



# The Linux Foundation

Building an Eco-System & a New Market

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# Today's presentation will cover...

- Who is the Linux Foundation?
- How we see the "trend" of Open Source
- What is our role in the trend



Who is the Linux Foundation?



# Promotion, Protection, Standardization





# The Linux Foundation by Numbers

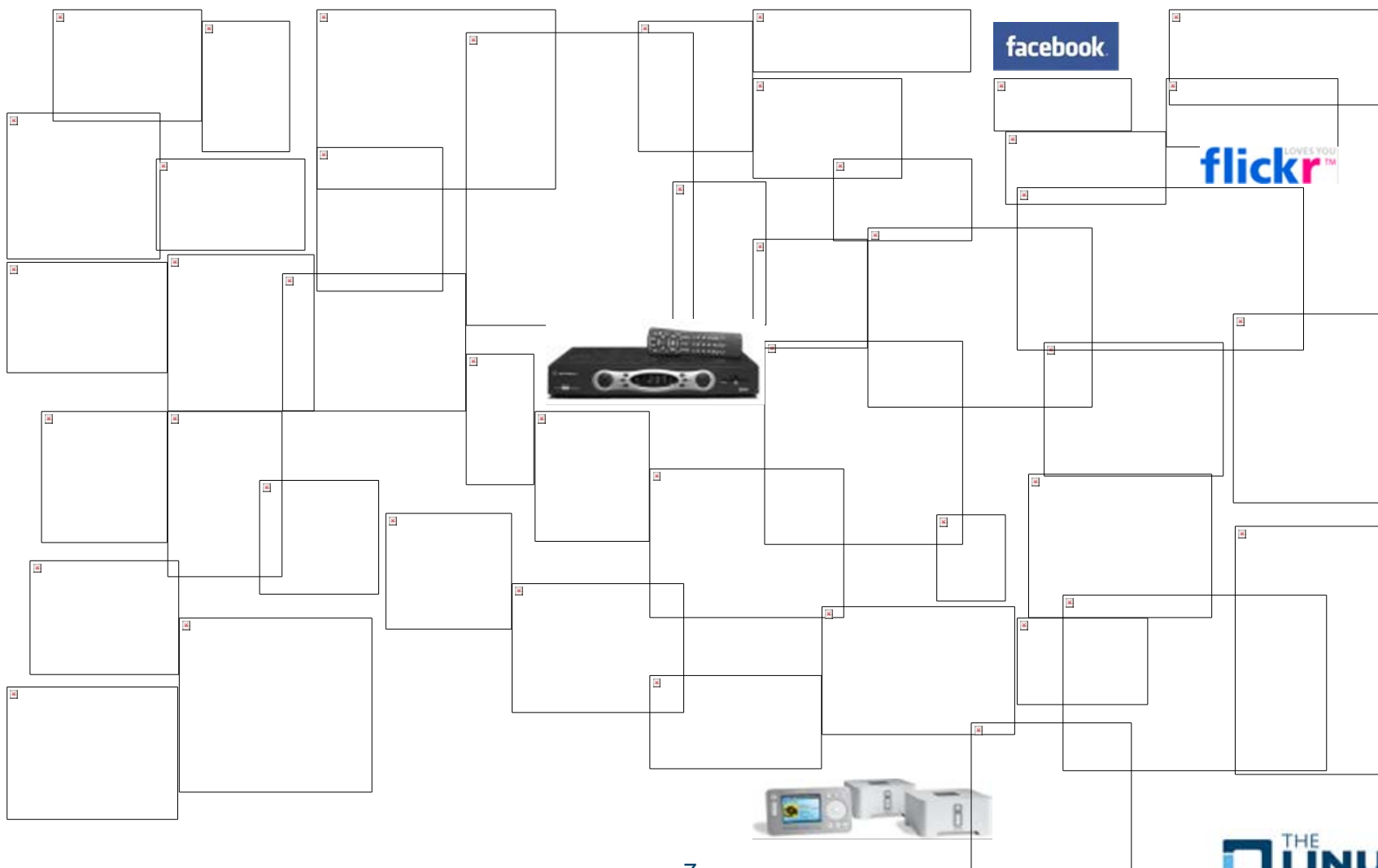
- 1 Linux kernel inventor – Linus Torvalds
- 40+ Corporate members including IBM, Intel, Oracle, NEC, Fujitsu, Hitachi, HP, Red Hat, Novell, Canonical, Google, Motorola, ARM, and many more...
- 2,000,000+ visitors each month to our web properties
- 10,000+ registered users on Linux.com
- Thousands of individual members
- Dozens of technical workgroups include the Moblin Project, the Linux Standard Base, Linux Printing, Device Driver, Legal Counsel, etc.
- 6 training offerings



# Open Source 3.0?



# Linux is all over the places!





# Center of Japanese stock market is now run by Linux



"Stability" & "Reliability" of Linux is widely accepted !

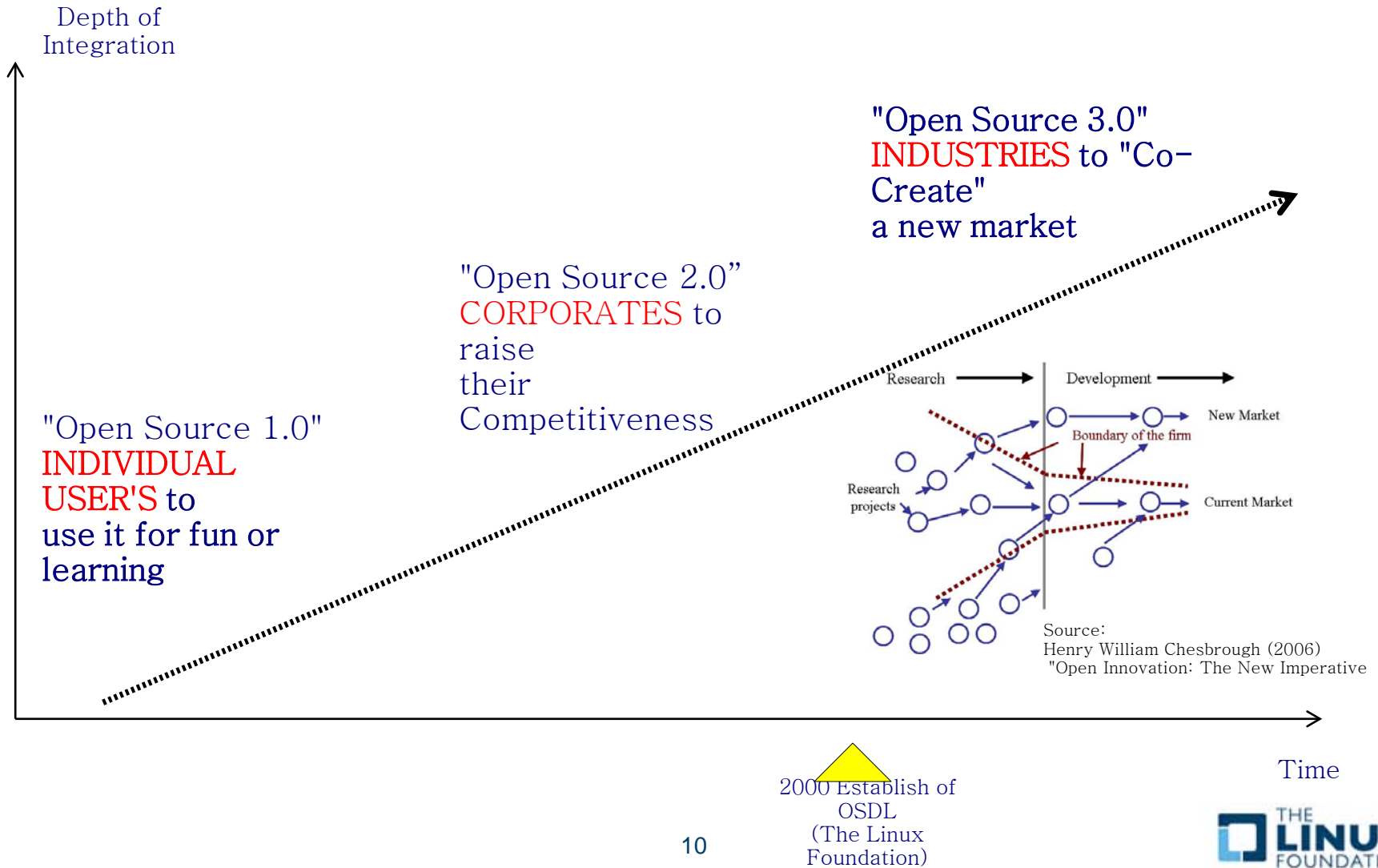




What would be the next step for Linux to move forward?



# Open Source 3.0





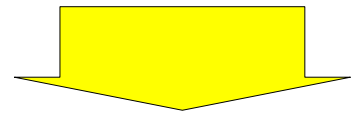
# What is the nature of Open Source 3.0 ?

From "Compete" to "Co-Create"



# 3 ways to utilize OSS in Business

- Utilization of OSS as the core competence
- Outsourcing “non-core” to OSS
- Access to the global talents ( "Public Labs")

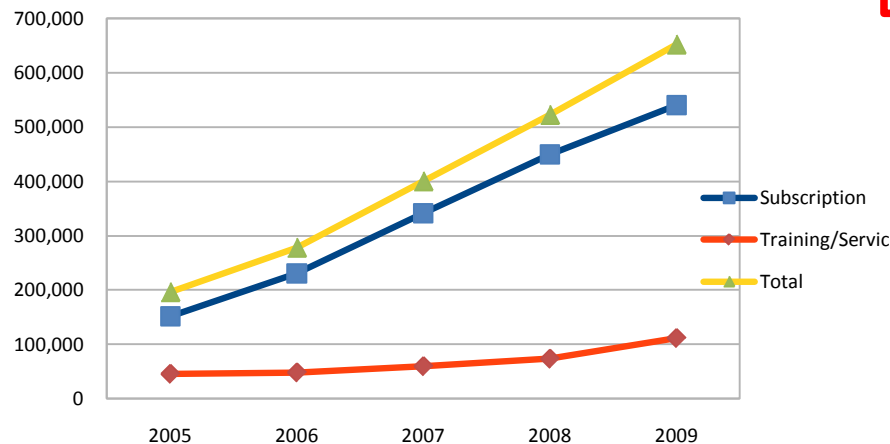


Typical  
to OSS 3.0



# OSS as a Core Competence

## Success of Red Hat



[InternetNews.com](#) >> [Business](#)

### Red Hat: We're 75% of the Paid Linux Market

At Red Hat Analyst Day, executives outline the tech and business future of the Linux leader.

October 6, 2009

By Sean Michael Kerner: [More stories by this author.](#)



Why is Linux vendor Red Hat successful during the current recession?

It was a question put to company executives during Red Hat's (NYSE: RHT) Analyst Day event Webcast live from New York today.

The executives explained that open source leadership is key to Red Hat's success, but that the firm is also branching out into other areas so that its success won't hinge solely on technology.

Moving forward, Red Hat is planning to develop a combination of OEM and channel partner relationships.

#### RELATED ARTICLES

- > [Red Hat: Linux Pays Off - And Isn't Bloated](#)
- > [Linux Kernel Development Speeds Up](#)

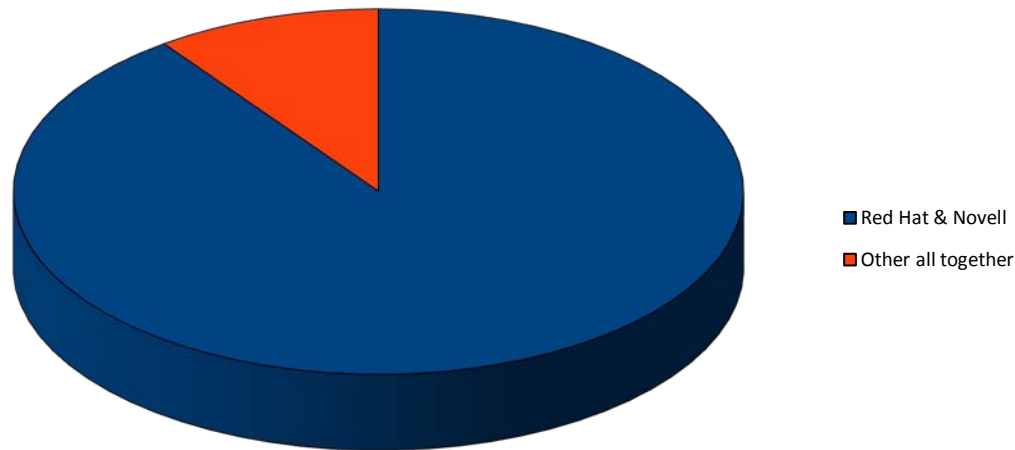
Red Hat's Analyst Day event comes on the heels of another [successful quarter](#) that saw the company grow both revenues and net income.

They put their core competence on Linux (OSS) itself, and making a successful performance (tripled in last 5 years)



# A Problem using OSS as a core competence

We only create a few winners (if not only one) in this model



Source: IDC Announcement  
"Linux Operating Systems Market Grows in 2008,  
Long Term Prospects Remain Good, IDC Study  
Finds"  
26 Aug 2009



Then, how everybody else can  
get benefits from Linux/OSS?

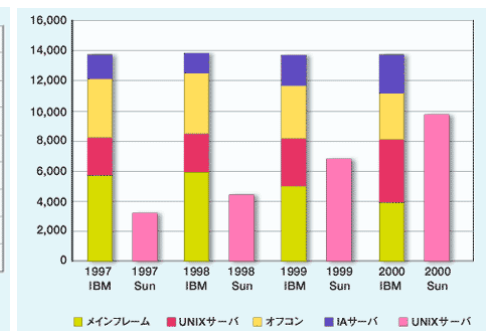
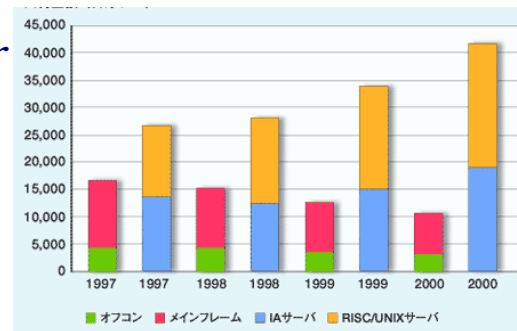


# OSS 3.0 Way (1): Out sourcing non core to OSS

## IBM' revival by OSS Strategy

### 4 Market Trends IBM was facing in late 1990s.

- Internet/Dot Com Bubble
- Growth of IA (Windows) Server
- Growth of Sun in Unix market
- Decline of Mainframe



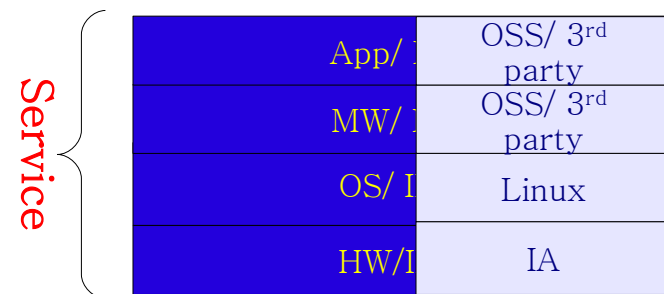
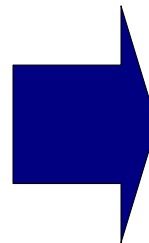
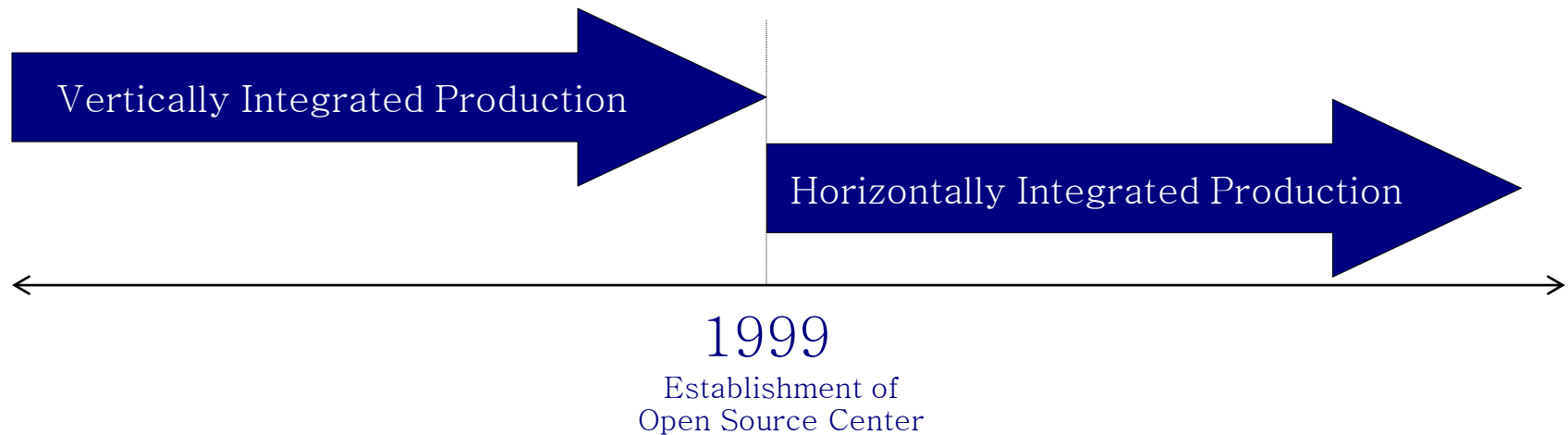
IBM's “mainframe driven business” was struggling





# From Vertical to Horizontal

IBM' decision:



Core competence = IBM  
(Service)  
Non-Core = OSS



# OSS 3.0 Way (2): Access to the talents in the "Public Labs"

## Facts on Linux

5000+ : # of engineers involved in Kernel development last 5 years

500+ : # of corporates involved in Kernel development last 5 years

2,700,000 : Lines increased in the 2.6.30 Kernel

10,923: Average lines added PER DAY since 2.6.24

5,547: Average lines deleted PER DAY since 2.6.24

and

\$10,000,000,000: Cost requires to develop Linux from the scratch

You can take advantage of this resource for FREE



# Use Linux Resources



and many more

They are all run on Linux



# Question

OK, understood that its good to use open source,  
but why the companies need to contribute back to  
the community?

Is it a moral issue ?



No. It's a business issue.

The best contributor tends to win the game!



# The best Contributor is the Winner (1)

## Brief history of the Internet

- US Defense Advanced Research Projects Agency (DARPA) planned the network that would be able to survive from the Soviet Union's attack by connecting the research centers all across the US.
- This nation-wide network eventually became the origin of Internet
- US Defense Agency did not claim any Intellectual Property and **made it open to the public**
- Development of the Internet was run in open source way
- In the similar time period, the Soviet Union, the Great Britain, and France also invented Internet, **but did not make it open to the public.**

As a result...



# So who is the winner of the Internet?

## Top 10 Global Most Traffic Sites by Alexa

1	<a href="#">google.com</a> Enables users to search the Web, Usenet, and images. Features inc... <a href="#">More</a>	★★★★★ Search Analytics Audience	
2	<a href="#">facebook.com</a> A social utility that connects people, to keep up with friends, u... <a href="#">More</a>	★★★★★ Search Analytics Audience	
3	<a href="#">youtube.com</a> YouTube is a way to get your videos to the people who matter to y... <a href="#">More</a>	★★★★★ Search Analytics Audience	
4	<a href="#">yahoo.com</a> Personalized content and search options. Chatrooms, free e-mail, ... <a href="#">More</a>	★★★★★ Search Analytics Audience	
5	<a href="#">live.com</a> Search engine from Microsoft.	★★★★★ Search Analytics Audience	
6	<a href="#">wikipedia.org</a> An online collaborative encyclopedia.	★★★★★ Search Analytics Audience	
7	<a href="#">blogger.com</a> Free, automated weblog publishing tool that sends updates to a si... <a href="#">More</a>	★★★★★ Search Analytics Audience	
8	<a href="#">baidu.com</a> Music search engine and free MP3 & video streaming for all kind o... <a href="#">More</a>	★★★★★ Search Analytics Audience	
9	<a href="#">msn.com</a> Dialup access and content provider.	★★★★★ Search Analytics Audience	
10	<a href="#">qq.com</a> 中国最大的门户网站, 提供即时通讯、新闻资讯、网络游戏以及在线拍卖业务, ... <a href="#">More</a>	★★★★★ Search Analytics Audience	



# The best Contributor is the Winner (2)

Who's the winner(s) in Linux business?

We can easily identify  
these players



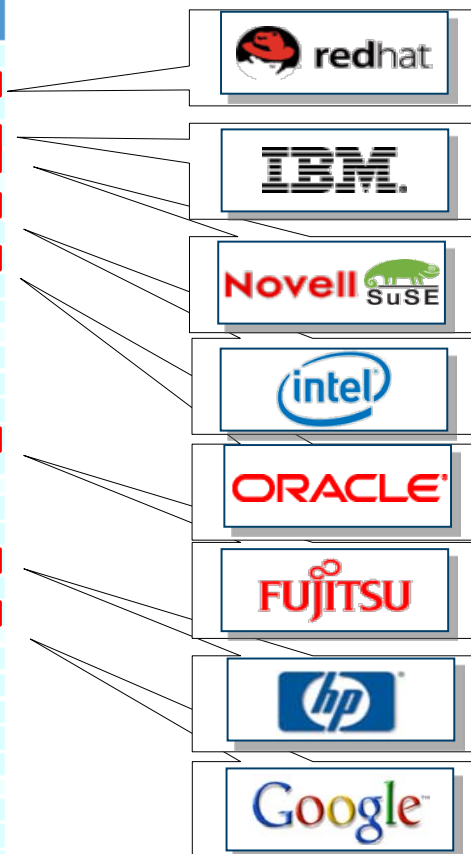




# Here is the FACT

## Top 30 companies contributes to the Kernel Development (as of August, 2009)

Company Name	Number of Changes	Percent of Total
None	26,644	18.2%
Red Hat	17,981	12.3%
Unknown	11,164	7.6%
IBM	11,151	7.6%
Novell	11,046	7.6%
Intel	7,782	5.3%
Consultant	3,657	2.5%
Oracle	3,513	2.4%
Linux Foundation	2,345	1.6%
SGI	2,317	1.6%
Parallels	1,939	1.3%
Renesas Technology	1,925	1.3%
Academia	1,712	1.2%
Fujitsu	1,592	1.1%
MontaVista	1,564	1.1%
MIPS Technologies	1,537	1.1%
Analog Devices	1,467	1.0%
HP	1,415	1.0%
Freescall	1,375	0.9%
Google	1,261	0.9%
linutronix	1,246	0.9%
Astaro	1,109	0.8%
NetApp	1,049	0.7%
Marvell	894	0.6%
Nokia	842	0.6%
Simtec	820	0.6%
QLogic	808	0.6%
Movial	776	0.5%
AMD	775	0.5%
Sun	764	0.5%





Can we say that  
the best contributor is the winner?

Yes, we can



## RECAP: Why "Co-Creation" happen in OSS 3.0 World

In Open Source 3.0 world, both "Outsourcing" and "Public Lab" requires strong and solid communities.

The more they (companies) contribute, the more they get benefit from the community.



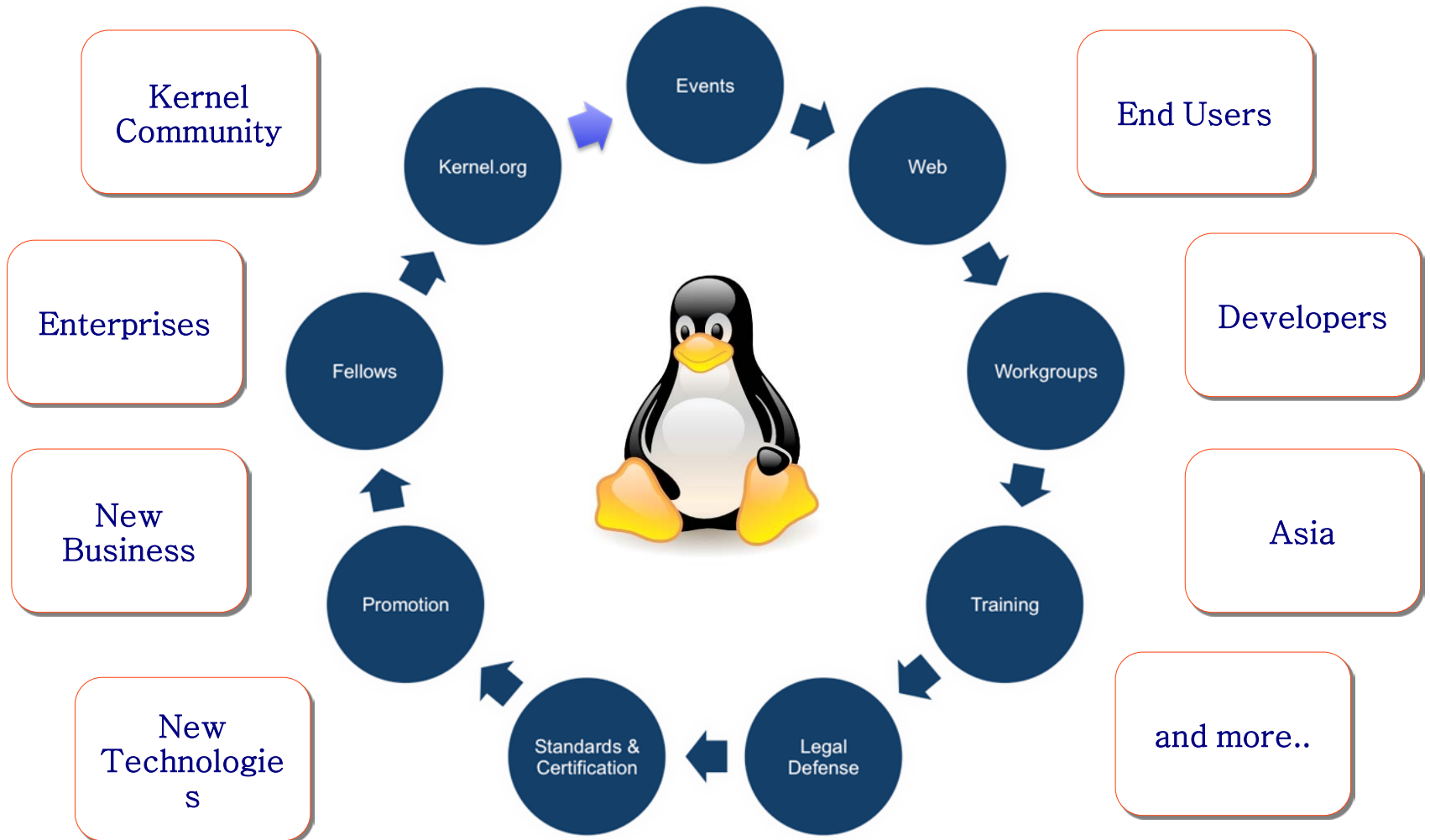
Motivate the companies to “cooperatively” support the sustainable growth of Open Source communities.  
( = Co-Creation)



What's the role of Linux Foundation in the world of Open Source 3.0?



# "BRIDGE" is the Key





# Bridge between Community and enterprises: Workgroups



Driver Backporting



Travel Fund

Legal Defense

NDA Program



Ipv6 Workgroup



Green Linux

Kernel.org Staff



HPC



Open Source as Prior Art

Technical Advisory Board

Japan SI Forum

MeeGo

Linux Standard Base



# Events: "Physically" bridge everybody





# LinuxCon Japan/ Tokyo 2010: "BRIGE" for the Linux Engineers

## Asia's Premier Linux Conference



- Date: September 27-29, 2010
- Venue: Tokyo (Roppongi Academy Hills)
- Call for Participation: March 1 to May 14th





# LinuxCon Japan/ Tokyo 2010: Scenes from the last year





Call for Participation (=CFP) is now open !



For



Please visit:

<http://events.linuxfoundation.org/events/linuxcon-japan/>



# Recap

- We see Open Source 3.0 is the key trend
- In Open Source 3.0, we “co-create” instead of “compete”
- The Linux Foundation will become a "Bridge" in Open Source 3.0 world
- We welcome ALL of you to the LinuxCon Japan this year



Thank You!



# Back Up



# This is the reason...

IBM Systems > System x > Operating systems >

## Linux on IBM System x and BladeCenter

Providing an open, reliable and secure IT environment

Learn more  
→ Linux and IBM  
→ Lab services  
→ Services for Linux  
→ Success stories

**Linux offerings**

**Red Hat Enterprise Linux**  
Running Red Hat Enterprise® Linux on IBM System x and BladeCenter provides enhanced security features for your business-critical applications and real-time data with reliability and availability.

**SUSE Linux Enterprise Server**  
SUSE® Linux Enterprise Server running on IBM System x and BladeCenter offers a reliable, high-performance solution providing application flexibility and enhanced virtualization capabilities.

**Oracle Enterprise Linux**  
IBM provides server hardware warranty support for customers interested in deploying Oracle® Enterprise Linux on IBM System x and BladeCenter portfolio of industry-standard servers.

**Asianux Server**  
Asianux, a leading Linux distribution supported on IBM System x and BladeCenter servers in Asia Pacific countries provides enhanced compatibility, security and easy-to-use features along with high reliability.

Related links  
• System x  
• BladeCenter  
• Cluster 1350  
• Storage  
• Software  
• Special offers  
• Small Business Resource Center

Integrity servers	Red Hat Enterprise Linux (RHEL)				SUSE Linux Enterprise Server (SLES)		
	RHEL 5	RHEL 4	RHEL 3	RHEL 2.1	SLES 10	SLES 9	SLES 8
Entry Level servers							
rx1600: RHEL   SLES							
rx1620: RHEL   SLES							
rx2600: RHEL   SLES							
rx 2620 (single core): RHEL   SLES							
rx 2620 (single core): RHEL   SLES							
rx 4640 (single core): RHEL   SLES							
rx 4640 (single core): RHEL   SLES							
rx 5670: RHEL   SLES							
Mid-range servers							
rx 7620: RHEL   SLES							
rx 8620: RHEL   SLES							
High-end servers							
Superdome (single core): RHEL   SLES							



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More Information

Hear how being a member of the Alliance benefits Fujitsu and its customers.

More Information

### LINUX Software Availability

More and more leading ISVs are making their applications available on the Linux operating system. Fujitsu PRIMEQUEST servers provides the best platform for running your mission critical applications.



Software certified for Red Hat® on Intel® Itanium®



Software certified for Novell® SUSE™ Linux on Intel® Itanium®

Servers

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Products

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Empowered by Innovation



9.1.09mm	
Model	NEC Express5800/A1160 Enterprise Server - aka NEC Monster Xeon® Server
Processing Subsystem s	• Modules: Configurable from 1 up to 4 Server Modules • Processor Sockets (min., max): 4 to 16 • Processor Cores (min., max): 16 to 96 • Chipset: MX5800
Processor Type: 7400 Series Intel® Xeon® Processor	• 6-Core 2.66 GHz (X7460 Xeon) • 4-Core 2.40 GHz (E7440 Xeon) • Level 1 cache: 96 KB (data) • Level 2 cache: 3 x 3MB (X7460); 2 x 3MB (E7440) • Level 3 cache: 16MB (X7460) or 16MB (E7440) • TDP: 130W (X7460) or 95W (E7440)
Main Memory	• Capacity: 4 GB Minimum and 256 MB Maximum per Server Module; Maximum 1 TB Total (w/4 Server Modules) • Memory Slots: 128 DIMM total slots (max.); 32 slots maximum per Server Module • RAM Type: FB-DIMM 667 MHz • Memory Mirroring Option (512GB logical max.)
Operating System s	• Microsoft Windows Server 2003 R2 Enterprise and Datacenter Editions (x86 and x64, Service Pack 2 or later) • Microsoft Windows Server 2008 Enterprise and Datacenter Editions (x64) • Novell SUSE Linux Enterprise Server 10 • Red Hat Enterprise Linux 5 • Windows Hyper-V • Citrix XenServer 5.0 • Oracle Enterprise Linux 5 • Oracle VM