

OpenSource & LINUX@HP



For Information on
OpenSource & Linux @ HP
GoTo: <http://www.hp.com/linux>

or contact Ruud.vanZutphen@HP.COM



Ruud van Zutphen

AGENDA



A Quest for Linux

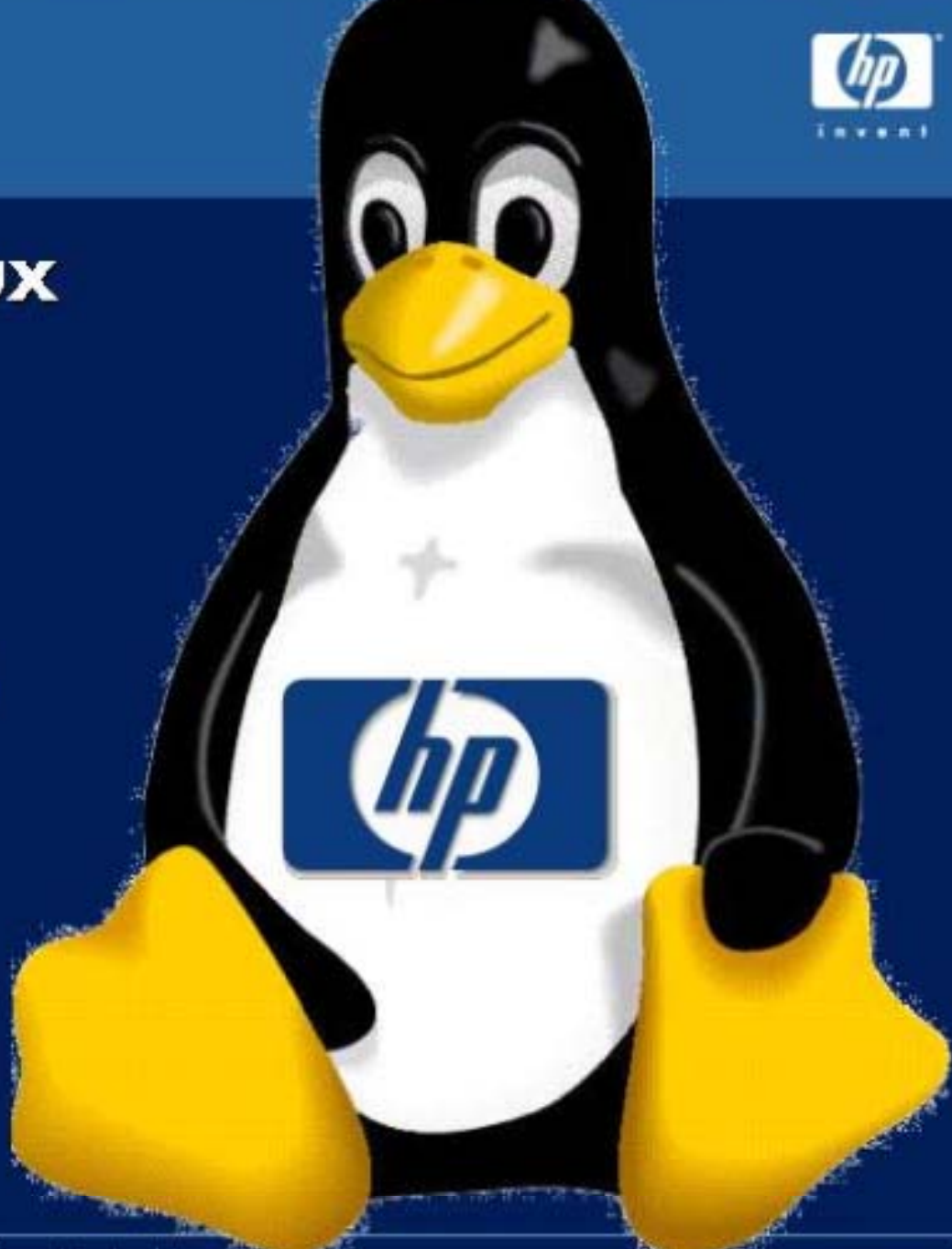
Ruud.vanZutphen@HP.COM

what is Open Source

The market Momentum

Solutions on Linux

HP® Customers

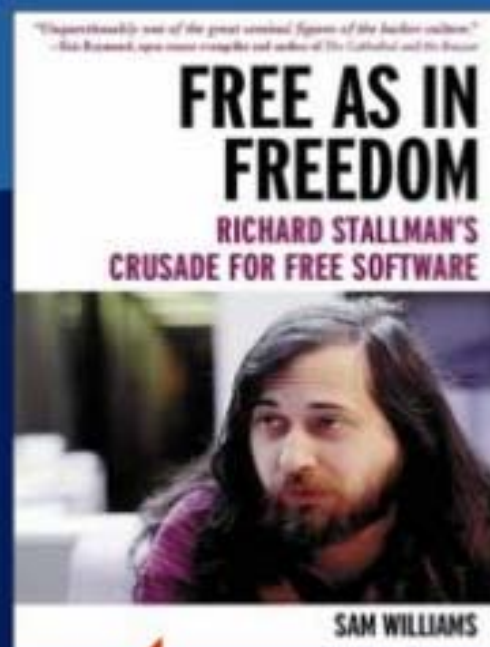


OPENSOURCE

Free as in Freedom

- Free to Copy
- Free to Use
- Free to (let it) Change
- Free to Distribute

- German, UK
Government, EU



**COPY
LEFT**

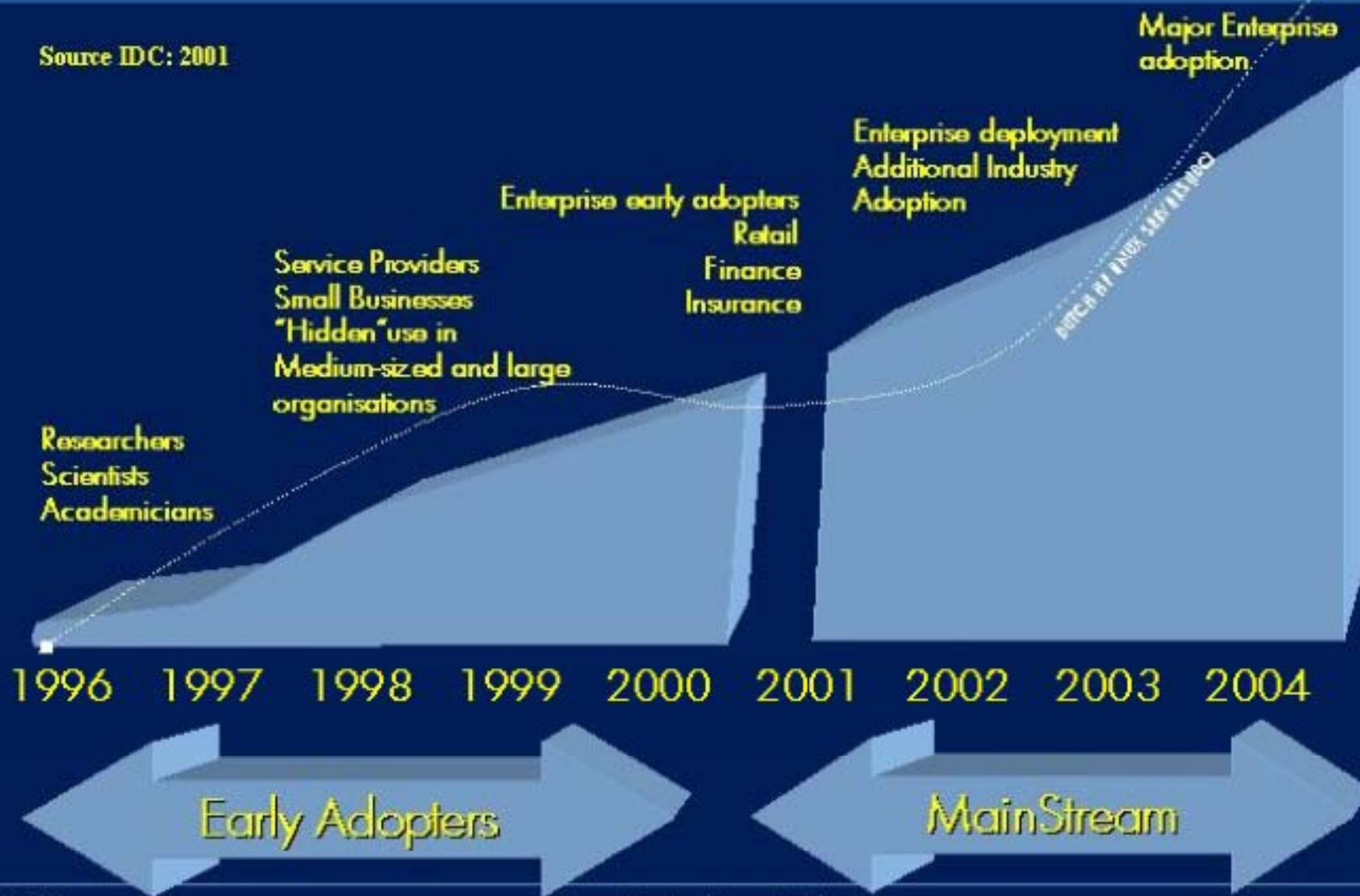
- Free Software Foundation 1984
 - GPL, GNU 1989
 - Linux 1991
 - Open Source
 - Apache 1995
 - KDE desktop 1996
 - Linux Handhelds 2000
 - IA64 Linux 2001
- Digital Linux Support 1984
 - Compaq Alpha 64 bit Linux 1985
 - Himalaya POSIX interface 1986
 - HP = Compaq + Tandem + Digital



LINUX ADOPTION



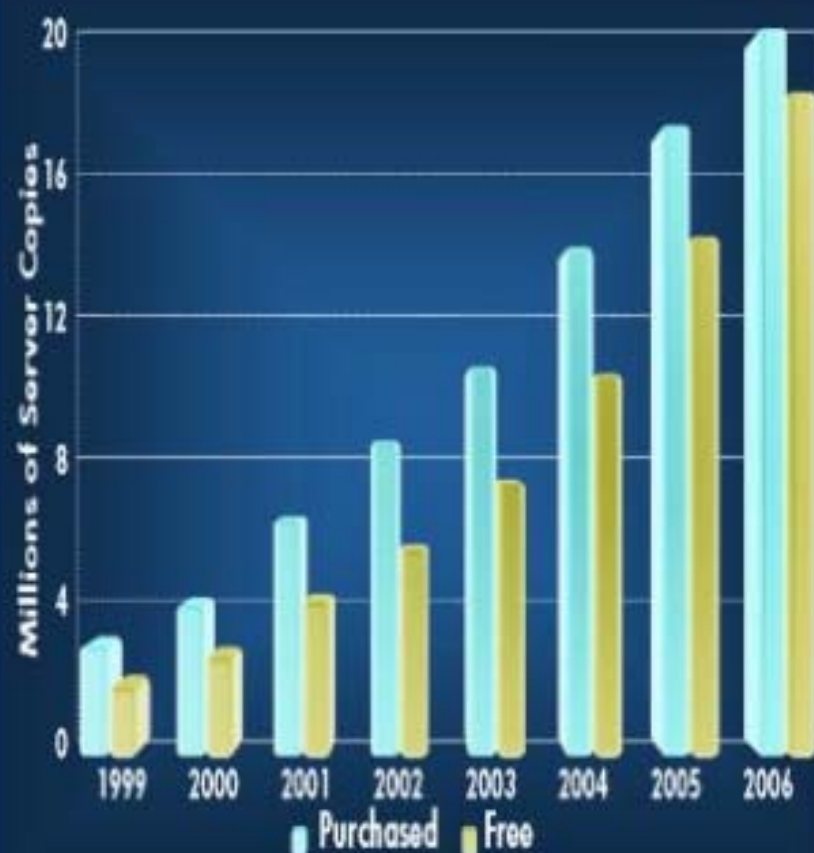
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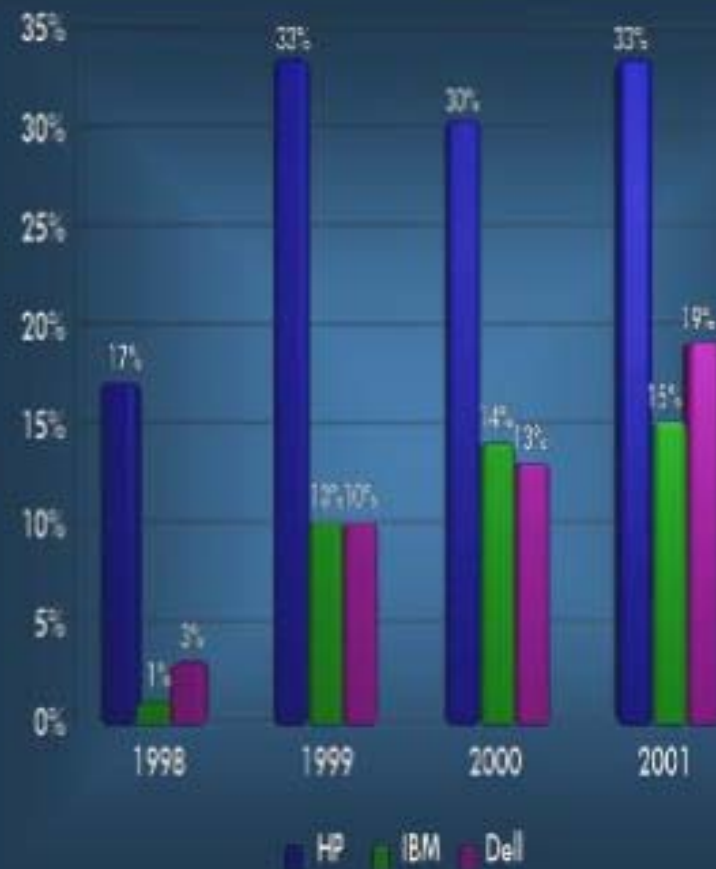
LINUX GROWTH



LINUX GROWTH



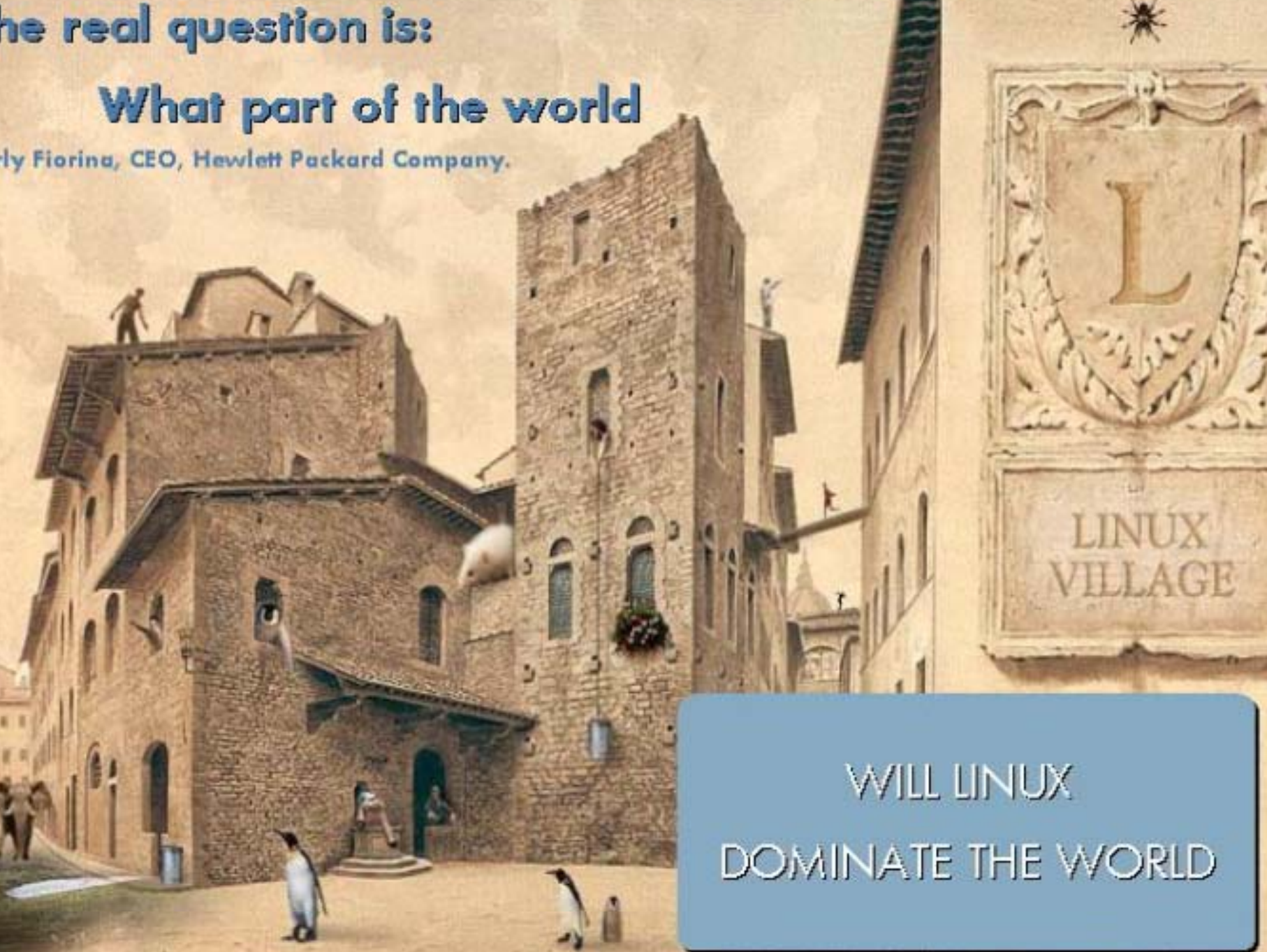
MARKET SHARES



the real question is:

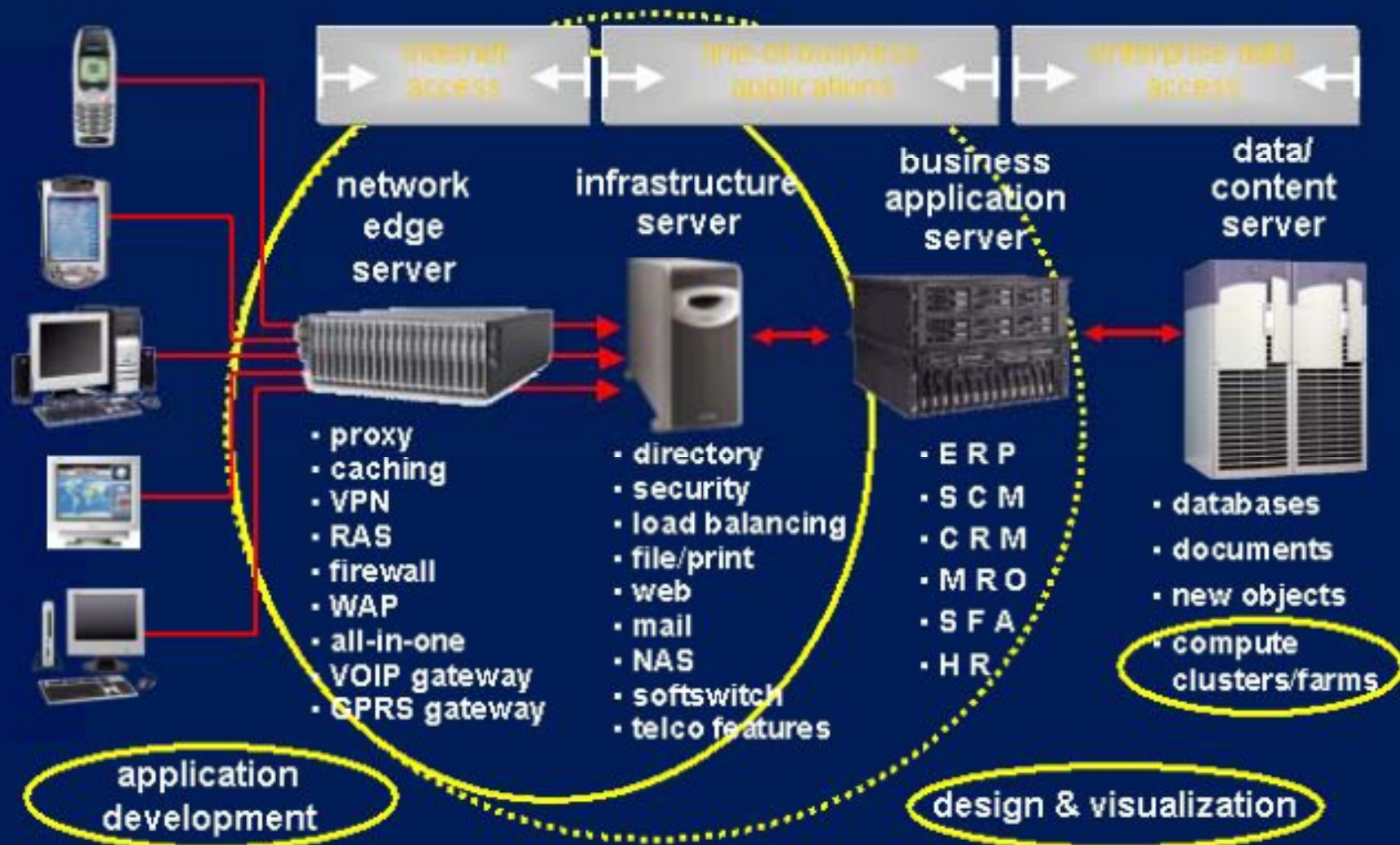
What part of the world

ly Fiorina, CEO, Hewlett Packard Company.



WILL LINUX
DOMINATE THE WORLD

SIGNIFICANT INROADS



PLATFORM NAAR KEUZE



HP biedt als enige Enterprise vendor een gebalanceerde Operating System Strategie middels Windows, HP-UX en Linux als antwoord op de heterogene klant omgevingen.



HP, the leading Linux provider, is fully committed to bring enterprise capability to Linux, delivering industry-leading end-to-end Linux solutions

Commitment to Open Source and Linux

Breadth of Linux ready Industry Platforms

Integrated Enterprise Management Capability

Best-in-Class Linux Partnerships

End-2-End Solution definition & delivery

As an integral part of HP's "Platform of choice (three OS) strategy", HP offers the broadest range of Linux products, solutions and services running on industry standard platforms

LINUX OP HET BUREAU



- Microsoft Office biedt meer functionaliteit
- Gebruikers zijn getraind op Microsoft
- ISV's haken in op Microsoft Plugins
- Linux alleen op Werkplek met eenvoudige enkelvoudige standaard functie. (kiosk functie)
- Software developer met sterke Linux preference



HP Linux EVO:

- X-Windows, KDE, GNOME, Nautilus.
- CD-RW Software, Media Player, RealPlayer.
- WebBrowser, StarOffice 6.0, OpenOffice.
- Software Development GCC.
- Project Management, Mr Project.
- Image Manipulatie Gimp, Gphoto.
- PDF, Acrobat Reader.

WIRELESS DEVICES



- Mobile End-Users needs
 - communication
 - calendaring
 - messaging
 - mobile portals
 - billing/payment
 - location-based services
 - advertising
 - field sales & service
 - mobile CRM
 - mobile commerce
 - Telematics
 - entertainment
 - personalized services
 - reliable and secure service





HP LINUX SERVERS



- EVO, entry server



- Proliant DL



- Proliant Packaged Clusters



- Proliant Blades (50% on Linux)



- HP Itanium II 64 Bit
 - Unbreakable Oracle 9iRAC



- TPC-C Leader SuperDome



Linux in the MarketPlace

- ENTERPRISE ACCOUNTS
 - Standardisation
 - Integration
 - Cost of Maintenance
 - Dependency MS
- MIDMARKET
 - Redeployment
 - Easy of Use
 - Initial Costs
 - Solutions
- SMB MARKET
 - Management
 - Embedded (Black Box)



- Solutions
 - General-Purpose workgroup and departmental applications
 - File/Print servers
 - Web Infrastructure
 - Appliance Software
 - HPTC Clusters
 - Oracle 9iRac
 - SAP Servers
- Markets
 - Government
 - Finance
 - Retail

LINUX

MESSAGING
SendMail
Oracle
Jabber

3D Imaging
medical
security

Financial
Services
Reuters

Life/Bio
NWChem
Blast
Gaussian
Accelrys

Business
Intelligence
Informatica

OIL GAS
Landmark
Schlumberger
Paradigm
Geophysical

Collaboration
OpenOffice
1st
Alternative

MCAD
PTC

DataBase
Oracle

Application
Servers BEA
ORACLE

ERP
SAP
UNIT 4
ORACLE

GIS
STORK

DCC
Wavefront
SideFX
Nothing Real

CAE
MSC-Nastran
Fluent
LS-Dyna

WEBSERVERS
Apache
Covalent Zeus
Ensim

HPTC
Alpha Itanium
2 BeoWulf

Security
InterScan
CheckPoint
FireScreen

EDA
Cadence
Synopsys
Mentor

HEALTHCARE SAP
HISCOM

LINUX Monolithic Kernel

Linux Packages
>7000



All Linux distributions share a common linux Kernel.
(IA32 Torvald Marcellb, IA64 Hewlett Packard)



Compilers &
Tools

User Interface

STORAGE

Text
Processing

File Systems

SECURITY

Networking

UNIX Affinity

Clustering

HandHelds

Microsoft Affinity

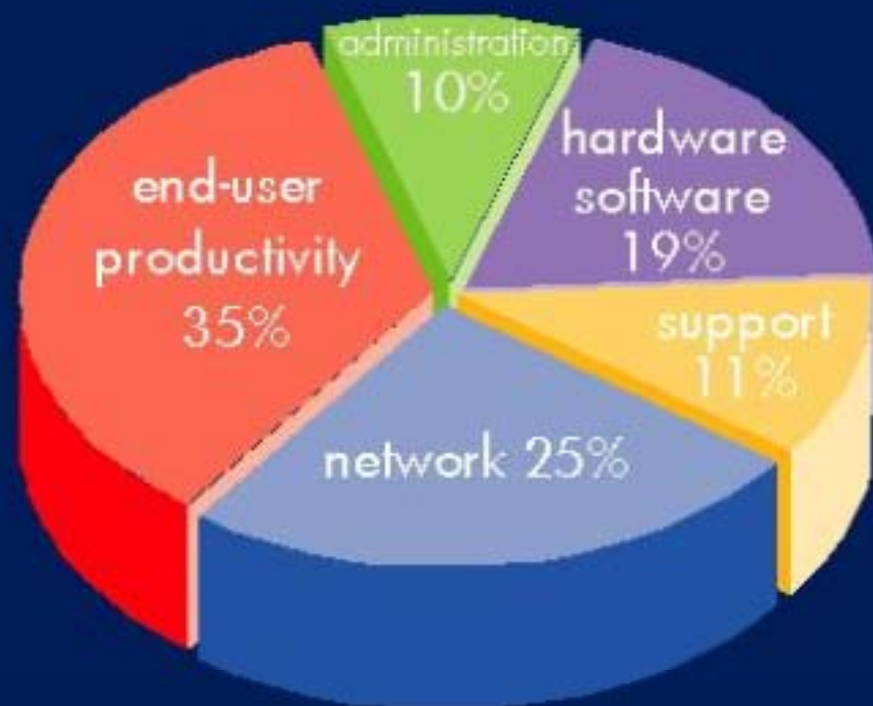
Management

Installation &
Deployment
Tools

Localization &
Support

Distribution
Specific
Enhancements

CONSOLIDATION COSTS AND SAVINGS



source — the Gartner Group*

- server 8 - 12%
- platform 10 - 15%
- storage 5 - 8%
- backup 3 - 5%
- management 5 - 20%
- contract 1 - 2%
- footprint / floor space 1 - 3%
- application 3 - 8%
- SAP R/3 5 - 15%
- business intelligence 8 - 12%
- messaging/collaboration 5 - 10%
- web server 3 - 5%
- data center 20 - 30%

Roadmap van The Adaptive Enterprise

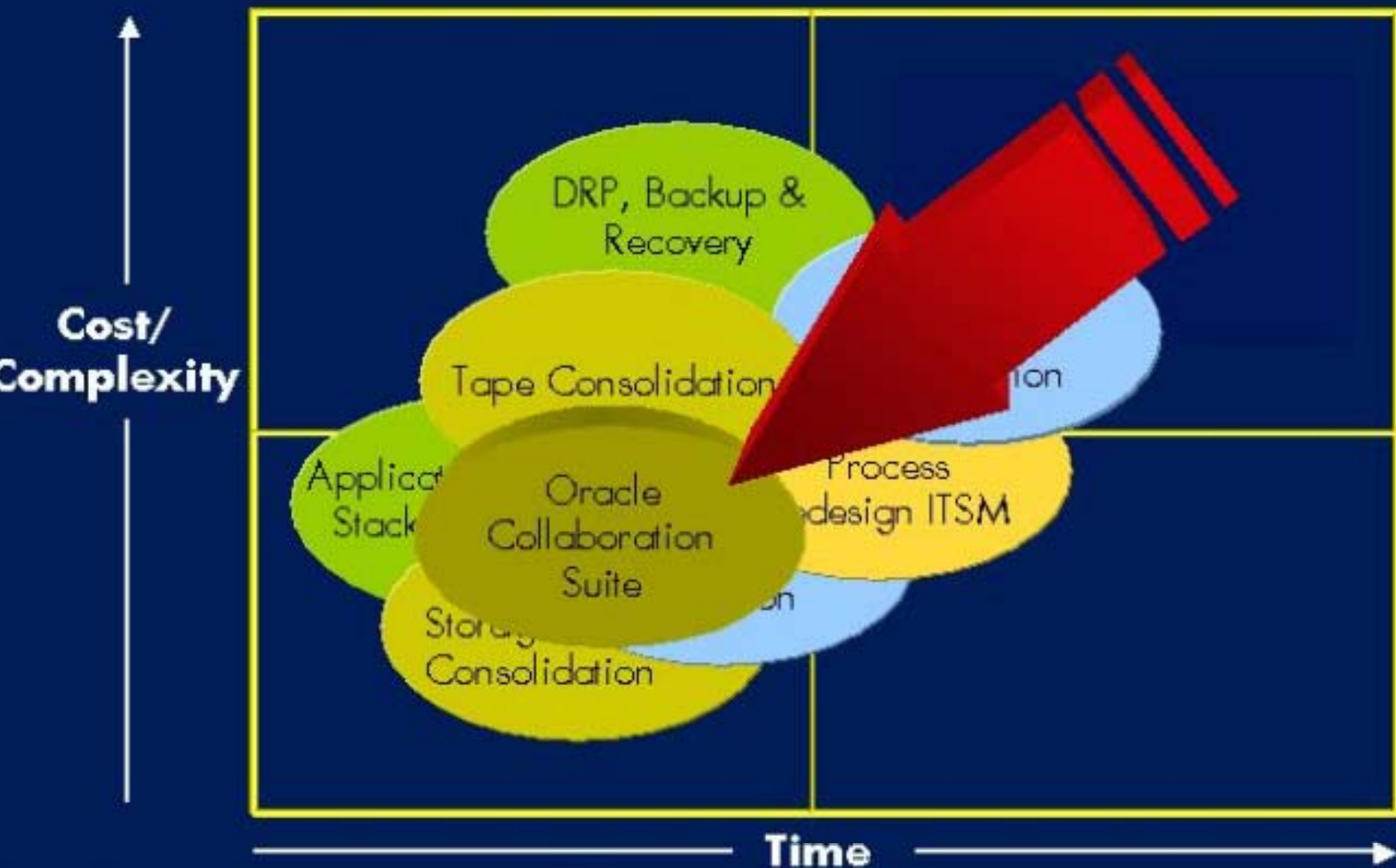
	Phase 1	Phase 2	Phase 3
Business concerns	cost/efficiency	SLA/effectiveness	biz agility/ process enablement
IT concerns	keep it running	quality of service	business value
Business/IT relationship	technology centric	service centric	business centric
Agility stage	reactive	predictive	proactive
Technology stage	discrete	integrated	virtualized

The Adaptive Enterprise oplossingsroadmap



	Phase 1 Tech focused	Phase 2 Services focused	Phase 3 Business focused
Enterprise integration	application silos	Initial EI & SOA projects	applications as services for business processes
Business continuity	keep resources up	keep services up	keep business processes up
IT consolidation	reduce platforms	reduce systems	reduce data center
Virtualization	pooling	sharing	multi-sourcing
Management	operations management	service management	business aware management
Security	secure access	secure services	secure processes
On demand	resources on-demand	services on-demand	agility-balanced multi-sourcing biz process
Managed services	outsourced resources & applications	outsourced applications & services	outsourced resources & applications
Integrated Support	fast start, monitor & maintain resources	monitor and maintain virtualized services	monitor and maintain real time processes
Financing	own everything via capital investments	own & lease to balance capex / opex	outsourced resources & applications

CONSOLIDATION CONTEXT COST/TIME

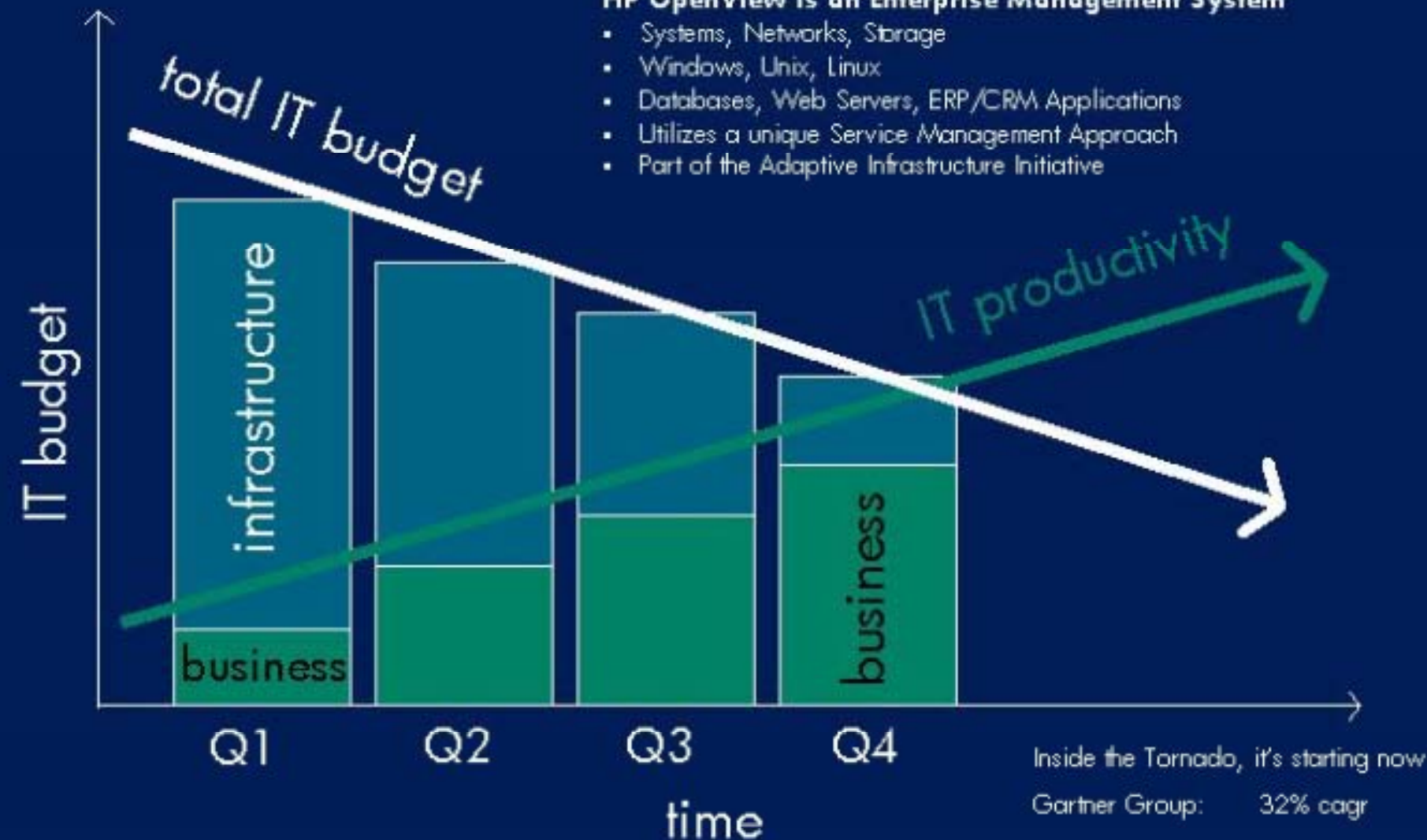


HP OPENVIEW, 50% RoIT within 12 Months



HP OpenView is an Enterprise Management System

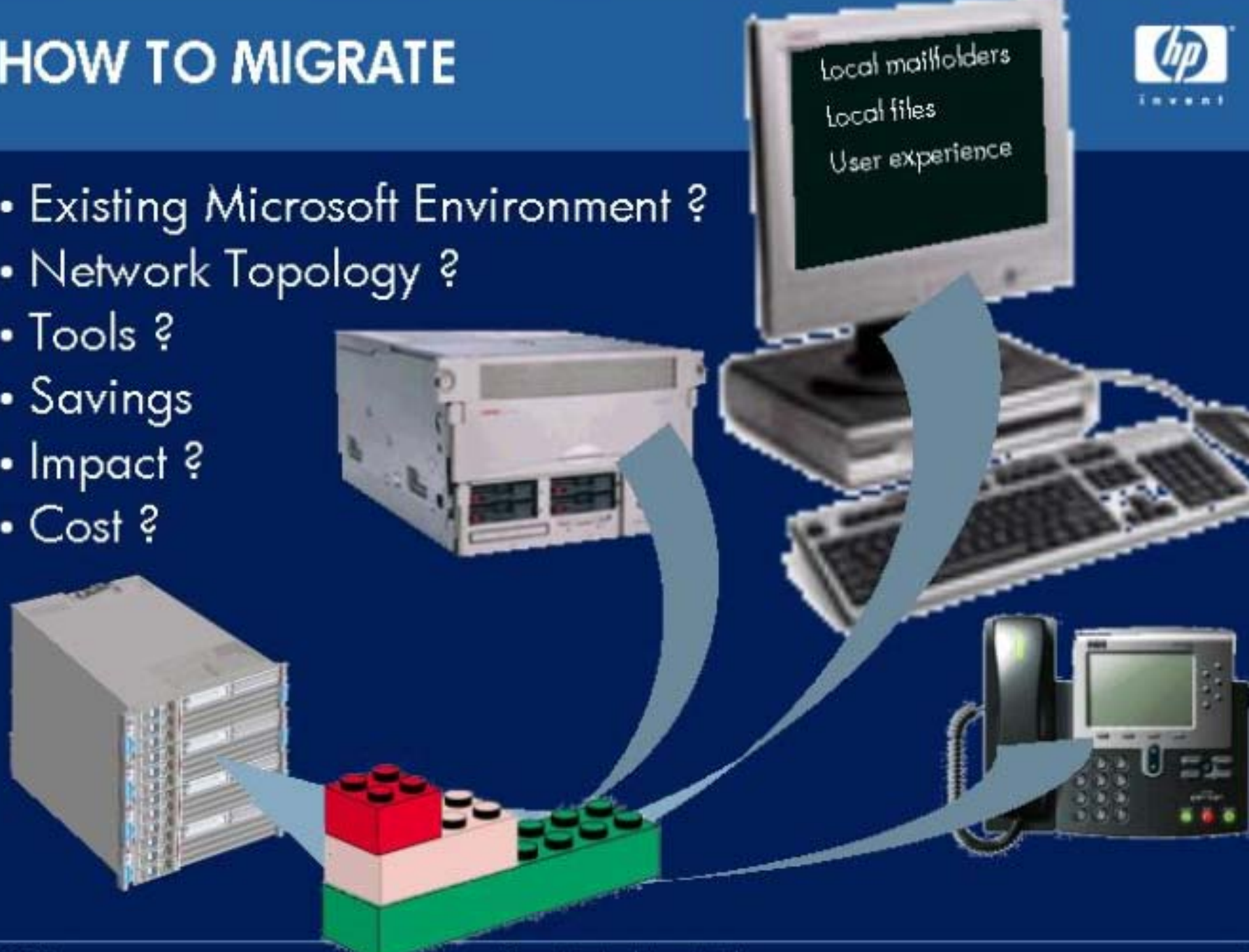
- Systems, Networks, Storage
- Windows, Unix, Linux
- Databases, Web Servers, ERP/CRM Applications
- Utilizes a unique Service Management Approach
- Part of the Adaptive Infrastructure Initiative

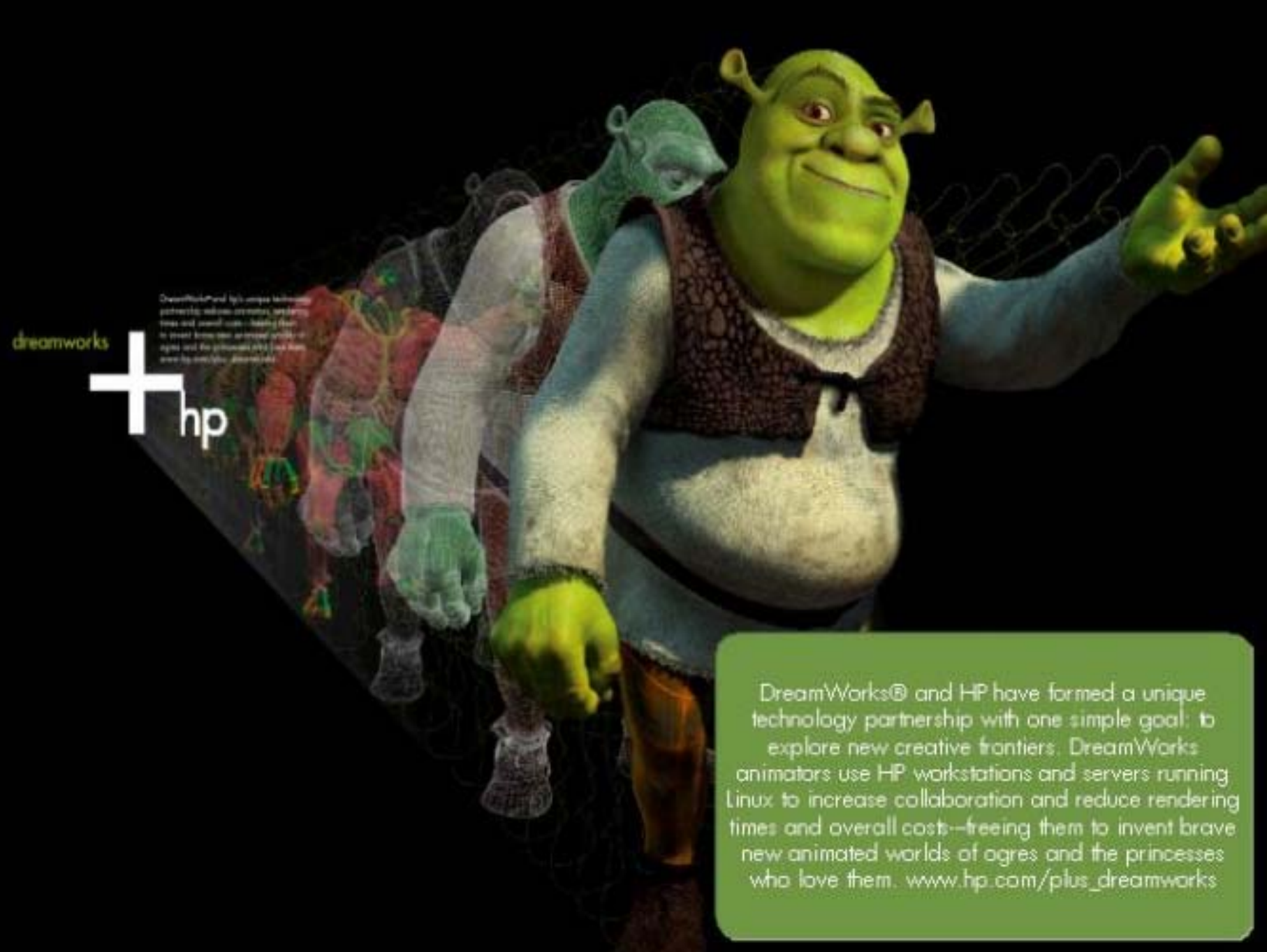


HOW TO MIGRATE



- Existing Microsoft Environment ?
- Network Topology ?
- Tools ?
- Savings
- Impact ?
- Cost ?



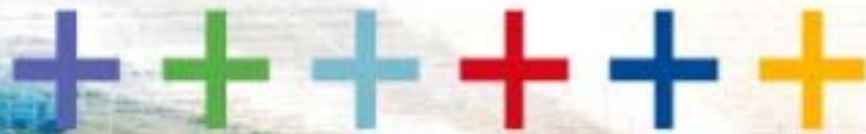
A large, green ogre, Shrek, is the central figure, looking towards the viewer with a slight smile. He is wearing a brown vest over a white shirt and has his right hand raised in a gesture. Behind him, a large, translucent, green ogre army is visible, appearing to be part of a digital or wireframe overlay. The background is dark and textured.

dreamworks



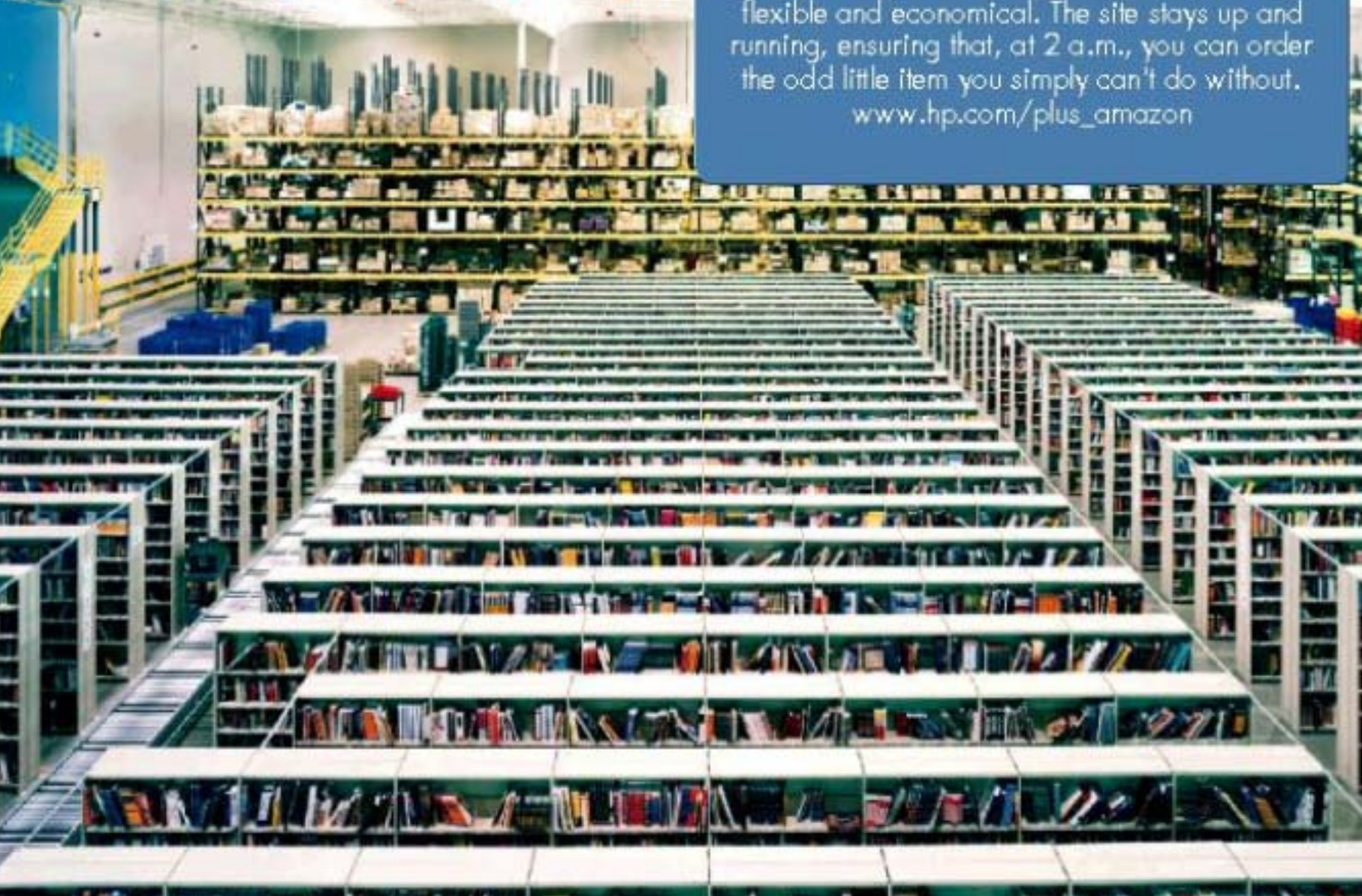
DreamWorks® and HP® unique technology partnership delivers dramatic, seamless flow and overall cost - helping them to invent brave new animated worlds of ogres and the princesses who love them. www.hp.com/plus_dreamworks

DreamWorks® and HP have formed a unique technology partnership with one simple goal: to explore new creative frontiers. DreamWorks animators use HP workstations and servers running Linux to increase collaboration and reduce rendering times and overall costs—freeing them to invent brave new animated worlds of ogres and the princesses who love them. www.hp.com/plus_dreamworks



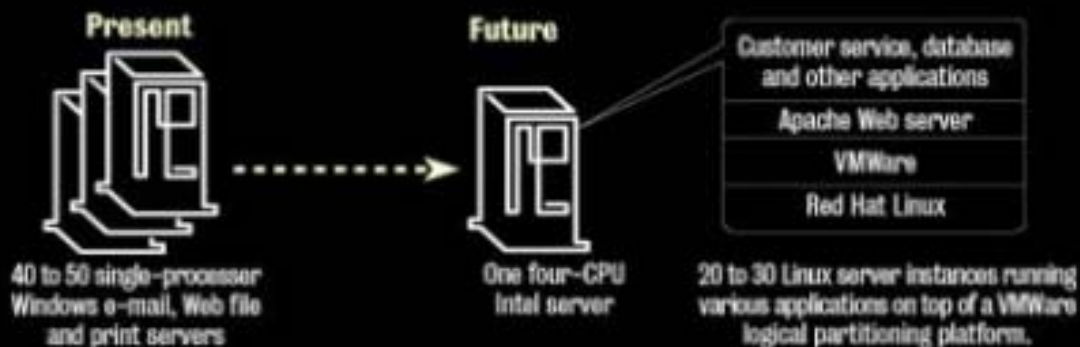
HP helped Amazon.com® design a total Linux environment, one that is exceptionally stable, flexible and economical. The site stays up and running, ensuring that, at 2 a.m., you can order the odd little item you simply can't do without.

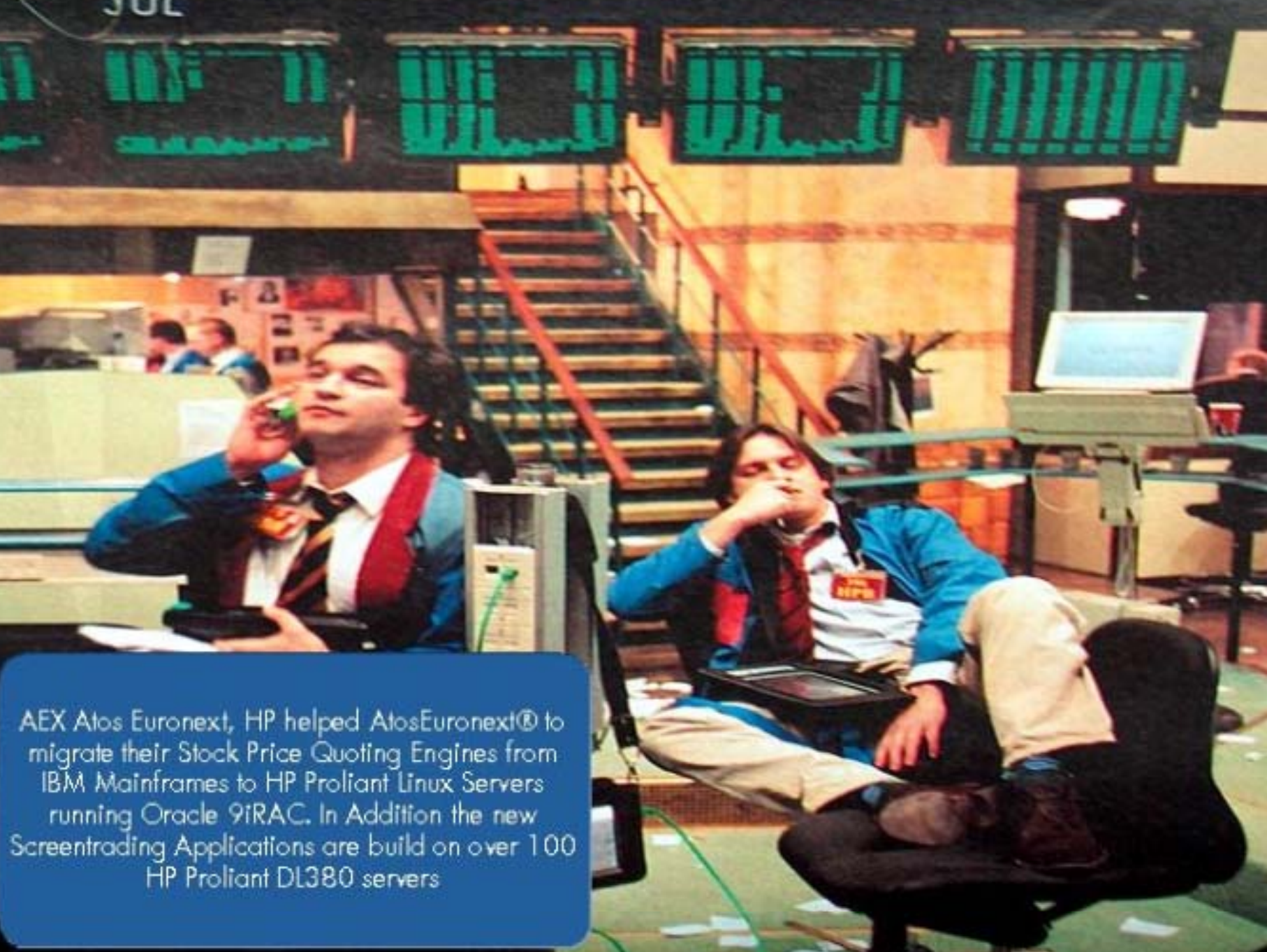
www.hp.com/plus_amazon



The Linux crunch

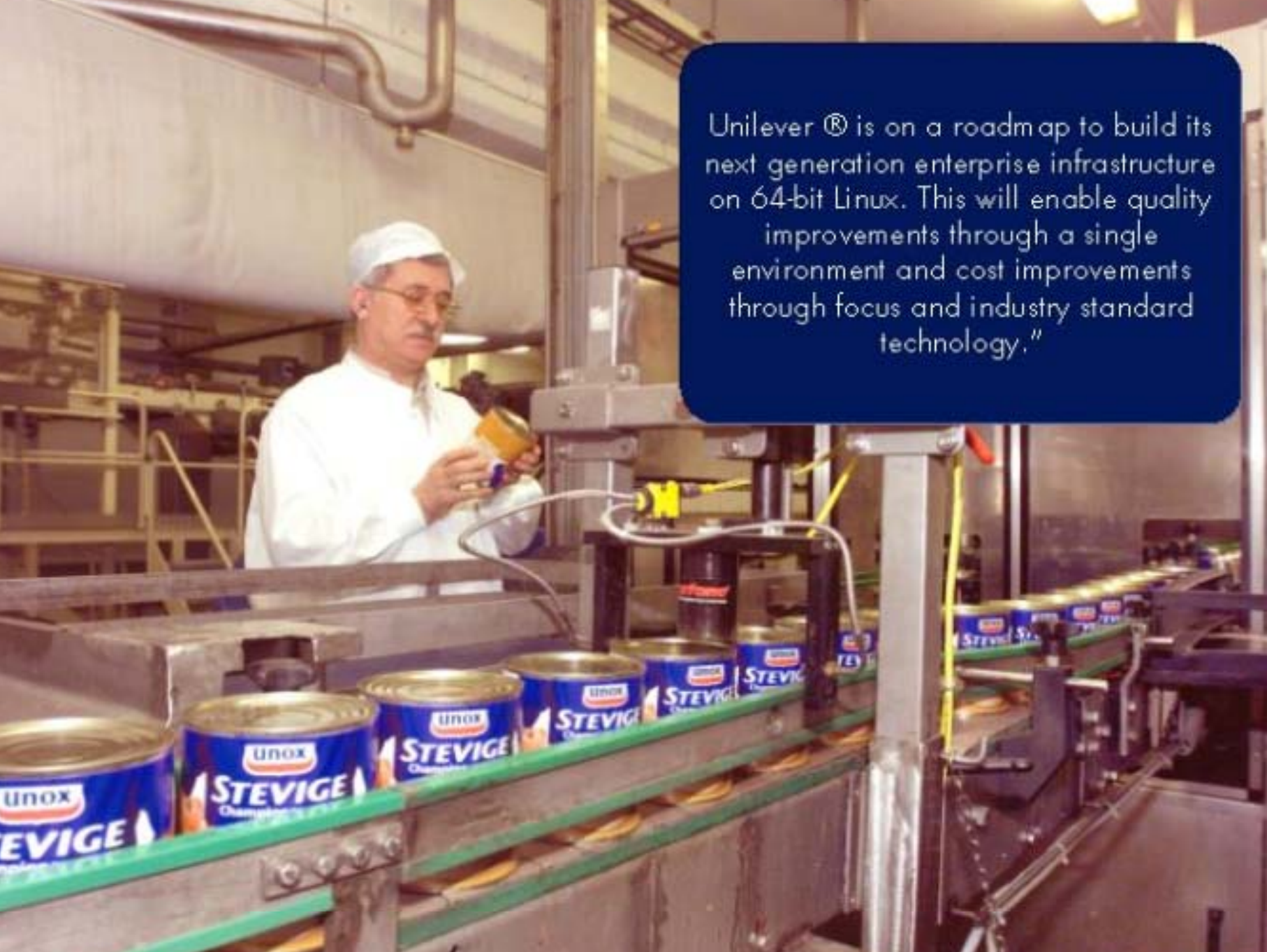
FedEx Freight is looking to save money on hardware and simplify management by replacing multiple Windows servers with a multiprocessor Linux box.





AEX Atos Euronext, HP helped AtosEuronext® to migrate their Stock Price Quoting Engines from IBM Mainframes to HP Proliant Linux Servers running Oracle 9iRAC. In Addition the new Screen trading Applications are build on over 100 HP Proliant DL380 servers

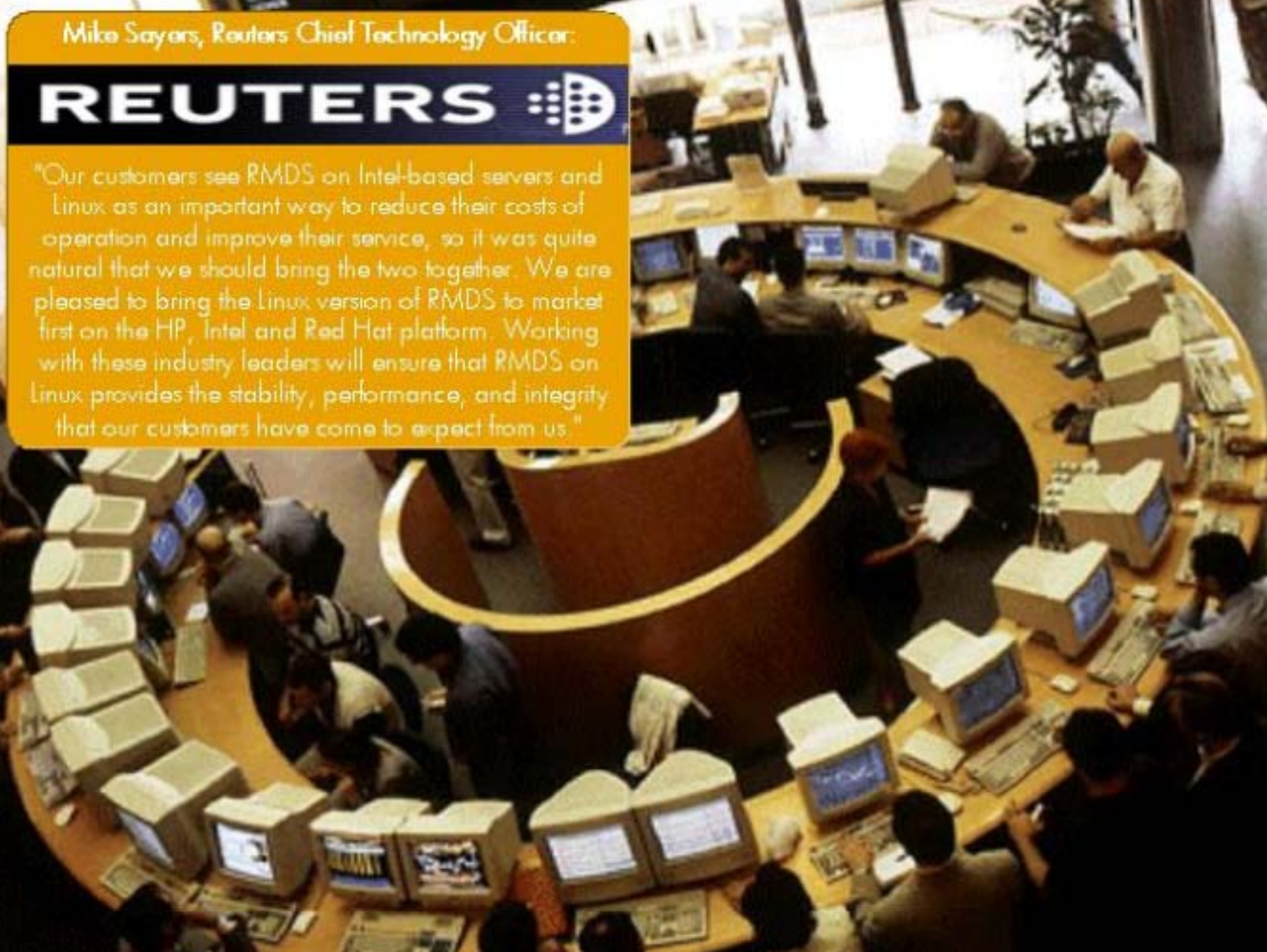
Unilever® is on a roadmap to build its next generation enterprise infrastructure on 64-bit Linux. This will enable quality improvements through a single environment and cost improvements through focus and industry standard technology."



Mike Sayers, Reuters Chief Technology Officer:

REUTERS 

"Our customers see RMDS on Intel-based servers and Linux as an important way to reduce their costs of operation and improve their service, so it was quite natural that we should bring the two together. We are pleased to bring the Linux version of RMDS to market first on the HP, Intel and Red Hat platform. Working with these industry leaders will ensure that RMDS on Linux provides the stability, performance, and integrity that our customers have come to expect from us."





- remote-managed Firewall;
- VPN tussen vestigingen;
- tele- en thuiswerken;
- mailserver met SPAM filter, antivirus en webmail;
- blokkades en filtering;
- management rapportage;
- webserver;
- standaard HP server.

- 2002: 50% omzetgroei;
- nieuwe cliënten in onder meer de volgende branches:
 - Verzekeringen
 - Gerechtsdeurwaarders
 - Ziekenhuizen
 - Zorginstellingen
 - Onderwijsinstellingen
 - Bouwsector
 - Transportsector
 - Detailhandel
- 2003: eerste positieve proeven met satellietverbindingen





WORKFORCE
DEVELOPMENT



- Use and engage existing competency in service delivery
- Select an industry Linux certification (I.e. RedHat? LPI?)
- define workforce certification objective according to go-to-market strategy
- Build on Unix foundation to support “natural” Unix to Linux competency
- focus on expansion and move !!

The
BUSINESS
and
ECONOMICS
of **LINUX** and
OPEN SOURCE



Martin Fink

by **Martin Fink VP & CTO BCS**

- **Part 1 – Groundwork**

1. The Business of Linux and Open Source
2. Linux – Heart of the Operating System
3. Open Source – Navigating the Legal Path to Freedom
4. Communities and Organizations

- **Part 2 – Operational Linux**

5. Linux Distributions – Completing Linux
6. The Cost of Linux and Open Source
7. Standards – One Linux
8. Operations – Using Linux and Open Source

- **Part 3 – Open Source in Business**

9. The Corporate Bazaar
10. Value as a Function of Time
11. Business Models – Making Money
12. Integrating Open Source into your Business
13. Human Resource – Getting Top Talent

Capabilities of DSPP Partner Network

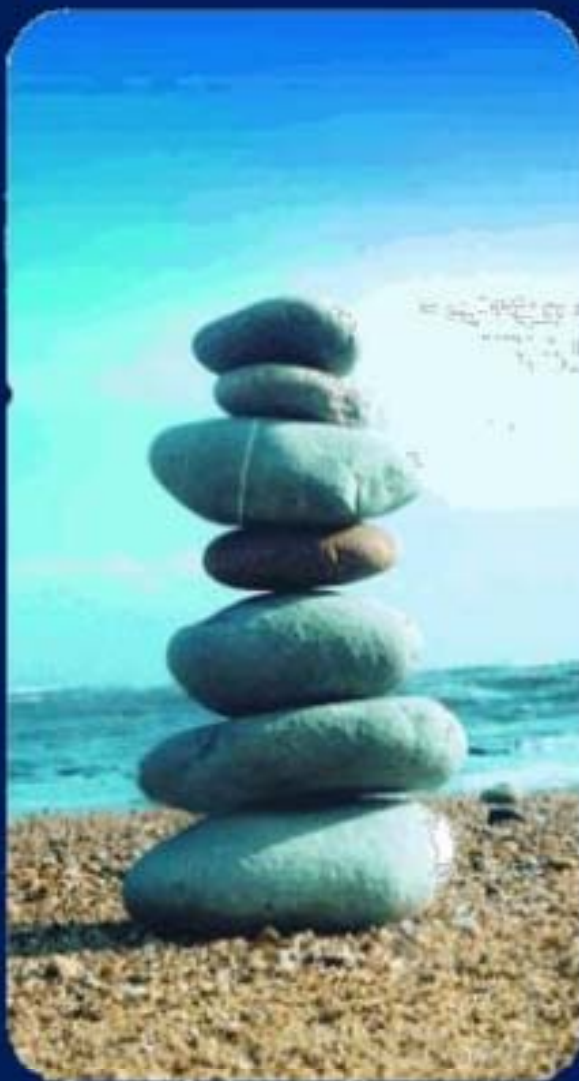


Workloads:

1. Web serving
2. Network infrastructure
3. Messaging
4. Application development
5. Technical
6. File and Print
7. Database
8. ERP

Services:

1. Operations Management
2. Support
3. Implementation
4. Consulting



Architecture:

1. IA32
2. IA64 IPF

Distributions:

1. Red Hat
2. United Linux (Suse/SCO)

Industries:

1. Financial Services
2. Healthcare
3. Manufacturing

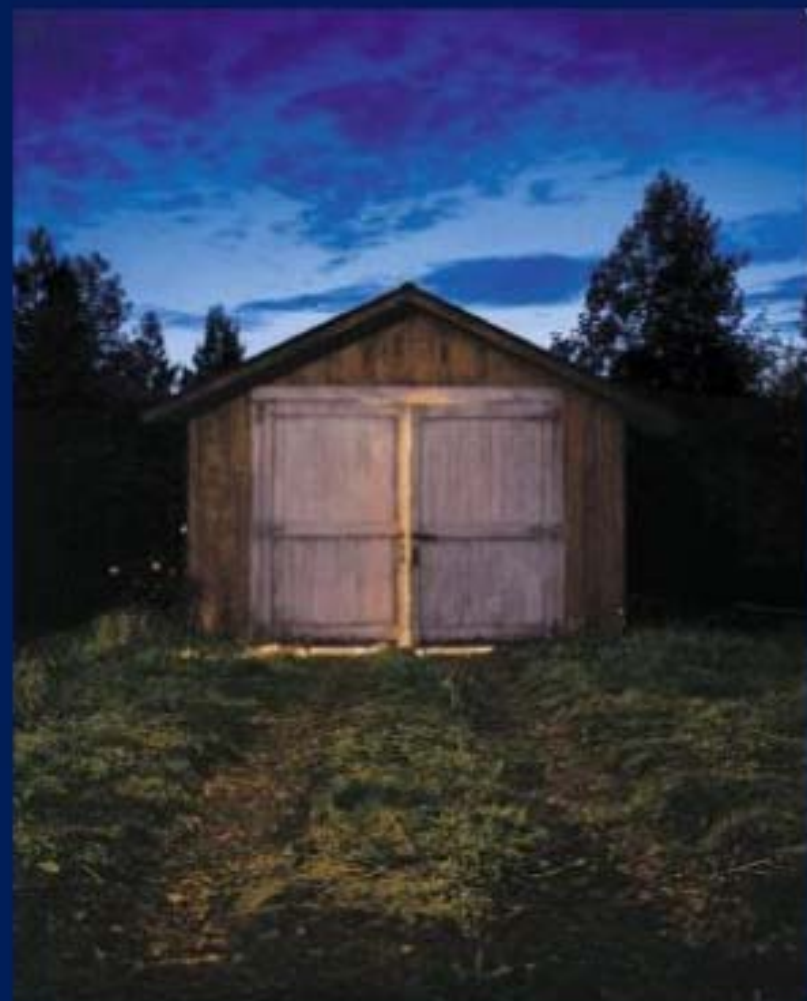
Channels:

1. Direct sales force
2. Web direct
3. OEM (software)

Company size:

1. Large
2. Medium

HP the right Choice



- **strongest commitment to open source, Linux and industry-standard platforms**
- **rich enterprise functionality for Linux -- security, manageability, high availability,**
- **best-in-class Linux partnerships**
- **interoperability and application mobility with Linux/UNIX affinity**
- **breadth of Linux-ready, industry-leading platforms**
- **leading and experienced provider of end-to-end Linux solutions**

RoIT with LINUX !!



