



Linux & IBM

The IBM / Red Hat Alliance

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The growth and expansion of Linux as a mature, cost-effective alternative for business-critical workloads



Linux continues to enable new ways of doing business

Edge and Web Infrastructure

- Community Driven
- Internet Enabled
- Worldwide Volunteers

Application and Data Serving

- Open Industry Driven
- Open elements of IT industry join existing community
- Linux adoption in the enterprise accelerates

Business-Critical Enterprise Workloads

- Competition Driven
- Accepted as mature, open, lower-cost alternative for hosting DB, BI, ERP, CRM in business-critical environments
- Linux is a permanent presence in the datacenter

- e-Business Applications
- Application Servers
- Mission critical database
- Dynamic Business Models

- Next-generation workloads
- Virtualization / consolidation
- Cloud and dynamic infrastructure
- New business models

1991 – 2004

2005 – 2006

2007 – 2009

- Typical Applications
- E-mail Servers
 - Apache
 - Lightweight database
 - DHCP
 - HPC

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IBM Collaborates with the Linux Community
Active Participant since 1999
Leading Commercial Contributor
600 full time developers working on Linux & Open Source

Focus on open technologies and high-value solutions

- * Offer choice and flexibility by enabling Linux on the broadest range of hardware, software and services

Deliver integration and innovation to clients

- * Deliver high value solutions with Linux including innovative customer collaborations built on our experiences in over 15,000 Linux engagements.

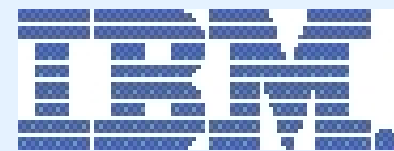
Become the premier Globally Integrated Enterprise

- * Leverage Linux within IBM for integrating systems and businesses to address client needs across the globe

IBM/Red Hat Alliance

- * A long-term strategic alliance across the IBM product portfolio:
 - **Hardware: System z, Power Systems, System x**
 - **Software: Information Management, Tivoli, Websphere, Lotus, Rational**
 - **Services: Integrated, one-stop-shop support for Hardware & OS**

- * Cooperation and teaming at all levels:
 - **Executive leadership and oversight**
 - **Product/Solution development and support**
 - **Co-marketing**
 - **Sales teaming**
 - **Sales/Solution enablement**
 - **Business partners**



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NOTES:

Linux penguin image courtesy of Larry Ewing (lewing@isc.tamu.edu) and The GIMP

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