

Agenda

Brief introduction to Canonical

Ubuntu 10.04 LTS Desktop Edition

Ubuntu 10.04 LTS Netbook Edition

Ubuntu 10.04 Long Term Support

Ubuntu 10.04 Server Edition

Ubuntu on Amazon EC2

·Ubuntu Enterprise Cloud

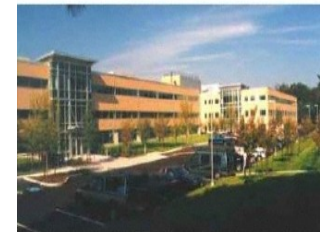
Canonical

- Founded in 2004, over 300+ staff in 18 countries
- Privately held
- Offices in Taiwan, UK, US (Boston), Canada, Shanghai



What we do

- Produce the Ubuntu distribution
- Services for hardware manufacturers
- Support and professional services for businesses



Customers include:

ARM

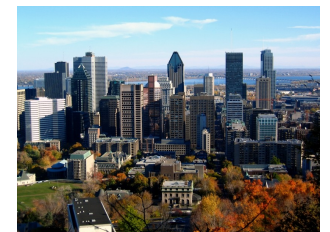
Google

DELL

intel Leap ahead™

hp
invent

lenovo



Ubuntu 10.04 LTS Desktop Edition

'Light' the new look of Ubuntu

18 months in development

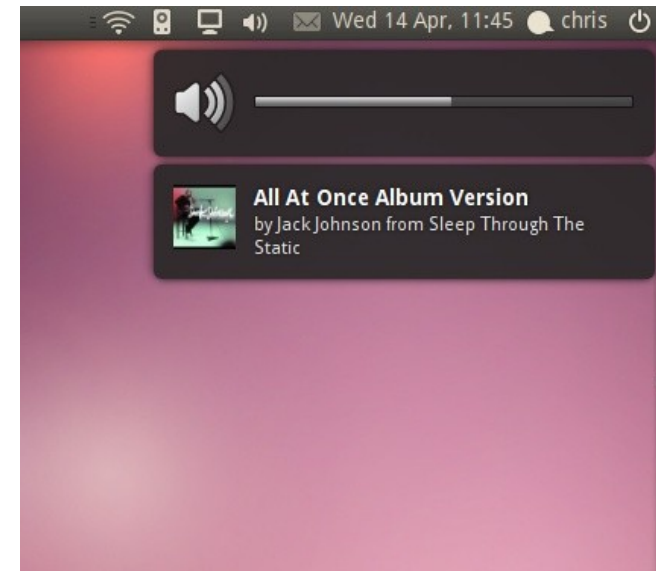
Dedicated team of in-house designers

Beautiful clear menus and icons

Consistency across all supported applications

Future-proofed for new form factors and roadmaps

Transformative for perceptions of Linux



Open just got social



Social from the start

Most popular social networks in a single application

Most popular chat channels in a single application

Select reading and broadcasting preferences

Fully secure using apps' own security

Open API on roadmap to accommodate new networks



Open just went online

Applications Places System ? Fri 9 Apr, 11:09 AM ubuntu

Ubuntu One : Home - Mozilla Firefox

File Edit View History Bookmarks Tools Help

ubuntu.com https://one.ubuntu.com/ Yahoo

Ubuntu One : Home

ubuntu^{beta}
one

Sign in » Subscribe »

Store, sync and share

Back up your life with Ubuntu One

Sign in Subscribe »

What is Ubuntu One?

Ubuntu One is your personal cloud. You can use it to back up, store, sync and share your data with other Ubuntu One users.

Ubuntu One gives all features and 2 GB of essential storage to everyone. If you need more space, choose 50 GB for just \$10 a month.

[Subscribe to Ubuntu One »](#)

Sync your files and share them with others

With Ubuntu One, your projects are as public (and your secrets as safe) as you want them to be.

[More about syncing and sharing files »](#)

Edit Tomboy notes online and keep them in sync

Tomboy notes on Ubuntu One: always available and synchronized, wherever your ideas happen.

[More about syncing Tomboy notes »](#)

Done

Ubuntu One : Home - M...

Ubuntu One

Features for free

2G free storage

Contact sharing and storing

Online note taker

Bookmark synching

Features for pay

50G of online storage

Mobile phone contact synching

Tracks in music Store

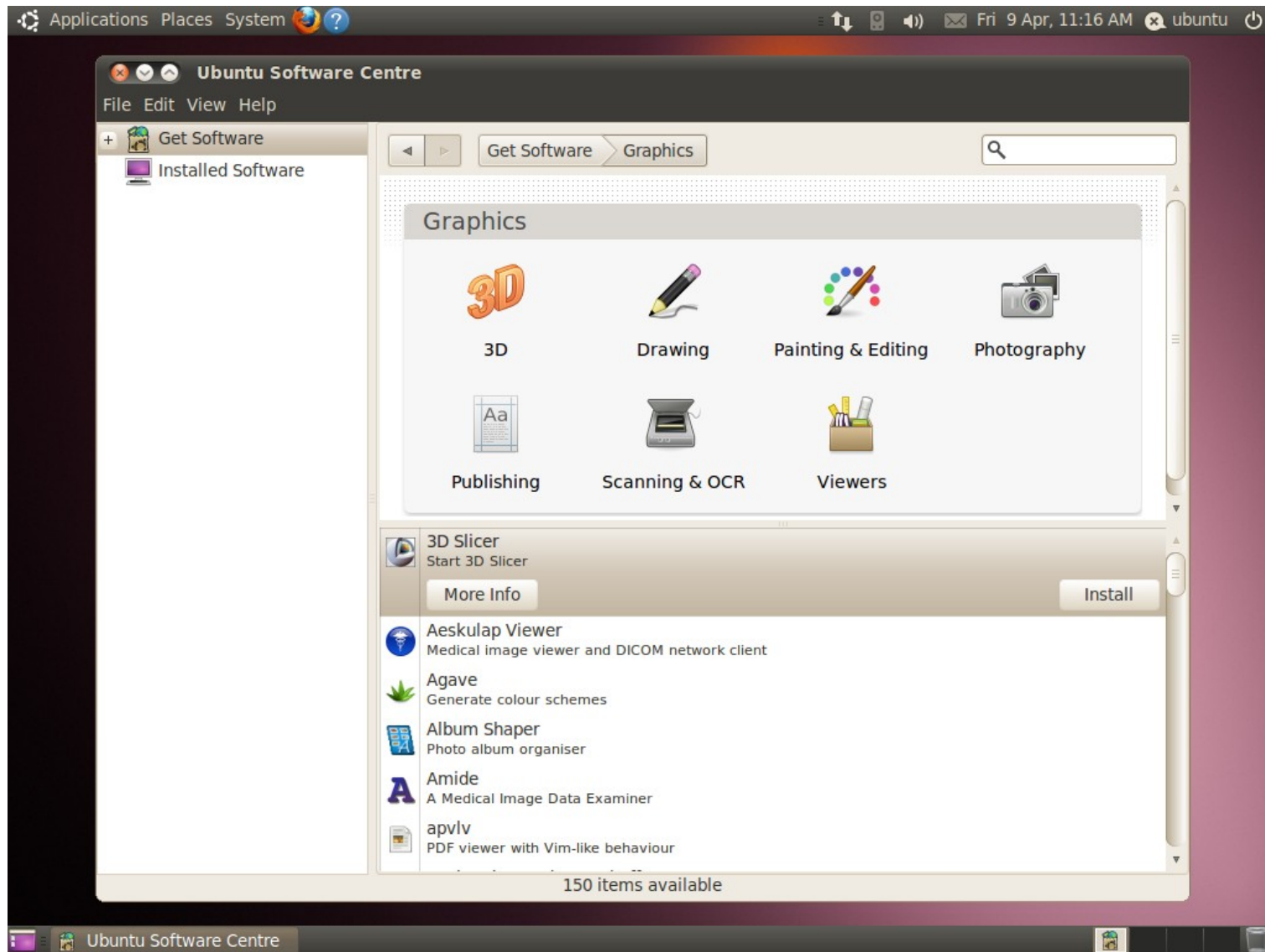
Open just rocked out

The screenshot shows the Ubuntu Music Player application window. The title bar reads "Music Player" and the menu bar includes "Music Edit View Control Help". The main interface is divided into a left sidebar and a main content area. The sidebar contains sections for "Library" (Play Queue, Music, Podcasts, Last.fm, Radio), "Stores" (Jamendo, Magnatune, Ubuntu One), "Playlists" (My Top Rated, Recently Added, Recently Play...), and "Shared" (Tom Haddon'...). The main content area displays the "ubuntu one music store" interface. At the top, there are navigation tabs: "New", "Just added", "Browse", "My downloads", "Basket", and "Help". Below these is a search bar with a "Search" button and a dropdown menu for "Artist". The main content area features a large album cover for "U2 - No Line On The Horizon" on the left. To the right of the cover is a list of tracks with "Download" buttons and prices. The tracks are:

Track Number	Track Name	Action	Price
01.	No Line On The Horizon	Download	£0.99
02.	Magnificent	Download	£0.99
03.	Moment Of Surrender	Download	£0.99
04.	Unknown Caller	Download	£0.99
05.	I'll Go Crazy If I Don't Go Crazy Tonight	Download	£0.99
06.	Get On Your Boots	Download	£0.99
07.	Stand Up Comedy	Download	£0.99
08.	FEZ-Being Born	Download	£0.99
09.	White As Snow	Download	£0.99
10.	Breathe	Download	£0.99
11.	Cedars Of Lebanon	Download	£0.99
Buy No Line On The Horizon			Download £7.99

Below the track list, there is a "Buy No Line On The Horizon" button with a price of £7.99. The album cover includes a "MP3 320" badge and text: "Label Universal Music AB", "Released 01.03.2009", and "Total time 0:53:29".

Open just added more apps



Ubuntu One Software Centre

Ubuntu 10.04 LTS ships with dozens of fully supported apps

1000s of applications are made available through the software centre

1-click install

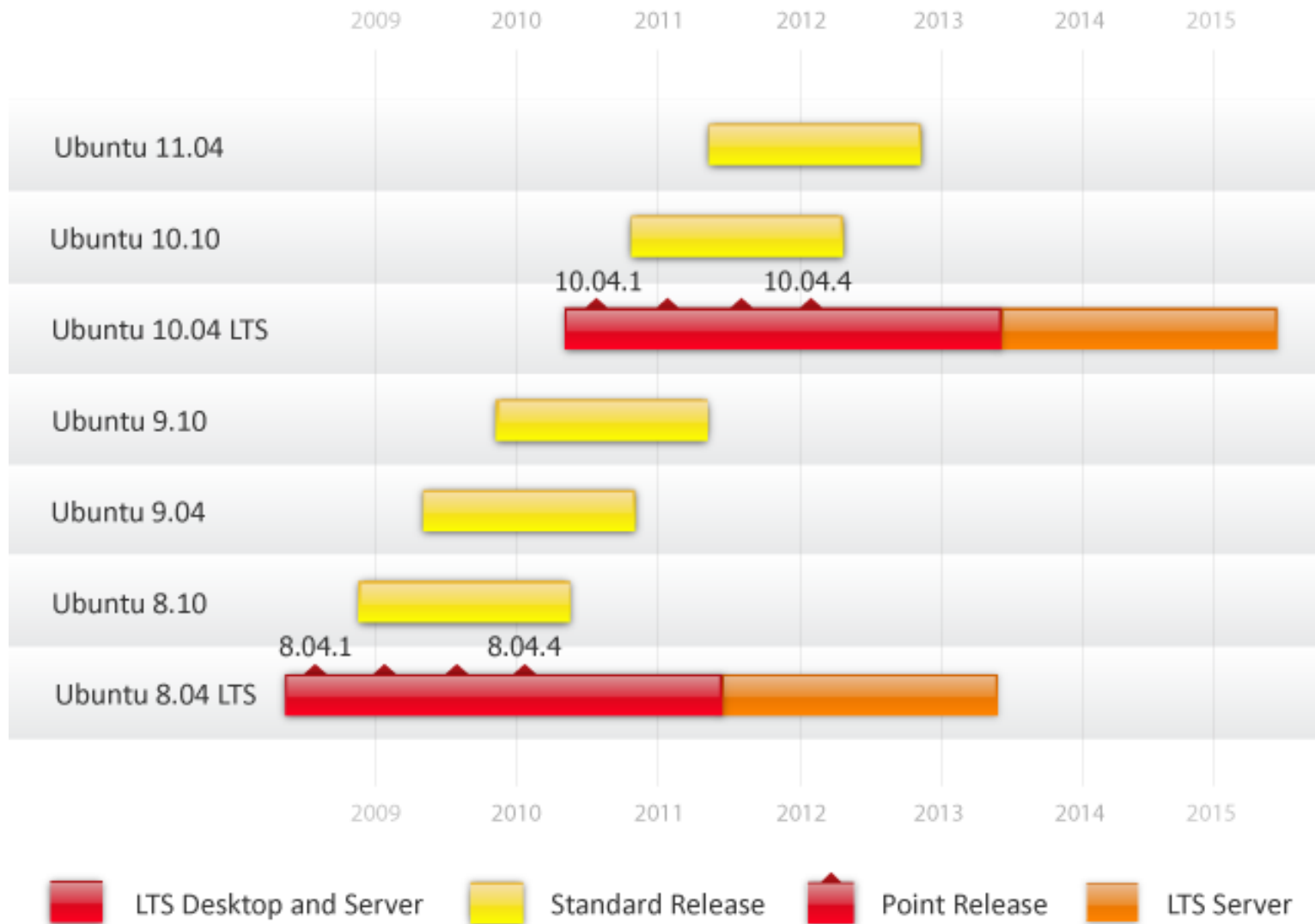
Best of open source applications

Partner applications (non-open source) now available

Ubuntu 10.04 LTS Netbook Edition

Ubuntu 10.04 Long Term Support

What is an LTS?



What is an LTS?

Released every two years

5 years of security and maintenance updates

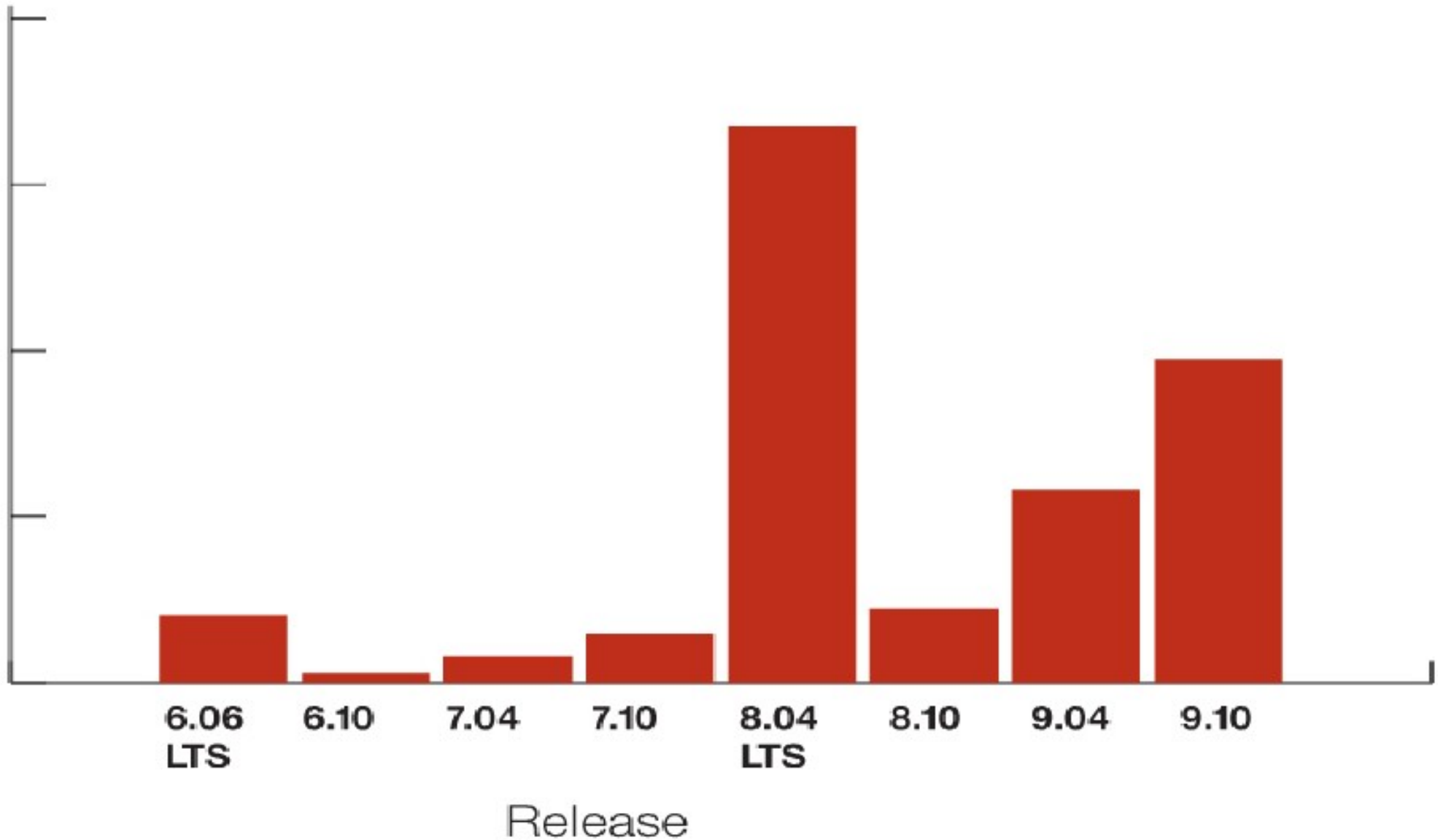
Direct upgrade path from LTS to LTS release

Deployment platform for millions of users

Preferred platform for business users

Target Platform for ISVs

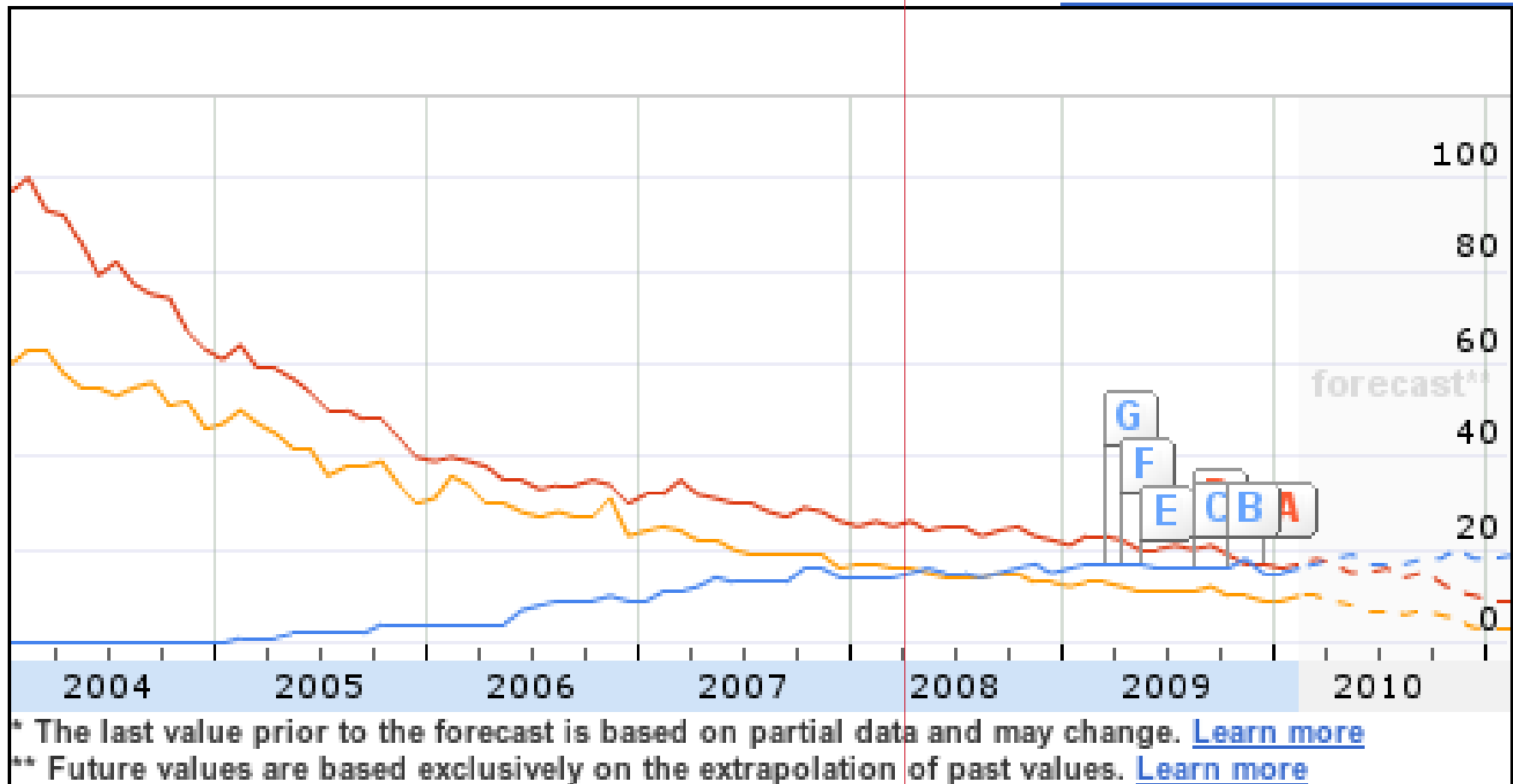
8.04 LTS: a deployment platform



Ubuntu growing as search term

Interest over time

[Learn what these numbers mean](#)



[Embed this chart](#)

Analysts have noticed

“Canonical offers a viable alternative to Red Hat in the enterprise infrastructure market. Under Canonical's leadership [Ubuntu] is expanding from the desktop into the cloud”

Ovum (Datamonitor) Feb 2010 report on OSS in the Enterprise Technology Market

“Ubuntu Server Edition rated positive for large install base and cloud computing affinity “

George Weiss, VP & Distinguished Analyst at Gartner Data Centre Conference Dec 2009

"IDC's models show Ubuntu accounting for 5% share of paid subscriptions and nonpaid deployments of new copies of Linux worldwide in 2009. Underlying that number is a nonpaid share of nearly 6%, and a paid share of 4.5%, with higher shares in some regions such as the US. We find it impressive for the company to have achieved that level of success in a relatively short time, into what is today a relatively mature market."

AI Gillen, program VP, System Software at IDC

What's driving the growth?

Technology

- Modular and lean deployment
- Ready-to-go solutions
- The Best of Open Source
 - Apache, Tomcat, Mail, DNS, CMS, Rails, File and Print, AMQP
- Range of commercial software
 - SpringSource, MySQL, Alfresco, Likewise

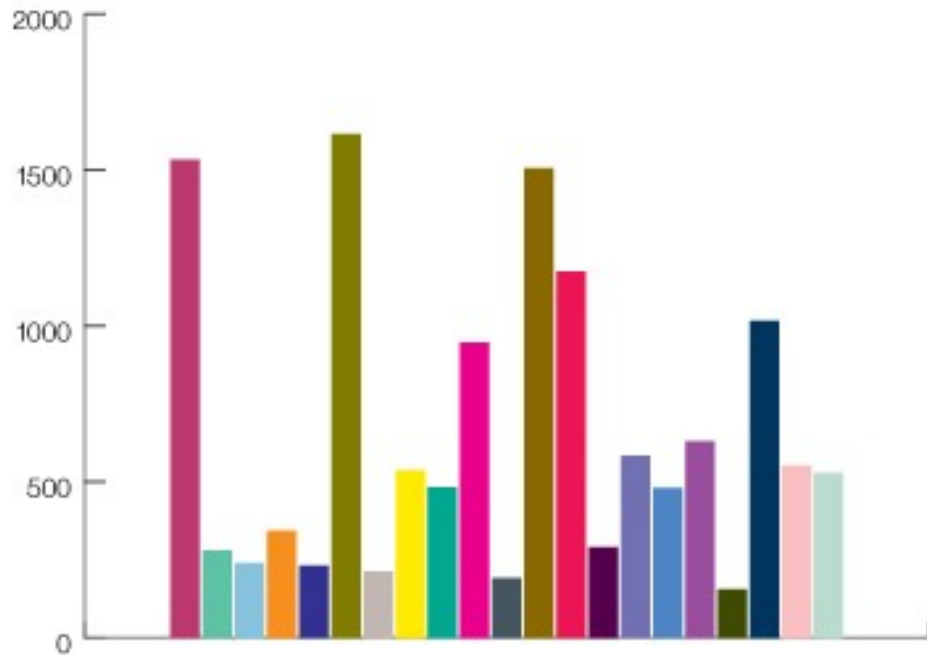
Development

- Frictionless migration from workstation to server
- Largest selection of high-quality packages
- Regular and predictable release cycle
- Flexible for a range of use-cases

Deployment

- Best in class update management
- Stable, scalable and secure
- Extensible management platform
- Support backed by the Ubuntu experts

What Ubuntu users care about



Please tell us which types of workloads you consider mission critical?

- Backups (1534)
- Batch processing (281)
- Cloud infrastructure (241)
- Clustering (344)
- CRM (231)
- Database (1616)
- Data mining/analysis (212)
- Development/Test (537)
- Directory Server (482)
- DNS (942)
- ERP (192)
- File server (samba/NFS/FTP/other) (1506)
- Mail server (1175)
- Media streaming/processing (291)
- Proxy/Caching (585)
- Print Server (481)
- Routing (631)
- Scientific (156)
- Security (Firewall) (1016)
- Security (Intrusion detection) (552)
- Security (Mail scan) (530)

How does Ubuntu 10.04 deliver?

Multiple new configurations available at install since 8.04

- * Django
- * CouchDB
- * RabbitMQ
- * Eucalyptus
- * etckeeper
- * pam-auth-config
- * pam-auth-update
- * Tomcat 6
- * OpenJDK6
- * MySQL 5.1
- * ClamAV
- * SpamAssassin
- * Puppet
- * AutoFS5
- * Samba 3.4
- * Ruby
- * Python 2.6
- * Erlang
- * Nagios 3
- * Corosync

Ubuntu 10.04 committed ISVs



Ubuntu 10.04 LTS on Amazon EC2

Ubuntu and public cloud

Technology

- Lean, modular architecture for appliances
 - Dedicated EC2 team, kernel and foundation
 - Latest and greatest development technologies
-

Ethos

- Ubuntu is free and flexible
 - Open Source avoids lock-in
 - Open Standards used throughout
-

Ecosystem

- Largest portfolio of solutions built on Ubuntu
- Largest community of innovators
- #1 choice of early adopters

Public cloud challenges

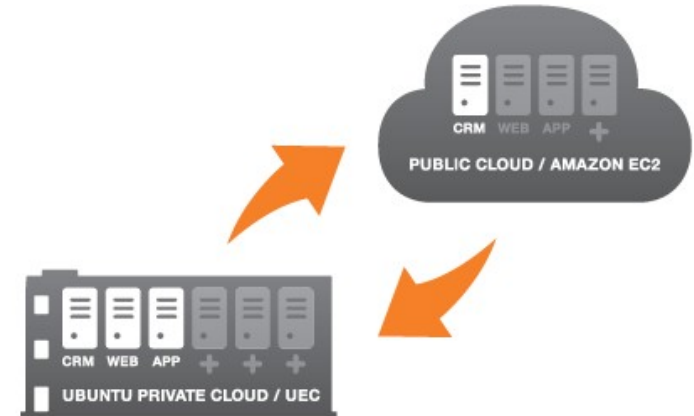
- Data security
- Privacy and regulatory compliance
- Data portability and vendor lock-in
- SLA's and guarantees
- Redundancy and disaster recovery
- Trust in the infrastructure provider

Ubuntu Enterprise Cloud

Ubuntu Enterprise Cloud

Flex between public and private

Ability to use the same Ubuntu machine images and management tools across both private and public systems, minimising costly re-training or application change when moving from private to public and vice versa.



Ubuntu Enterprise Cloud

- Rapid deployment
- Optimize resources & immediacy (self service IT)
- Best of breed (KVM, Eucalyptus)
- Compatible technology (matches EC2/S3)
- Supports multiple guest O/S
- Secure, trusted & open source

Hybrid Focus

- Ubuntu on EC2 (public)
- Ubuntu Enterprise Cloud (private)
- Maximise benefits whilst minimising risks
- Elasticity
- Simplifies bursting
- Common Standards
- Common Ubuntu machine image

The Benefits of UEC

Immediacy

Provides a self-service IT capability to the business

Elasticity

Applications dynamically use more resources for instant provision

Image switching with Amazon EC2

Same APIs as the leading public cloud provider

Rapid Deployment

Create initial infrastructure in minutes

Optimize existing resources

With UEC existing resources can be re-imagined to support cloud computing

Security

Data is kept behind the firewall and takes advantage of Ubuntu rock-solid security features and reputation

Recognition of UEC

Dell will ship Ubuntu Enterprise Cloud on ubuntu 10.04 LTS as an option for their Poweredge-C range

"At Dell, we want to provide customers with options and choice", said Andy Rhodes, Director of Dell. "We see Ubuntu Enterprise Cloud as a great potential option for customers interested in building out their cloud capabilities."

Intel has co-authored a whitepaper on the maximising UEC on Intel hardware

"We are very impressed by the capabilities we've seen of UEC on Intel Xeon machines" said Billy Cox, Director, Cloud Strategy Intel Software and Services. "The plans we've seen for 10.04 LTS will make this proposition even stronger and the extended support period is likely to be very attractive for a lot of customers looking to deploy Ubuntu Enterprise Cloud on Intel hardware."

Cloud Road-map

- Ubuntu 10.04 LTS release in April
- Delivering Cloud solutions with hardware partners
 - Hardware and software solutions
- Vertical market solutions (*Condor, Hadoop*)
 - Working with software vendors (e.g. Hadoop)
 - Delivering through solution providers
- Improving management for the Cloud
 - Configuration management and power management
- Virtual desktop infrastructure
 - Developer test and development
 - Fixed function office desktop

Canonical Services

- Support and maintenance

www.ubuntu.com/cloud/support

- Consulting Services around Cloud deployments

www.ubuntu.com/cloud/consultancy

- Management technologies

www.ubuntu.com/cloud/management

- Training Services

www.ubuntu.com/cloud/training

Summary

Ubuntu 10.04 LTS will build on the success of 8.04LTS

Ubuntu 10.04 will be the #1 Linux for volume services

Ubuntu will be the #1 OS on the public cloud

Ubuntu Enterprise Cloud will establish its place in the corporate datacentre

Ubuntu 10.04 LTS will deliver a substantial ISV ecosystem to partners

Questions