



IBM and Next Generation Linux

Linux for Business-Critical Workloads

Linux
The state of the art

The **Bathwick** Group

Linux



Agenda

- Introduction
- Linux and the O/S market
- Client-side Linux
- Server-side Linux
- Linux and Bathwick
- Linux and the Enterprise
- Three Things...

Linux and the OS market

- Linux is no longer a controversial choice
 - Wide adoption
 - Vibrant ecosystem
 - Powerful friends
- Enterprises understand issues/challenges
 - Linux is not “free” as in “free beer”
- Linux is gaining share
 - Minor Unixes
 - Major Unixes
 - Some impact on Windows Server but...

Linux and the OS market

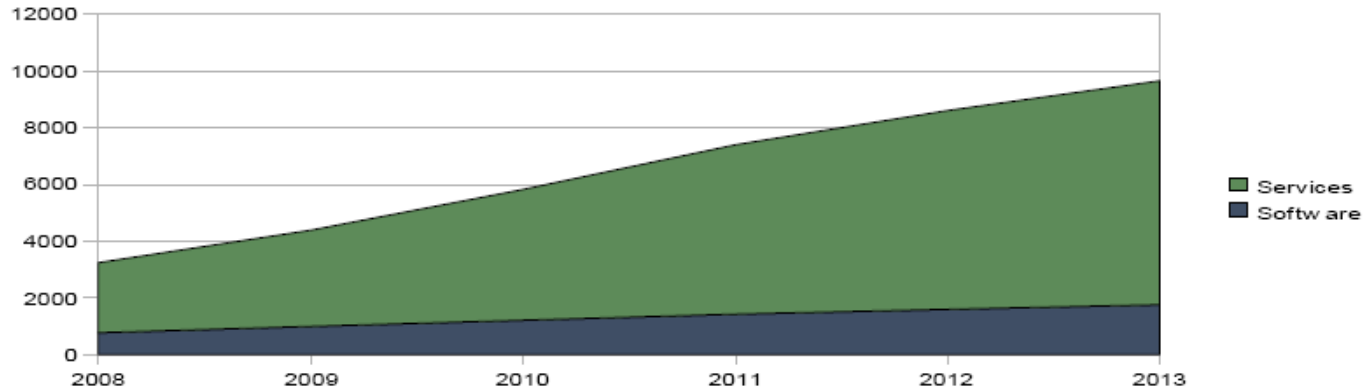
- Linux is good for competition
 - Windows Server 2008
 - AIX
- Linux supports the widest range of platforms of any OS (ever)
 - Mainframe, Mid-range, Desktop, Set-top, i-Pod, Phone, Bicycle....
- Linux continues to evolve
 - In broadly complimentary directions

Linux Market Forecasts

Linux market forecast

Linux Revenues World-wide

(in millions of dollars)



Software – License fees, and subscriptions for s/w updates
 Services – Support, Installation, Integration
 Hardware – NOT included

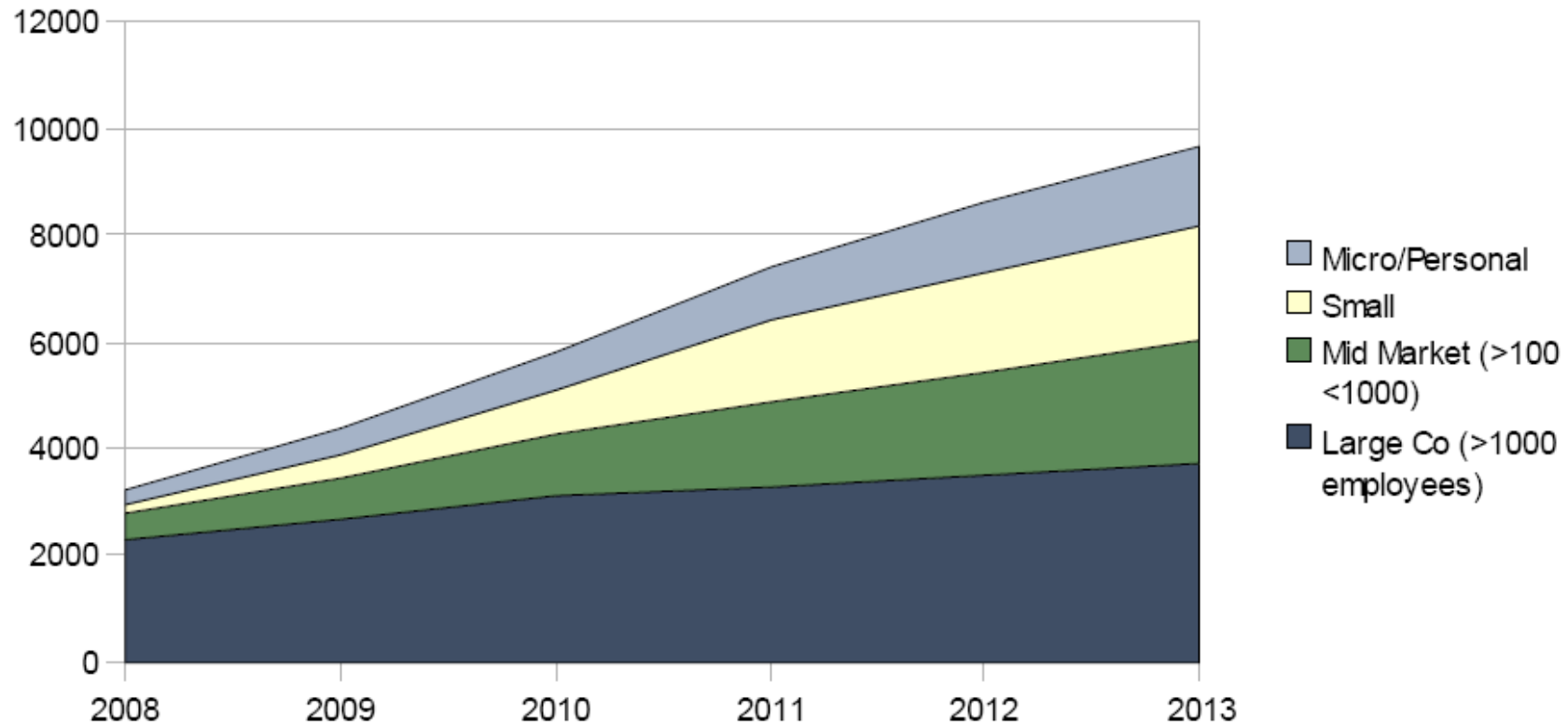
Linux Market World-wide

	2008	2009	2010	2011	2012	2013
Software	750	1000	1200	1400	1600	1750
Services	2500	3400	4600	6000	7000	7900

Linux market forecast

Linux Revenues World-wide by company size

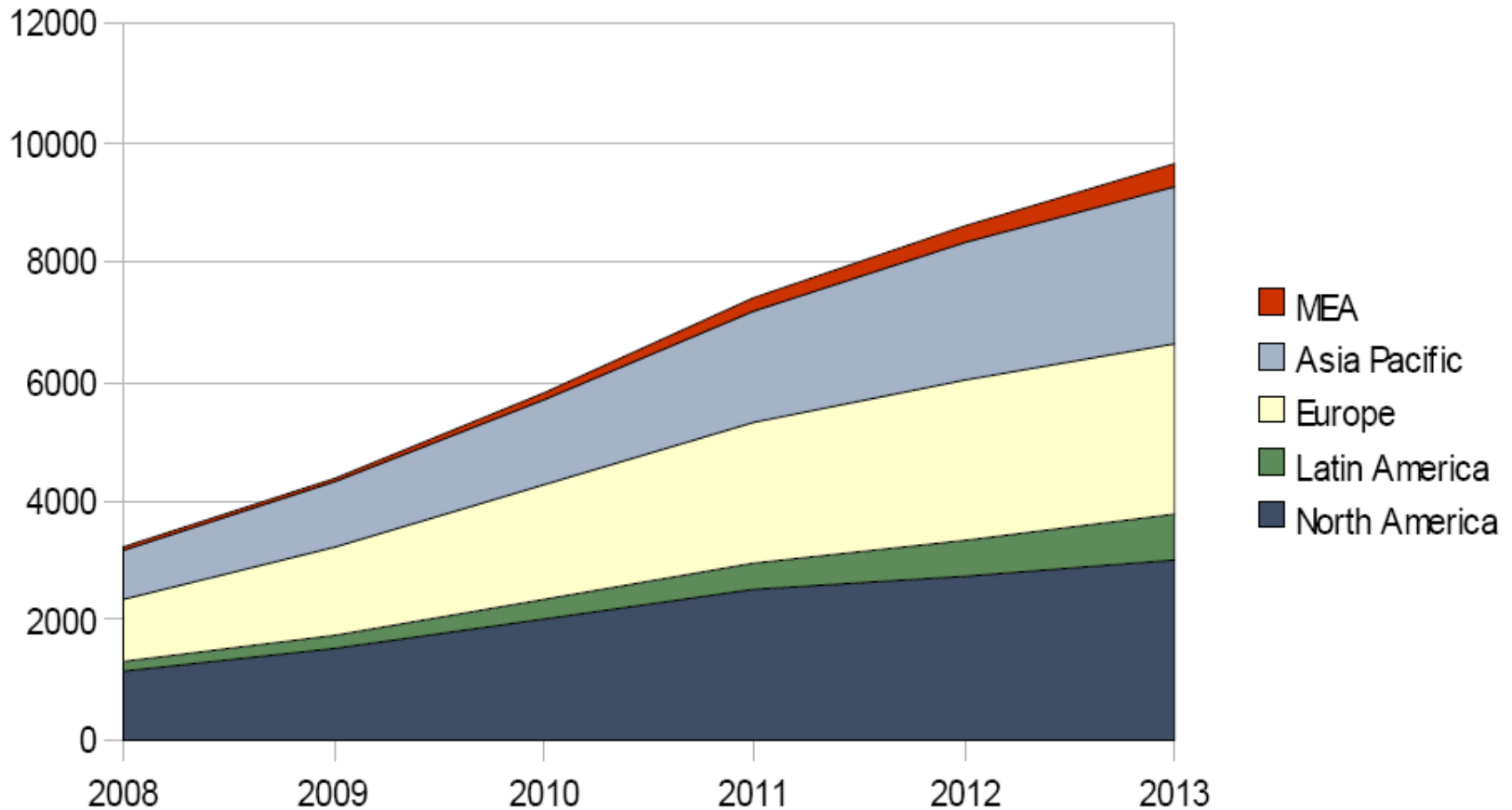
(in millions of dollars)



Linux market forecast

Linux Revenues World-wide by region

(in millions of dollars)



Linux on the Desktop

Linux on the desktop

- The readiness of Linux “for the desktop” has been announced a few times
 - It's announced roughly every 6 months
- 2008 has been called the “year” for LOTDT
 - Much as 2007 was, and 2006....
- In part “is Linux ready for the desktop” is the wrong question
 - “Is my desktop ready for Linux” is the question we need to ask

Linux on the desktop



Linux on the desktop – A very personal view

- First separate the different usage scenarios
 - The Consumer Desktop
 - The Developer Desktop
 - The Single function desktop (Tills, Kiosks, ATM etc)
 - The “office” Desktop
 - The power-user Desktop
 - Then there are Laptops...
- In my personal experience
 - Linux is heartbreakingly close to being ready for the consumer desktop, but it is not ready yet.
 - Developers (including me) use Linux habitually.
 - Linux is appearing in single function desktops in growing numbers.
 - Power-user and Laptop adoption are both slow (outside the community of the faithful) Linux” is the question we need to ask.

Linux on the desktop – What is holding it back?

- The community isn't “excited” about the normal user...

If you're not willing to stay up all night reading the manuals and editing obscure “config” files then you are simply not worthy...

- Software availability

Applications - A growing number of apps are now available on Linux – But...

Windows platform still has roughly 1000times more applications

Device Drivers – The bane of Linux adoption on the Desk/Laptop

- But, there are promising signs

The transition to Thin client applications will go a long way to mitigate the shortage of native Linux applications

Vendors like Novell are stepping up to “finish” Linux from a usability perspective

“Community” interest in usability now growing (Ubuntu)

Linux on the desktop – A classic example of OSS hubris

“The difference here is, in every release cycle Microsoft always listens to its most ignorant customers. This is the key to dumbing down each release cycle of software for further assaulting the non-PC population. Linux and OS/2 developers, OTOH, tend to listen to their smartest customers. This necessarily limits the initial appeal of the operating system, while enhancing its long-term benefits. “

From Eric Raymond's site

www.catb.org

Linux on the business desktop

- Engineering effort is required
 - ▶ Creation of standard builds
 - ▶ Pre-configuration
 - ▶ Hardware testing
 - ▶ But... these are things we should all be doing whatever the O/S, surely?
- Software availability
 - ▶ Applications – Very comprehensive range of business applications, some of which are superb
 - ▶ But... if you have a landed investment in VB, MS Access, MS office applications, you'll have plenty of opportunities to learn and grow



Linux on the Server

Linux on the Server

- A completely different story
 - ▶ Servers tend to be less complex / varied in terms of hardware
 - ▶ Smaller set of applications
 - ▶ Expectation of management/admin investment
- Linux has some very significant advantages
 - ▶ Modularity – Just build what you need
 - ▶ Similarities to UNIX make porting easier (mostly)•
 - ▶ But... even Microsoft is taking steps to simplify the server o/s

Linux on the Server – The application host

- We don't look for an O/S.. we look for something to run our applications on
 - ▶ SAP
 - ▶ DB2
 - ▶ etc
- Linux will increasingly become a great “base” for server applications
 - ▶ Either as “the O/S” or as a compact guest O/S
 - ▶ Its modularity makes it particularly attractive here
- Soft server appliances
 - ▶ Custom images for database, web-server, ERP etc

Linux and Bathwick

- A strategic commitment to open and open source
 - ▶ Open is mandatory
 - ▶ Open source is encouraged
- Motivation is not 100% “business”
 - ▶ There is a political/ethical component
- ... but we are still a business
 - ▶ If there is a closed solution that is better overall, we have no choice...

Linux and Bathwick

**Core
Business
Applications**

**Collaboration
Services**

**Office
Productivity**

Linux and the Enterprise

- Linux is already there somewhere
 - ▶ Even if it's just inside your network equipment
- Linux workloads will run along side existing workloads
 - ▶ P-Series, I-Series, X-Series, Z-series
- Linux creates new opportunities
 - ▶ High performance computing
 - ▶ Consolidation platform

Three things

Three Things

- Linux is not controversial
 - ▶ Widely adopted
 - ▶ Well understood
- Our desktops will be ready for Linux before too long
 - ▶ There are scenarios where they already are...
 - ▶ 2008 isn't "the year for Linux on the Desktop" - But 2009 could well be....
- Our servers will be running Linux
 - ▶ Alongside other operating systems
 - ▶ Enabling us to do new things that would have been prohibitively expensive / complex before

Questions...