

# Linux

The state of the art

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# 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



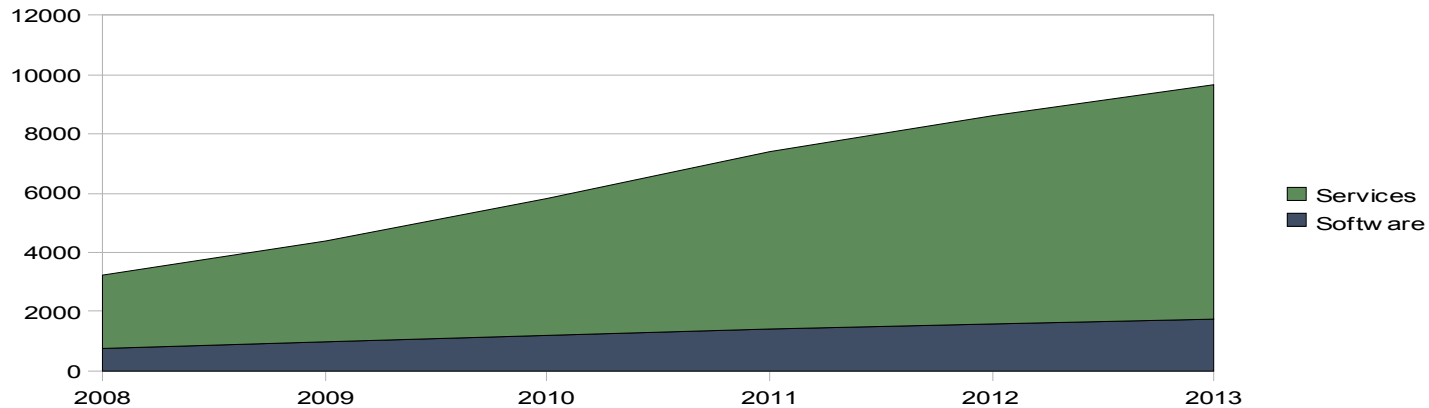
# Linux Market Forecasts



# 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

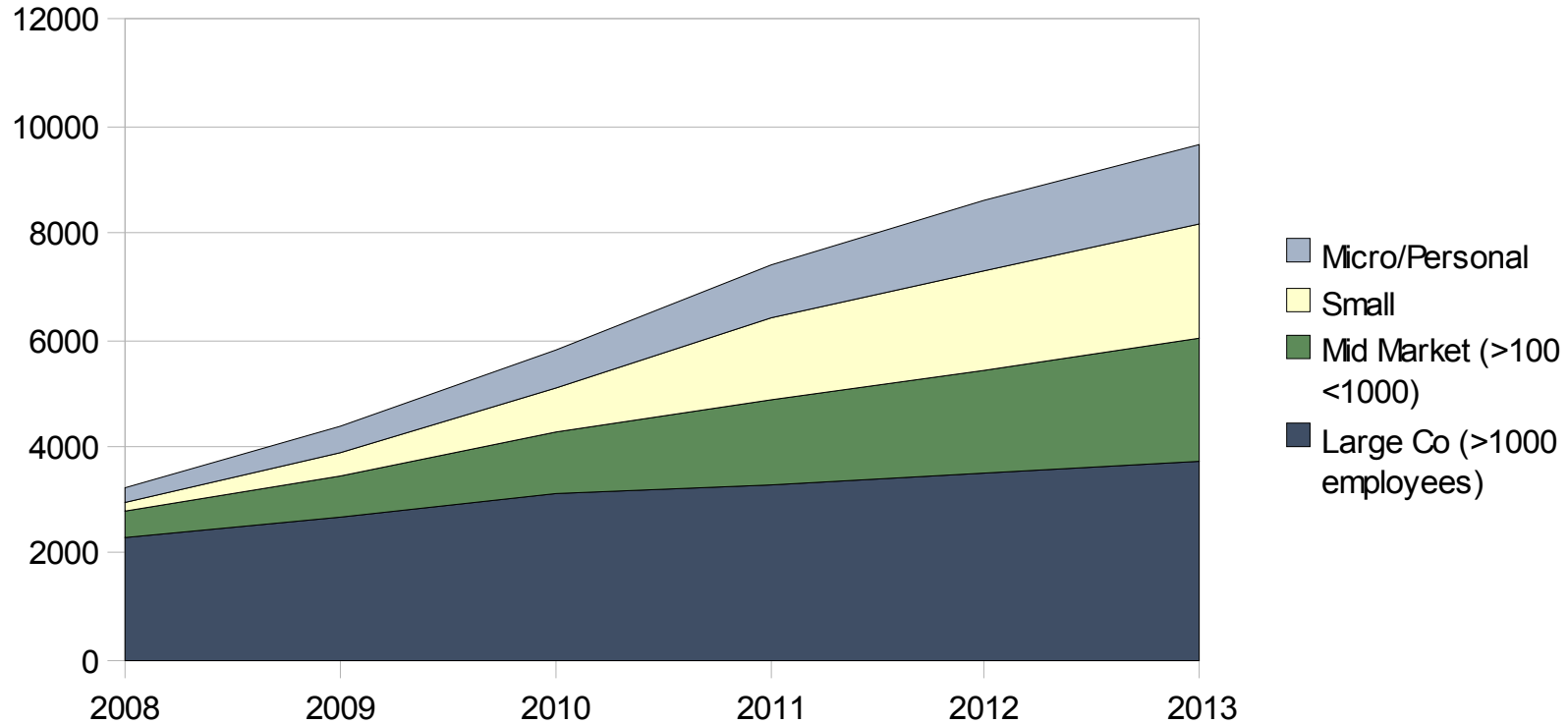
	2008	2009	2010	2011	2012	2013
Software	750	1000	1200	1400	1600	1750
Services	2500	3400	4600	6000	7000	7900

# Linux market forecast



## Linux Revenues World-wide by company size

(in millions of dollars)

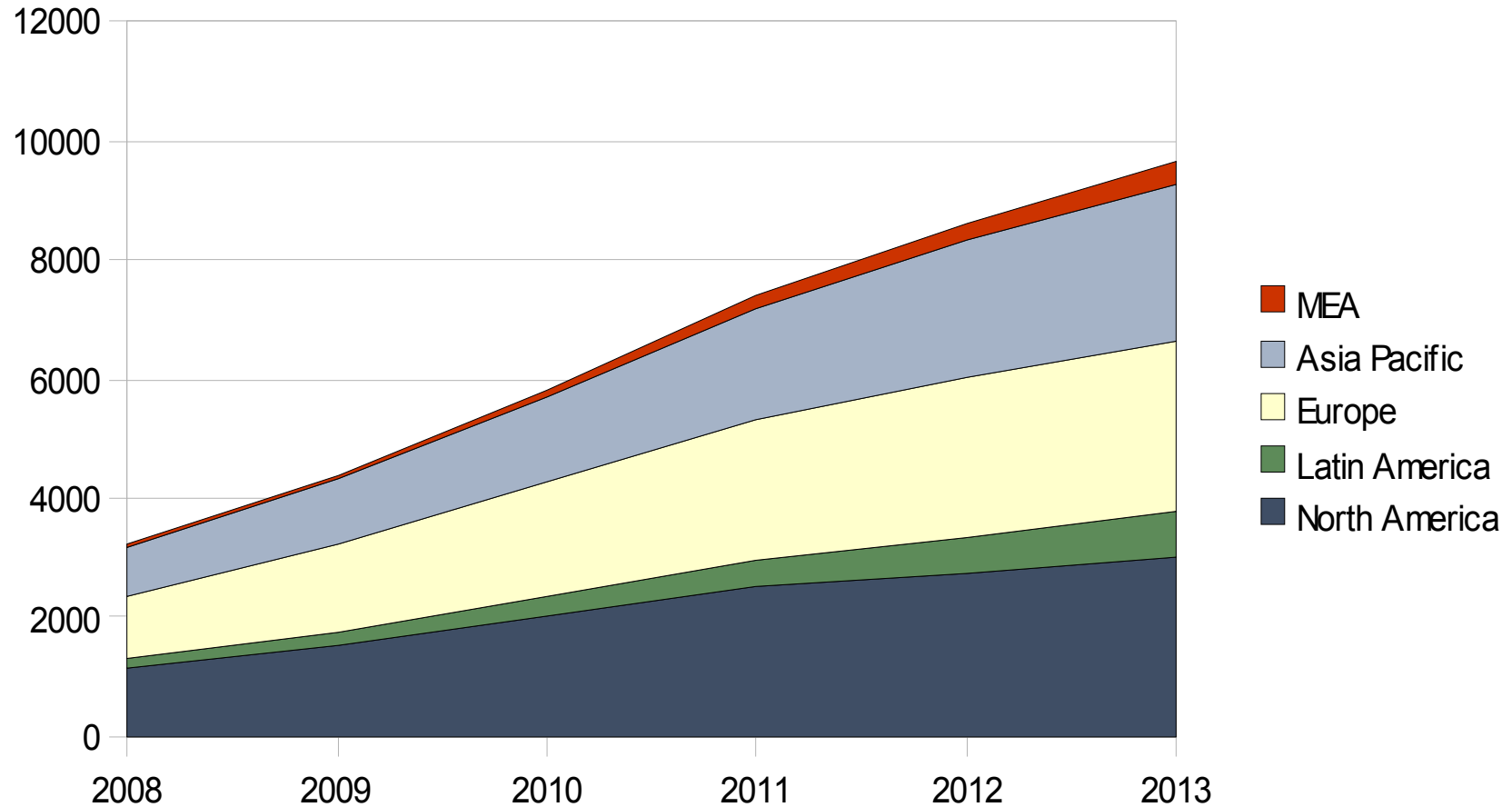


# Linux market forecast



## 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](http://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...

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