

IBM & Novell: Selling Linux Desktop Solutions Together

Host: Brian Fullington – IBM, WW Linux Client Project Office



Teleconference Agenda:

- **Welcome and Introduction:**
 - **Brian Fullington – Program Director, IBM WW Linux Sales**
- **Novell Client Solutions:**
 - **Ted Haeger – Novell Marketing of Director, Linux Desktop**
- **Teleconference Summary:**
 - **Brian Fullington - Program Director, IBM WW Linux Sales**

Linux



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Ted Haeger
Director of Marketing
Novell Linux Desktop



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Agenda

Desktop Linux and the Market

Introduction to Novell Linux Desktop

User Profiles and Market Segmentation

ZENworks Linux Management

Q &A

Linux on the Desktop

The Market

Market Status

Linux as a Client Operating Environment is currently in an early-adoption, high-hype stage.

Industry Awareness

- **Customers:** high interest exists, tempered by wariness (wondering “is it ‘there’ yet?”); actual adoption remains low
- **Vendors:** many Linux vendors seem over-exuberant, contributing more to hype than practicality
- **Analyst firms:** in response to interest, several have in-house subject-matter expertise and currently act as a reality-check on the vendors
- **Press:** desktop Linux is a popular subject to cover, from technical in-depths to high-level business punditry
- **Enthusiasts:** the Linux community also contributes to the hype, sometimes overstating current capabilities of OSS for the desktop

Market Expectations

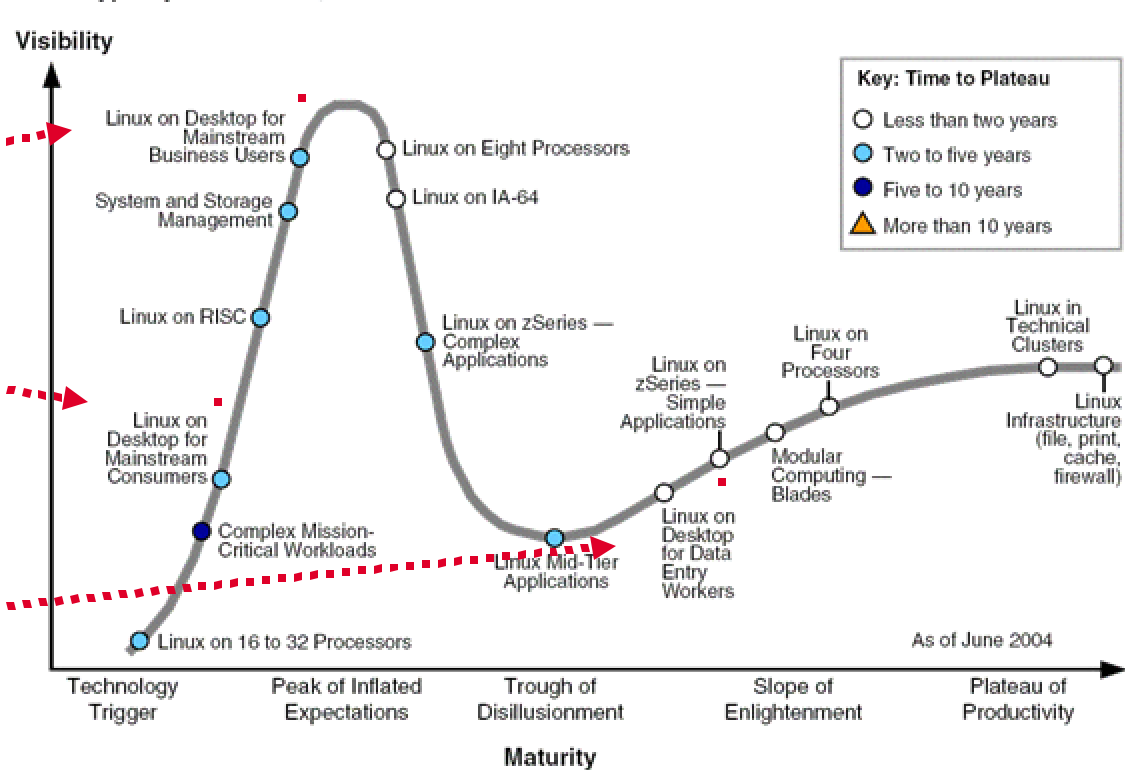
Gartner's "Linux Hype Cycle"

Gartner puts Linux on general use Desktops as a *high-interest* topic beset by *inflated expectations*, due for a reconciliation with reality.

Linux as a consumer desktop remains even further out.

Notably, specific-purpose usage is now moved into better practical acceptance.

1.0 Hype Cycle for Linux, 2004



Source: Gartner Research (June 2004)

Novell Linux Desktop

Not the Microsoft Killer

Make sure you understand:

- NLD will not be a major threat itself to Microsoft's immediate revenue
 - that product is still a bit out
- NLD will likely be a battleground product for Microsoft's anti-Linux campaign
 - Microsoft surely sees that Linux on the Desktop is on its way
- Action item:
Set customer expectations accordingly.

Assessment is Critical to Success



Linux desktops aren't for everyone

User assessment considerations:

- Application needs
- Hardware requirements
- Network services
- File formats

General categories emerging

- Kiosks
- Limited function workstations
- Engineering workstations
- etc.

Novell's Open Desktop Initiative (ODI)



- More than 85% of employees use OpenOffice.org full-time
- All R&D develops & tests on SUSE LINUX
- 1,304 Linux desktop users today
 - 763 no longer use any Windows

This provides real-world input into

- Novell's Migration offerings to customers
- OpenOffice development efforts
- Novell Linux Desktop development efforts

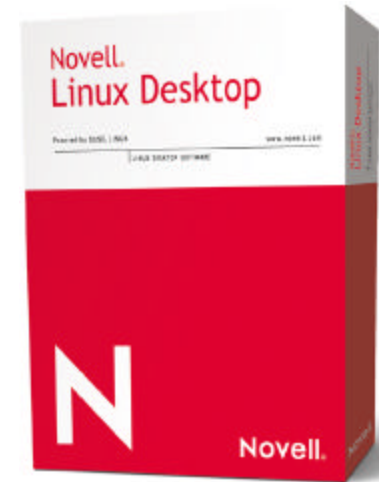
Introduction to Novell Linux Desktop

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Overview

A cost effective desktop operating system and productivity suite for the enterprise

- Productivity environment for common business tasks
- Enterprise deployment features enabling cost savings in different deployment settings
- Powered by SUSE LINUX ensuring high performance, security and reliability
- Backed by Novell empowering businesses to deploy Linux with confidence



Core Open Source Components



- Substantial usability improvements
- Enhanced handling of MS Word, Excel files
- SAP support
- Single build deployed across Novell



Mozilla

- Compatibility with many IE-specific web sites
- 7% browser market share
- Broad corporate sponsors: AOL, IBM, Sun, Google, Novell



Novell Evolution

- Minimal retraining for Outlook users
- GroupWise support out of the box
- Microsoft Exchange server support
- PocketPC/bluetooth synchronization



Linux Kernel

- Laptop support (ACPI)
- Improved plug and play
- Biometric/smart card devices
- Better performance for desktop users

N

Interoperating with Windows Users: OpenOffice and Microsoft Office



OpenOffice 1.1.x, Novell Edition

- Support for Microsoft Office file formats
- Tight integration with the Novell Linux Desktop
- Integration with Evolution
- Export to Adobe format (PDF)
- Preservation of MS-Office styles, macros, etc.
- Enhanced font rendering

N

Linux Interoperability with Existing Windows Users: IE Applications



Mozilla Firefox

- Compatibility with many IE-specific web sites
- 7% browser market share and growing
- Broad corporate sponsors: AOL, IBM, Sun, Google, Novell

N

Novell Evolution



World's most popular Email client for Linux

- Support for IMAP, POP, SMTP and Authenticated SMTP
- iCalendar support allows users in disparate collaboration servers
- Support for LDAP (Lightweight Directory Access Protocol) enables users to access their existing company address books
- User share contact information via vCard support
- Support for Novell GroupWise
- Support for Microsoft Exchange

N Instant Messaging



- Interoperates with popular IM clients
- Supports Yahoo!, AIM, Jabber, GroupWise Messenger, MSN, etc.

User Profiles
and
Market Segmentation

Linux Desktop End User Profiles

According to IDC

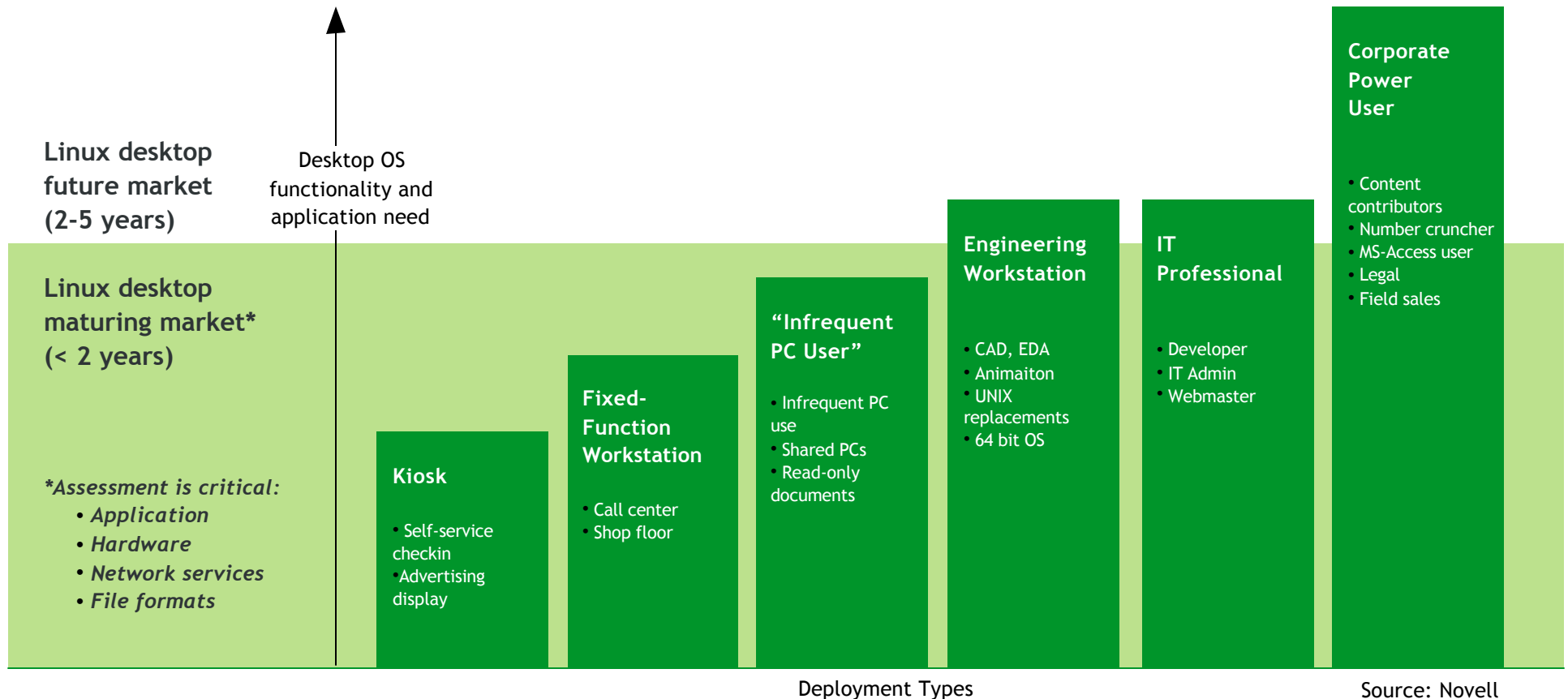
IDC defines four desktop user types, and their activities:

IDC's User Model

Consumer	Developer	Transactional Worker	Knowledge Worker
<ul style="list-style-type: none">• Games and entertainment• Email• Web• Personal finance• Schoolwork• Digital camera and image editing	<ul style="list-style-type: none">• Software development• Email• Web• Document software• Plan• Present• Organizational applications	<ul style="list-style-type: none">• Organizational applications• Email• Web	<ul style="list-style-type: none">• Plan• Document plans• Present• Email• Web• Organizational applications

Source: IDC, 2004

Linux Desktop User Profiles In the Corporate Environment



Source: Novell
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Novell Linux Desktop

Where are the Opportunities?

Practical Uses and Segments

- Engineering workstations
 - classic space of UNIX desktops
 - Design, graphics-intensive, research/science, etc.

- Why customers want it
 - Cost
 - Lower cost hardware than with UNIX workstations
 - Familiarity
 - Linux environment feels a lot like UNIX
 - Openness (perhaps)
 - Open source eases custom development

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Where are the Opportunities?

Practical Uses and Segments

- Fixed- and Limited-function workstations
 - Stand-alone kiosks (e.g. self-service ticket counters)
 - Call centers, point of sale, etc
 - Deskless PC's
- Why customers want it
 - Cost
 - Why pay full MS license on limited use system?
 - Security
 - Perceived better security of Linux reduces maintenance

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Where are the Opportunities?

Practical Uses and Segments

- General Purpose Use in Specific Verticals
 - Government (often defense, intelligence)
 - Education

- Why Customers want it
 - Politics
 - Some countries now have policies against having a single vendor with too much power
 - Security
 - US government agencies (e.g. NSA) have spawned various Linux security efforts
 - Culture & economics

ZENworks Linux Management



Novell Linux Desktop Automatic Deployment with AutoYaST

“No Touch” Linux deployment

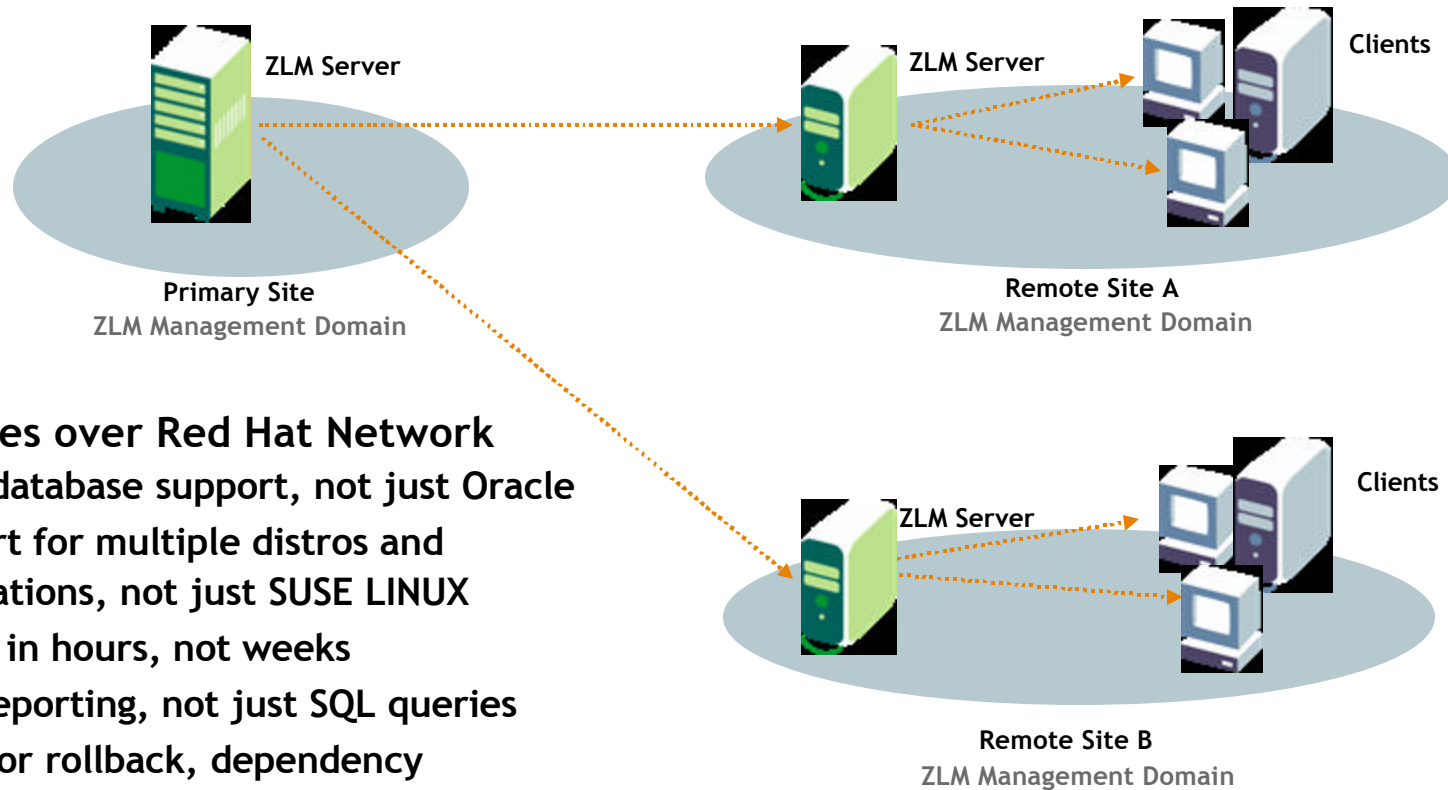
- Works without user or IT intervention
- Supports configuration deployment on any hardware configuration

Configuration-driven automation

- Hardware configurations
- Software configurations
- Custom settings

Supports directory stored settings

Using ZLM to Distribute System Updates

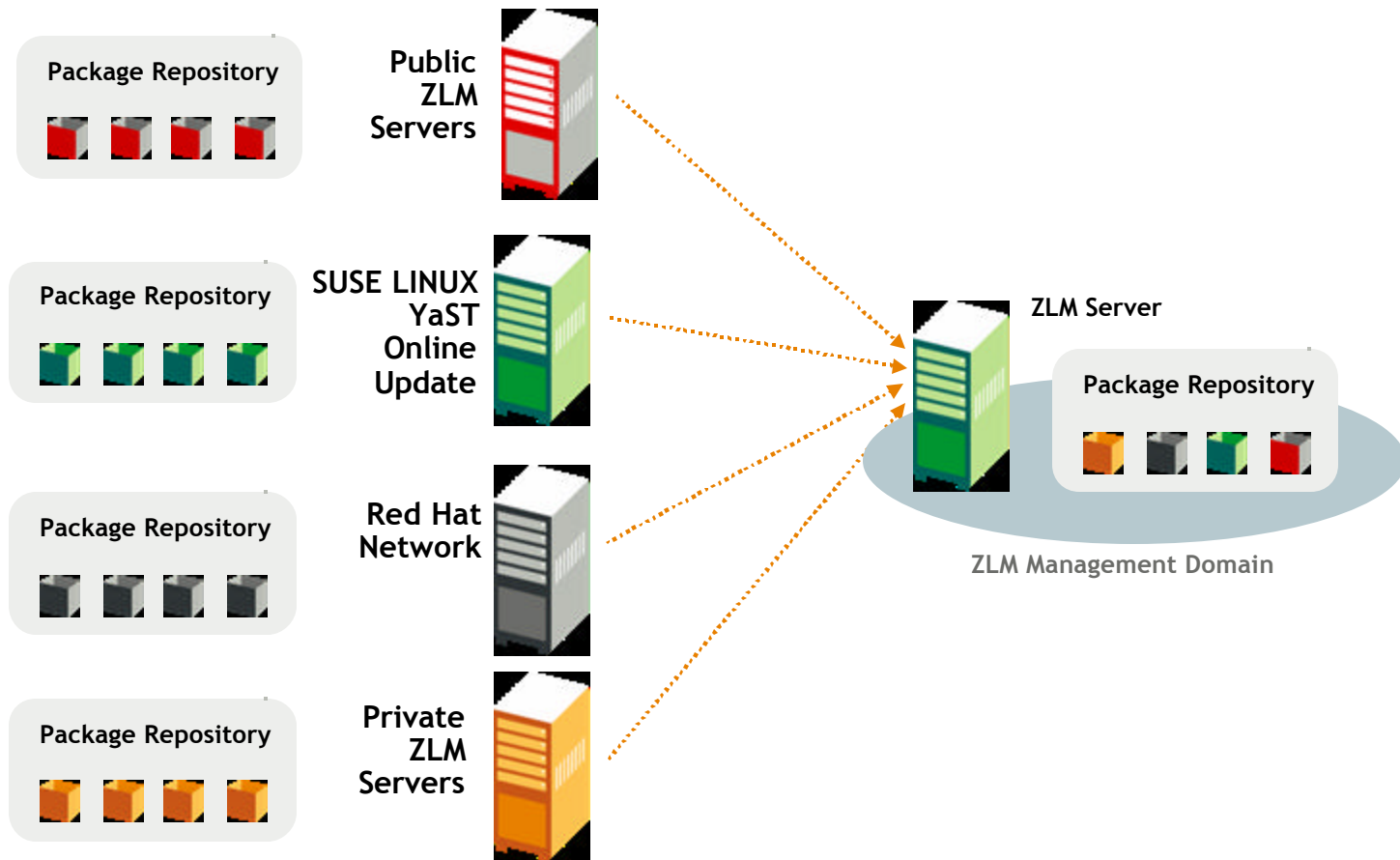


Advantages over Red Hat Network

- Open database support, not just Oracle
- Support for multiple distros and applications, not just SUSE LINUX
- Set up in hours, not weeks
- Easy reporting, not just SQL queries
- Superior rollback, dependency resolution and user interface
- ZENworks suite works on other platforms

Deploying Applications and Updates

ZENworks Linux Management



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Teleconference Summary:

- Linux Client Sales Kit
 - <http://w3.linux.ibm.com/sales/>
 -
- Linux Client Project Office
 - lcpo@us.ibm.com
 - [LinuxClientProjectOffice/Raleigh/IBM](#)
- WW Sales Leader Linux Desktop -- Billy Boykin 877.223.4520
- WW Project Office Sales -- Brian Fullington 919.254.6915

