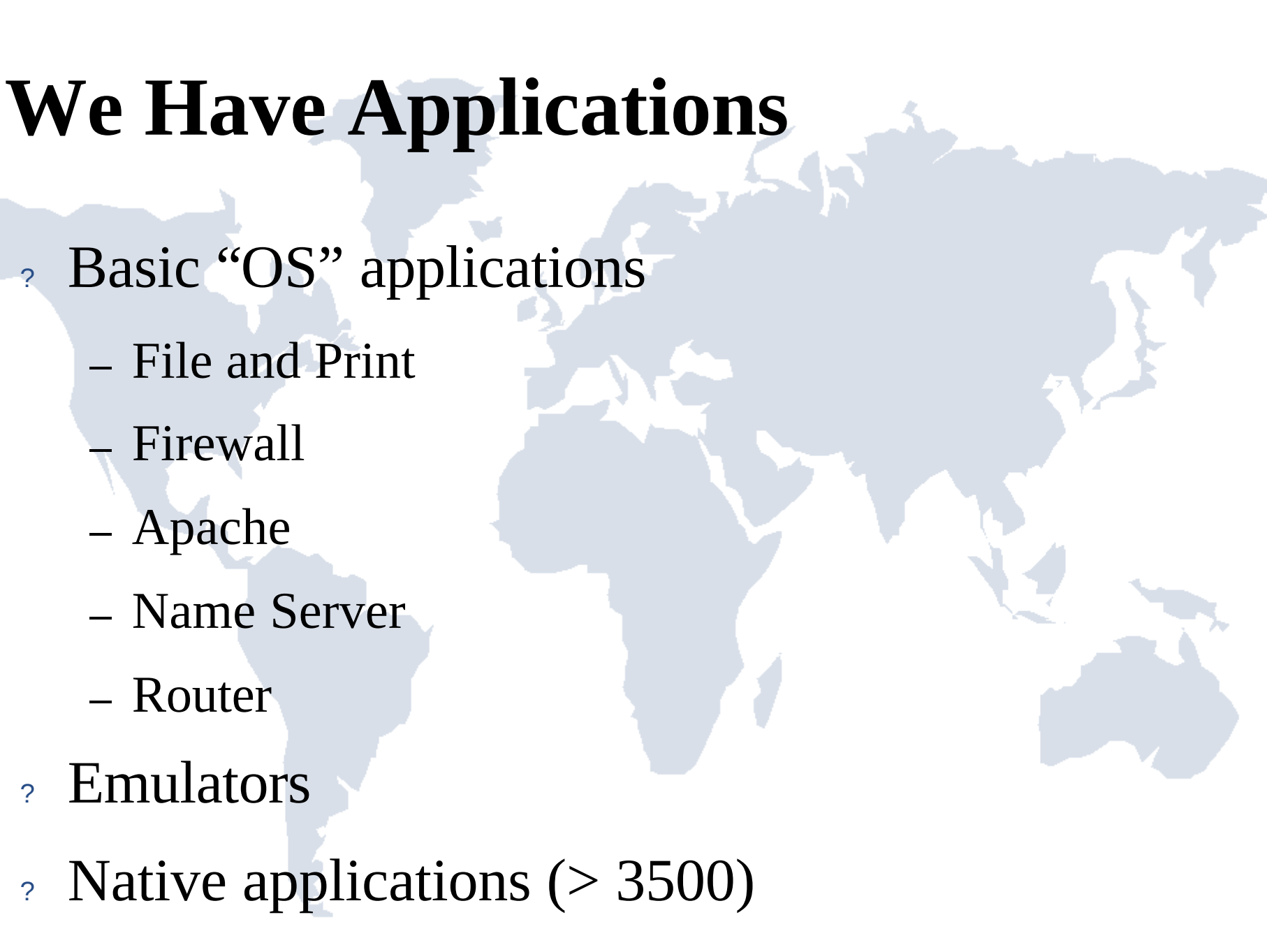
- Data Center Linux

We Have Support



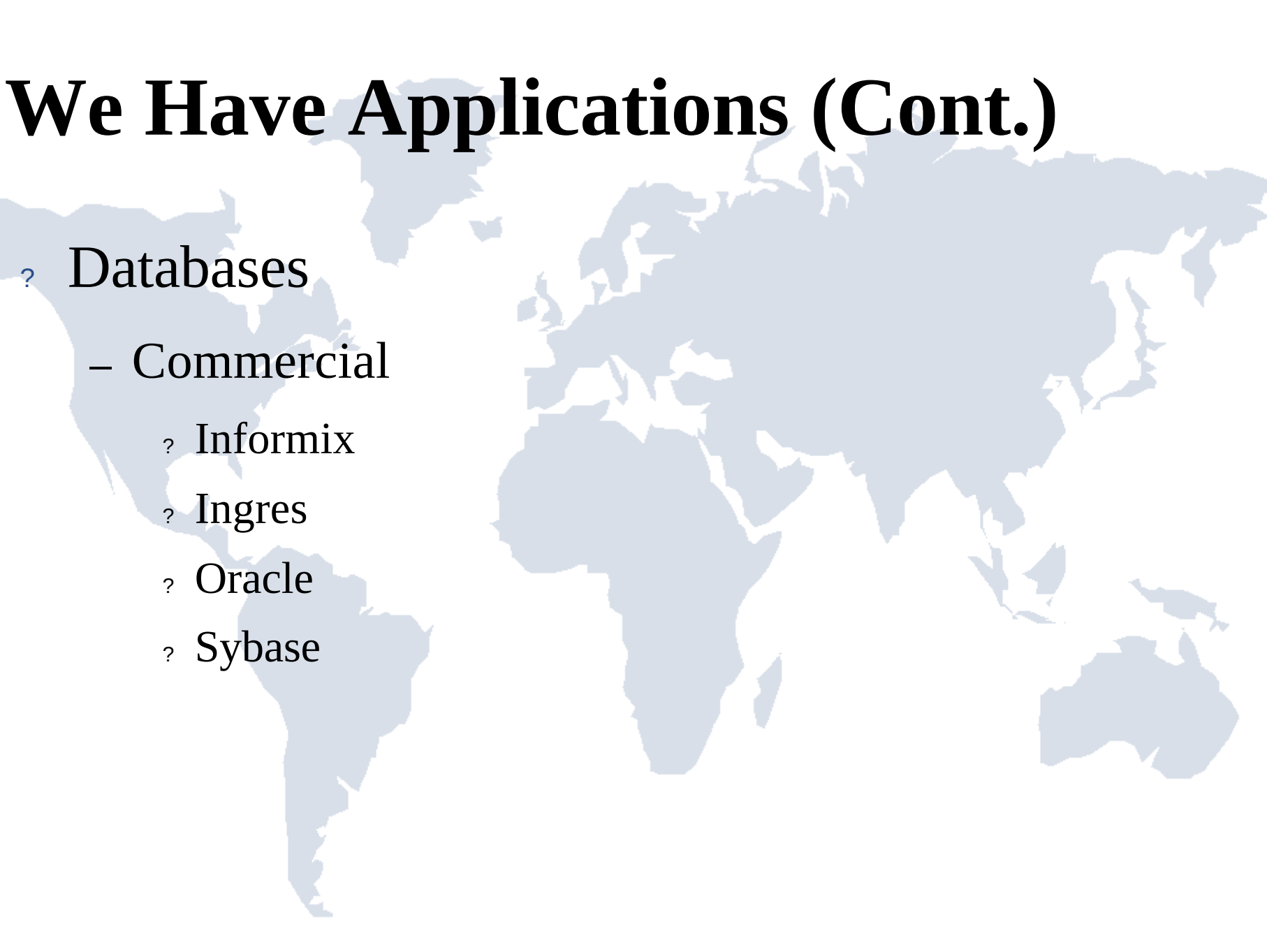
- ? HP, IBM, Sun, etc.
- ? Value Added Resellers, consultants
- ? Local support organizations
- ? College Students graduating

We Have Applications



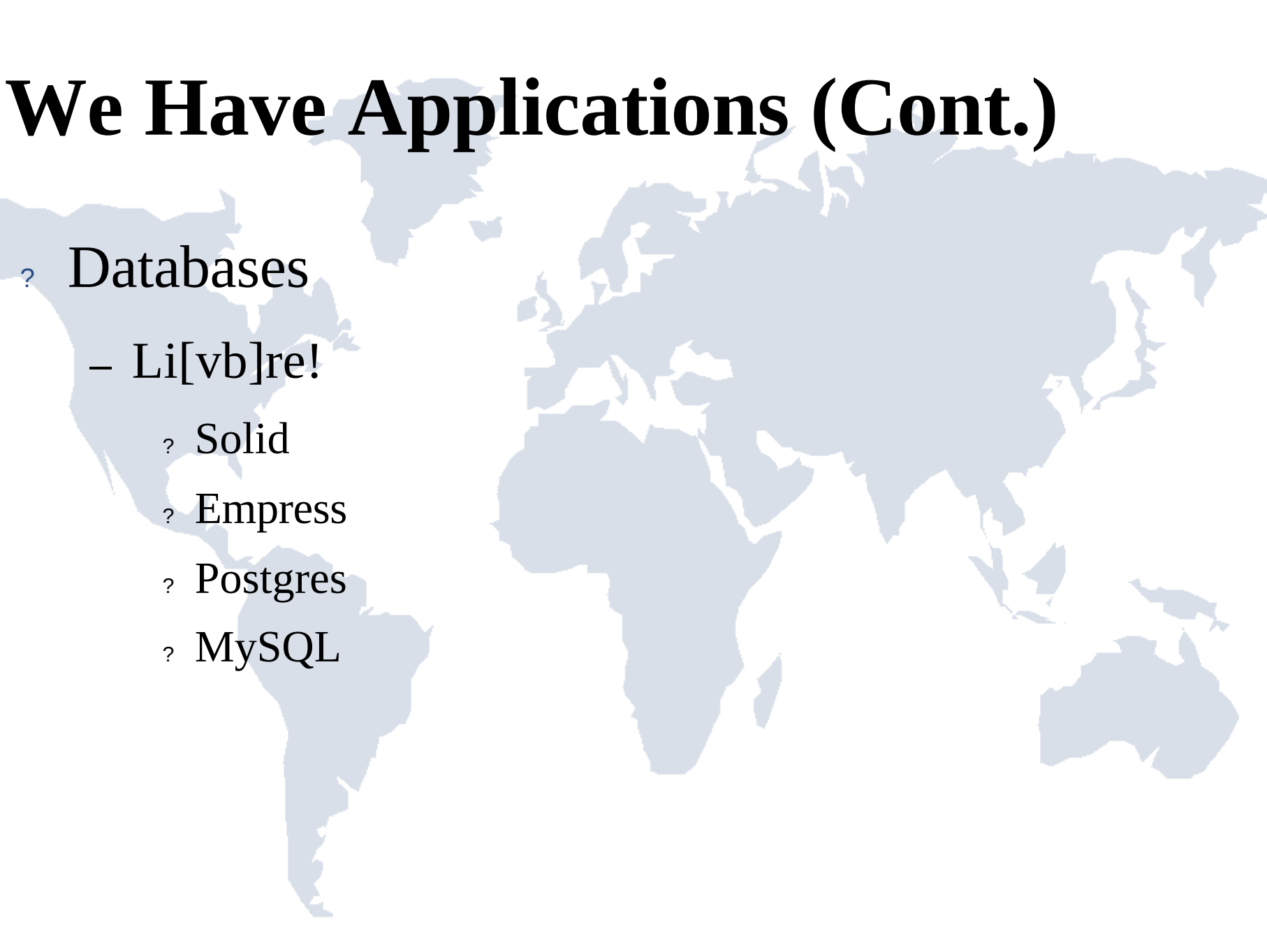
- ? Basic “OS” applications
 - File and Print
 - Firewall
 - Apache
 - Name Server
 - Router
- ? Emulators
- ? Native applications (> 3500)

We Have Applications (Cont.)



- ? Databases
 - Commercial
 - ? Informix
 - ? Ingres
 - ? Oracle
 - ? Sybase

We Have Applications (Cont.)

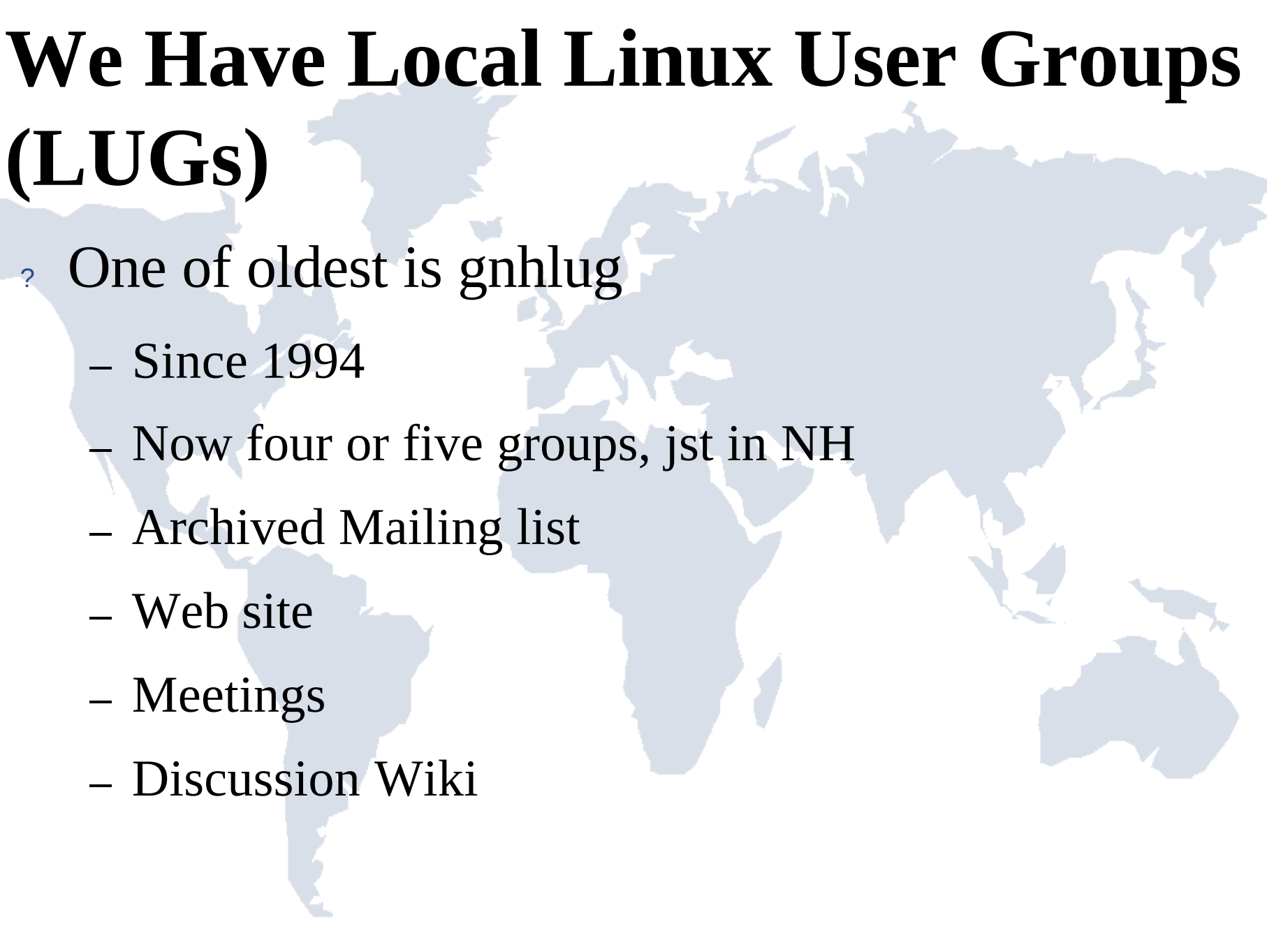


- ? Databases
 - Li[vb]re!
 - ? Solid
 - ? Empress
 - ? Postgres
 - ? MySQL

We Have Applications (Cont.)

- ? SourceForge
 - 60K+ applications
 - 612K+ developers

We Have Local Linux User Groups (LUGs)



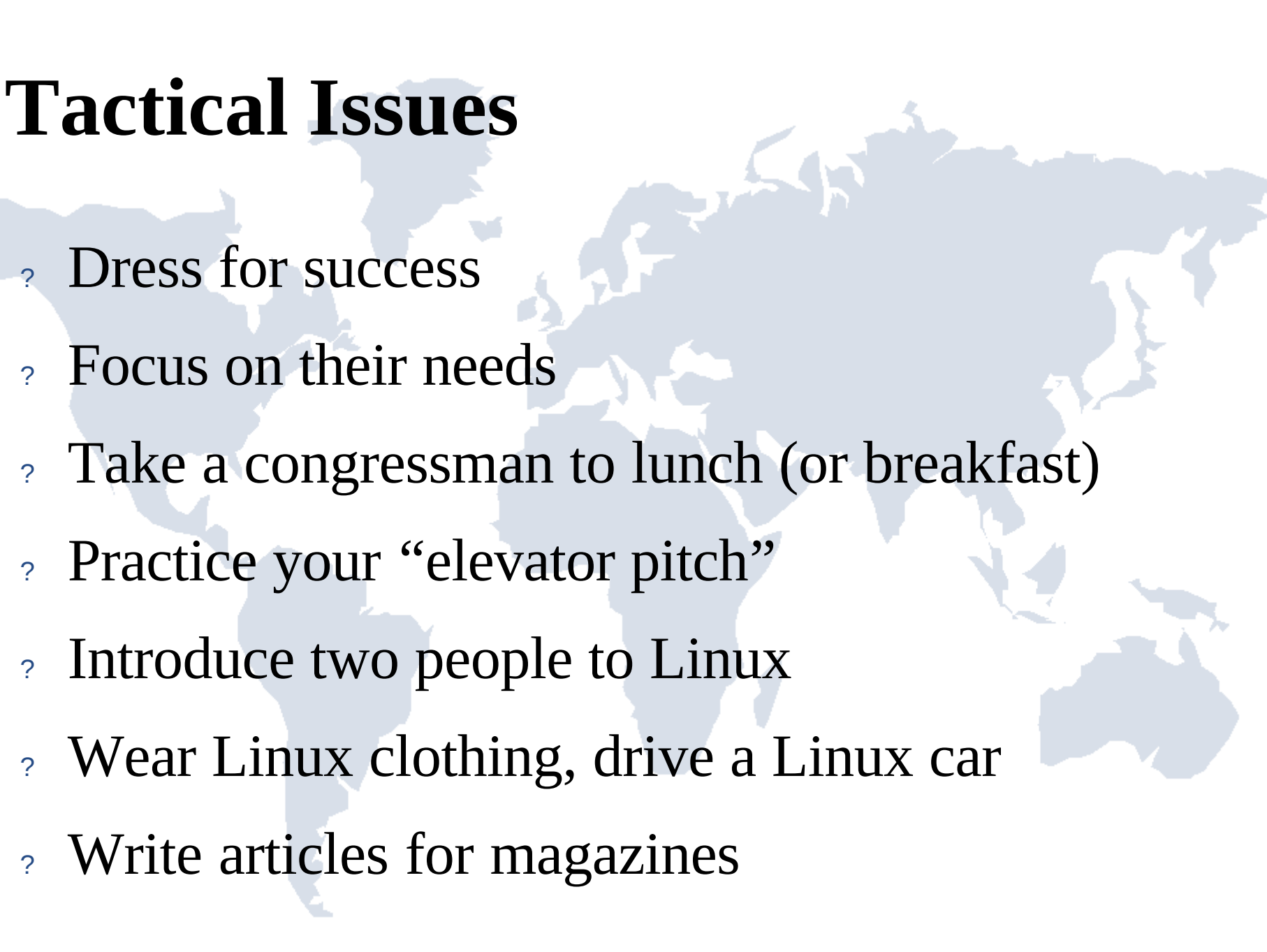
- ? One of oldest is gnslug
 - Since 1994
 - Now four or five groups, jst in NH
 - Archived Mailing list
 - Web site
 - Meetings
 - Discussion Wiki

Other Things To Think About

- ? Did they ever read their license for their software?
 - Do they know that they do not own the software?
 - Do they know that it is not even warranted to install?
- ? Do they know how many licenses they have?
 - Do they know how much software they are using?
- ? Do they know what Microsoft means by “shared source?”

Nothing convinces people to go to Open Source

Tactical Issues



- ? Dress for success
- ? Focus on their needs
- ? Take a congressman to lunch (or breakfast)
- ? Practice your “elevator pitch”
- ? Introduce two people to Linux
- ? Wear Linux clothing, drive a Linux car
- ? Write articles for magazines

Cooking With Linux



Questions?

