Things They Still Don't Understand
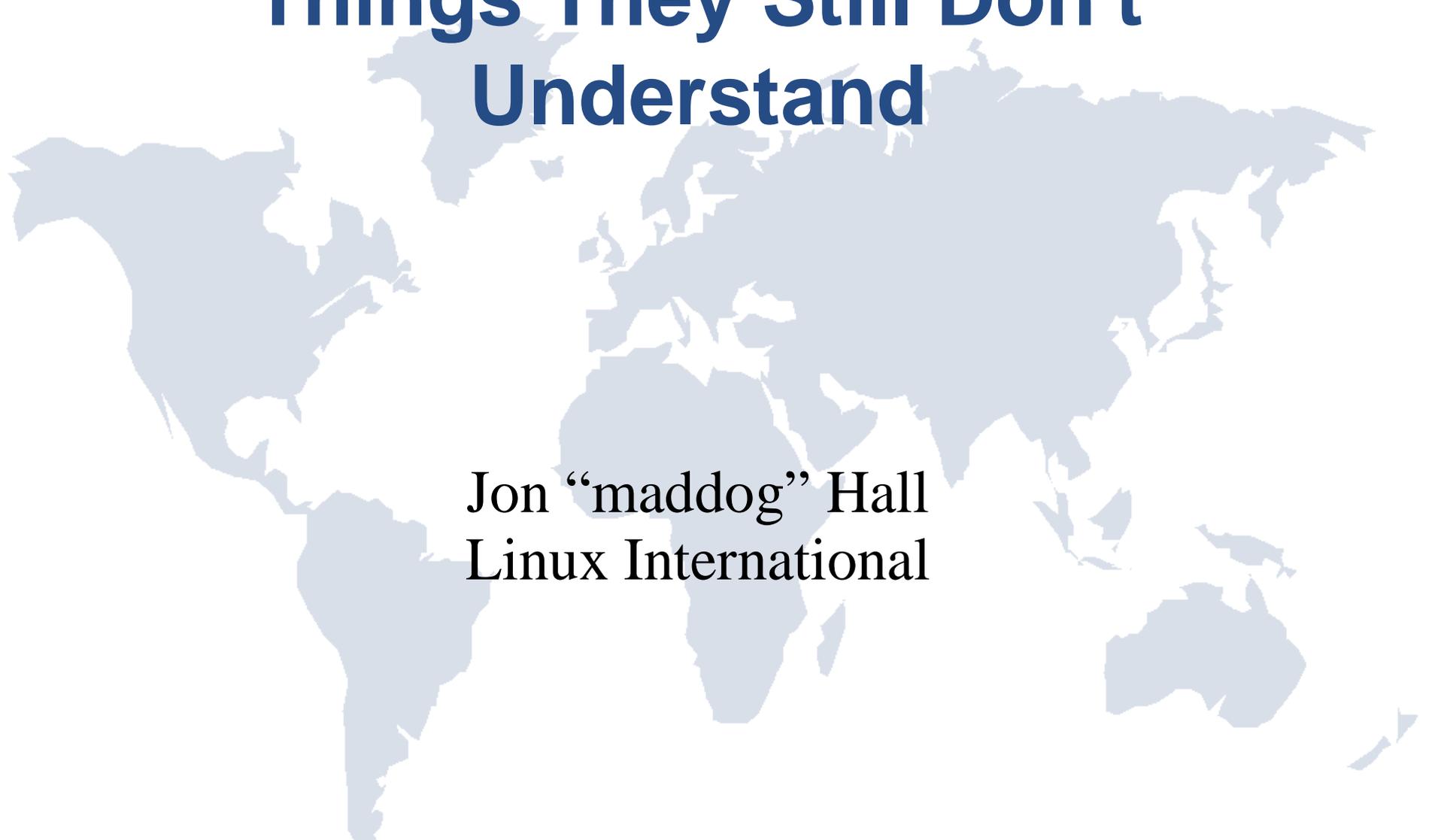
Jon "maddog" Hall
Linux International

Trademarks
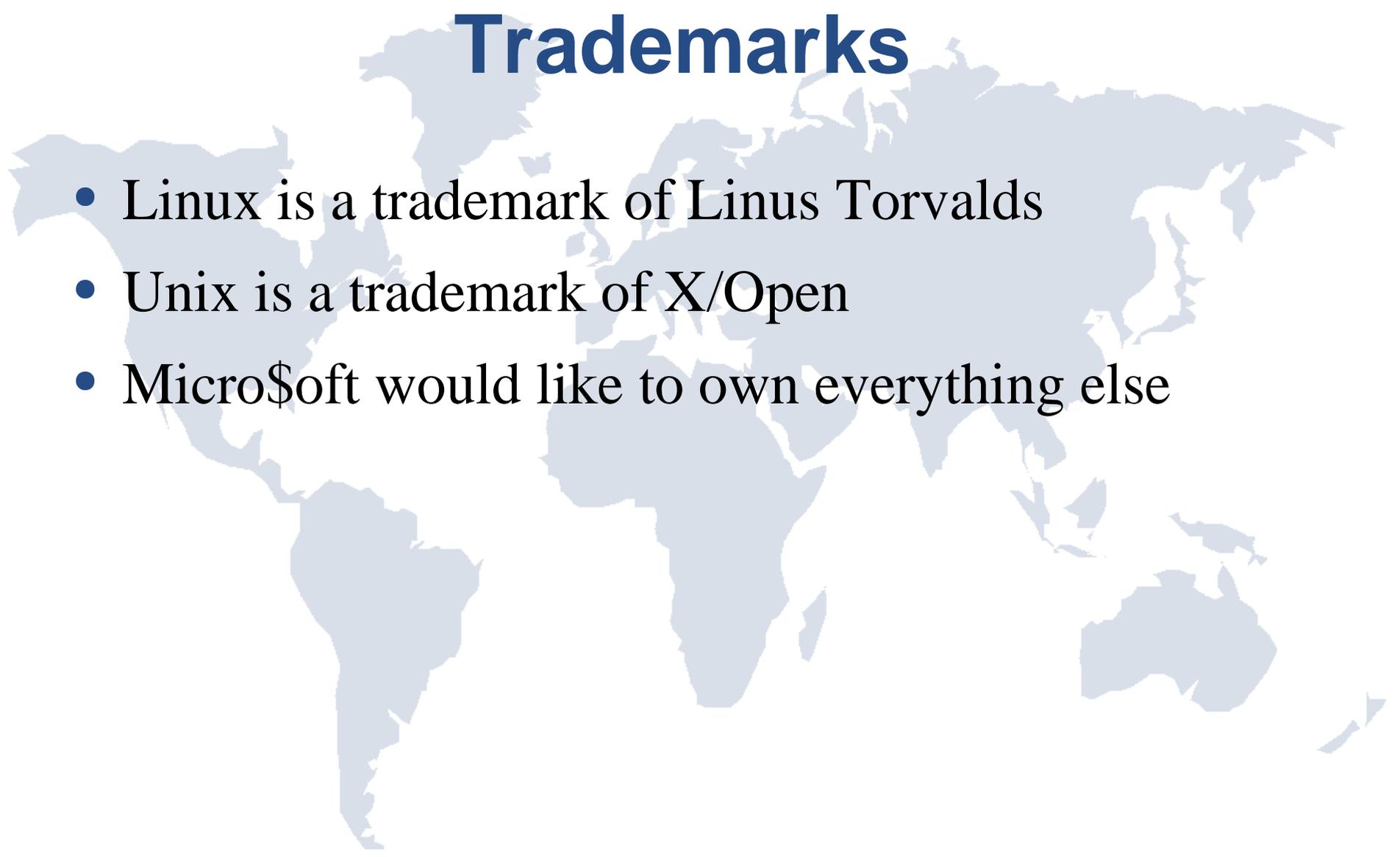
- Linux is a trademark of Linus Torvalds

- Unix is a trademark of X/Open

- Micro$oft would like to own everything else

We Talk and We Talk
(sometimes we even SHOW)

But they still refuse to "get it".

Do We Reach People With the Proper Message?

- Types
  - Business people
  - Education
  - 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

So IF They "Got It"...
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?

Why Would Not The Government Embrace:
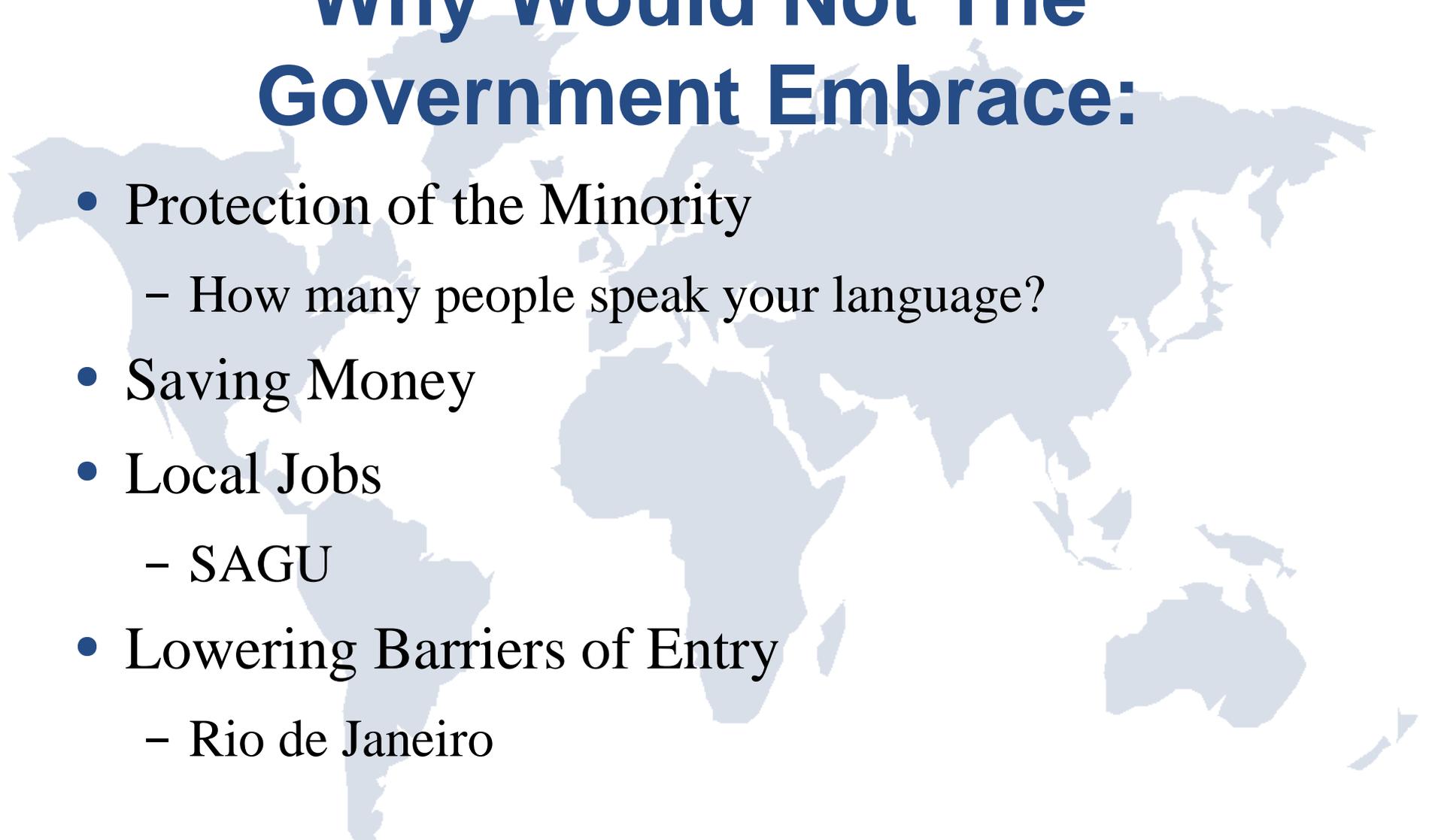
- Protection of the Minority

    - How many people speak your language?

- Saving Money

- Local Jobs

    - SAGU

- Lowering Barriers of Entry

    - Rio de Janeiro

Some Governments Still Do Not "Get IT"

Some "businesses" compete but also cooperate

- Fire Departments

- Police Departments

- Educational Departments

- Libraries

- Universities

- NATO

  – JANUS

People Still Think We Can Not Make Money
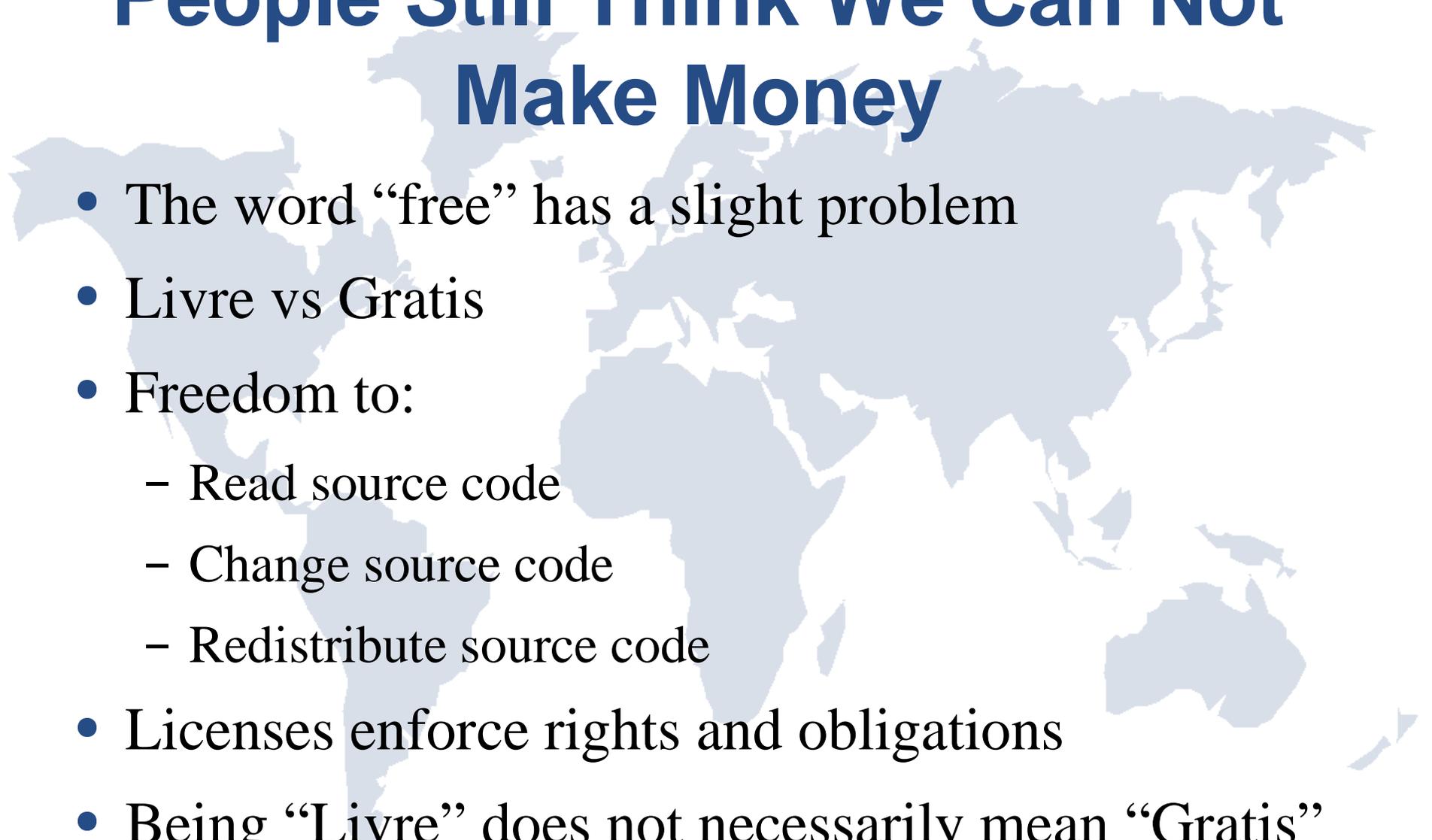
- The word "free" has a slight problem

- Livre vs Gratis

- Freedom to:
  - Read source code
  - Change source code
  - Redistribute source code

- Licenses enforce rights and obligations

- Being "Livre" does not necessarily mean "Gratis"

Making Money...Get IT?
Its a Service Economy

- Money saved from royalties
- Money spent on service/integration/innovation
- Teaching
- Service

They Still Think It Is a "Fad"

- 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 forward progress

The Problems With Shrink-Wrap
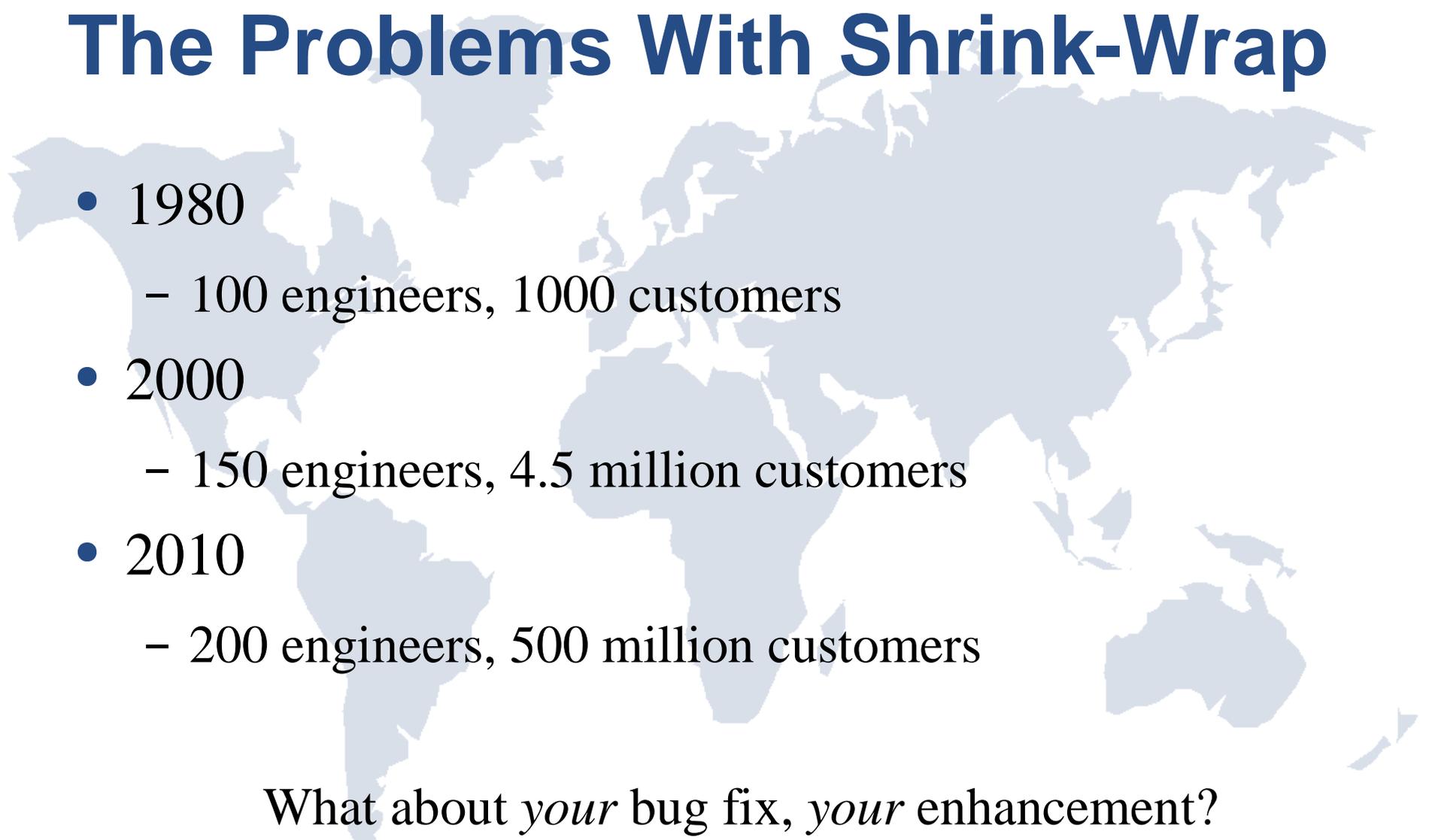
- 1980
  - 100 engineers, 1000 customers
- 2000
  - 150 engineers, 4.5 million customers
- 2010
  - 200 engineers, 500 million customers

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

They Still Think of Total Cost of Ownership As:

Hardware, Software and Service

- 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?

Education Still Thinks Everyone Uses Microsoft

- 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

They Still Listen to Marketing: Gratis Software is not Gratis

- Software given to governments is not always free

Education Still Thinks...

- Students are bright enough to be system admins

- Students are too stupid to learn MS Word in a day

Example of Flexibility

- Turbine Test Bed

- One of Five

- Proprietary Software
  - Expensive
  - Slow and costly to change

Example of Flexibility (Cont.)

- Better web-based interface
  - MySQL
  - Perl
  - Python
  - Apache
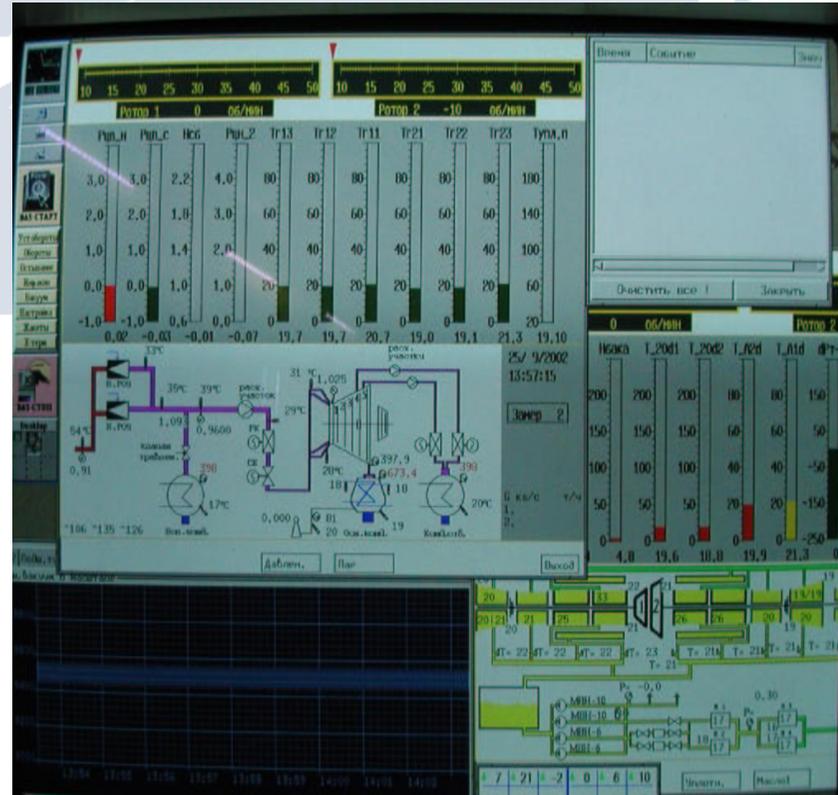
Example of True Collaboration

- 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.)
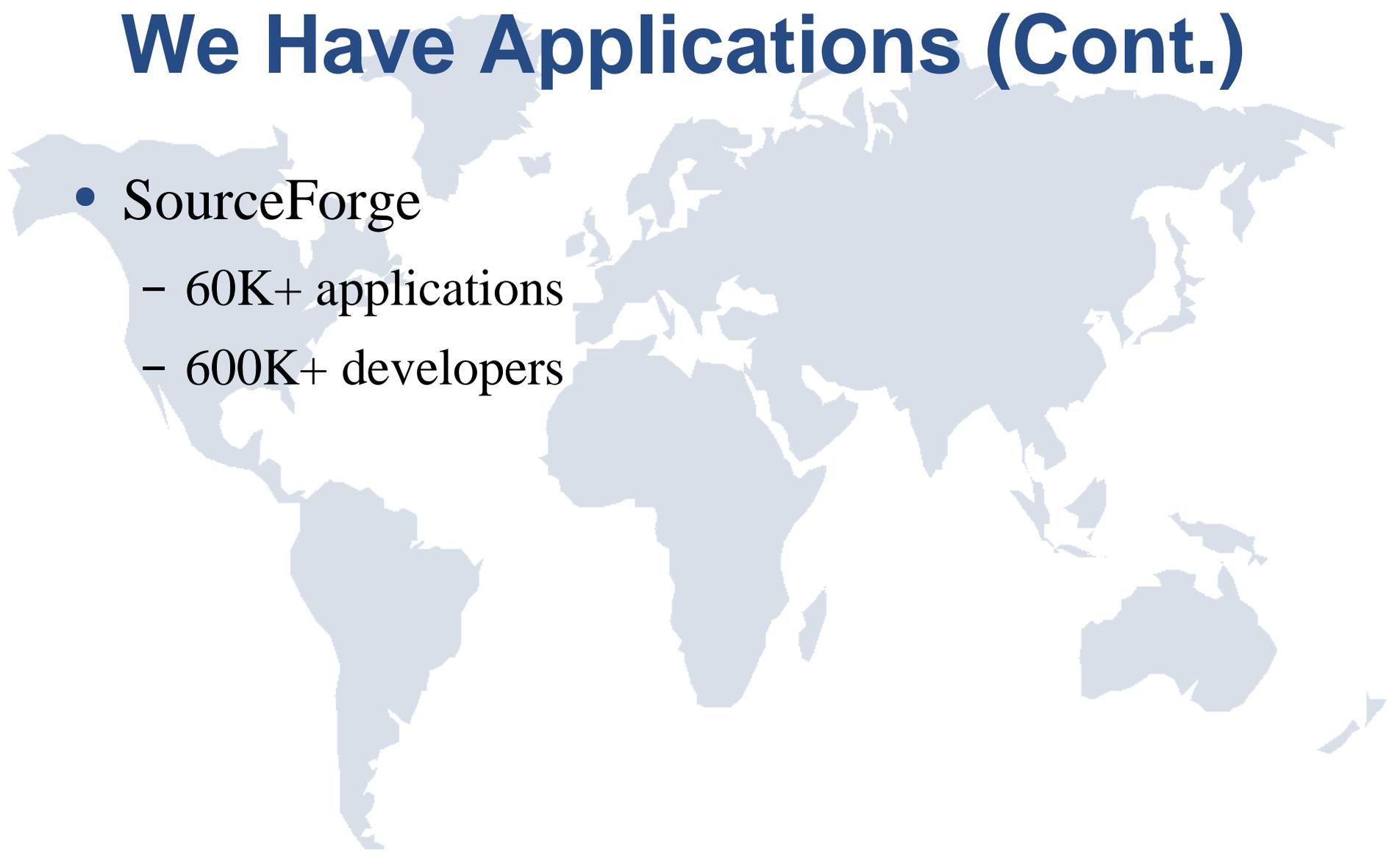
- SourceForge
  - 60K+ applications
  - 600K+ developers

We Have Local Linux User Groups (LUGs)

- One of oldest is gnhlug
  - Since 1995
  - Now four or five groups
  - 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 more than having them *really think* about what Microsoft says.

Questions?