



e-business

IBM's Linux Strategy

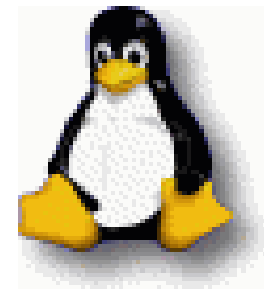
May 1999

Dick Sullivan

Vice President, Integrated Solutions Marketing

Application and Integration Middleware

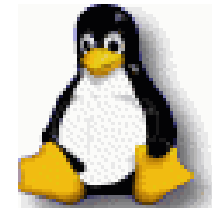
IBM Software Solutions Division





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IBM & Linux



- **Linux is a Rapidly Growing Market Opportunity**
 - **IDC Estimates Linux = 17% of 1998 Intel Server Deployment**
 - **10M Linux Users**
 - **Netcraft Says 58% of Web Servers Run Open Source Operating Systems**
- **Natural Extension of IBM Strategy of Supporting Our Customers Heterogeneous Environments**
- **IBM is Supporting the Linux Platform because Customers have asked for IBM Hardware, Software & Services**
- **Only IBM Can Provide Complete e-business Solutions of Hardware, Software & Support for Linux, Including Support of the Linux OS**

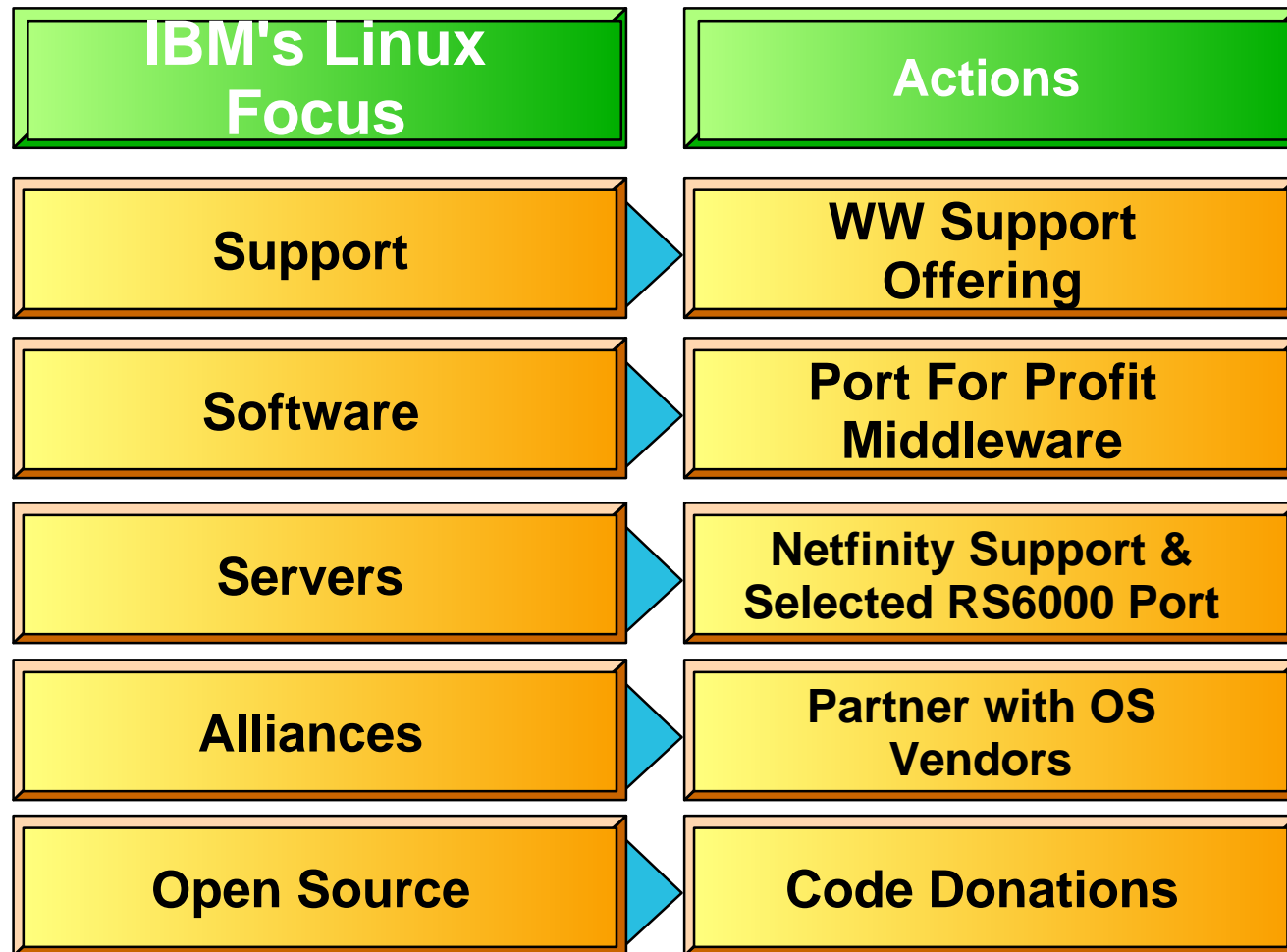
The classic IBM logo, consisting of the letters 'IBM' in a bold, sans-serif font, with horizontal stripes through the letters. It is positioned at the bottom left of the slide, partially overlapping a vertical blue bar that contains a faint image of a globe and a computer mouse.

IBM



Strategy

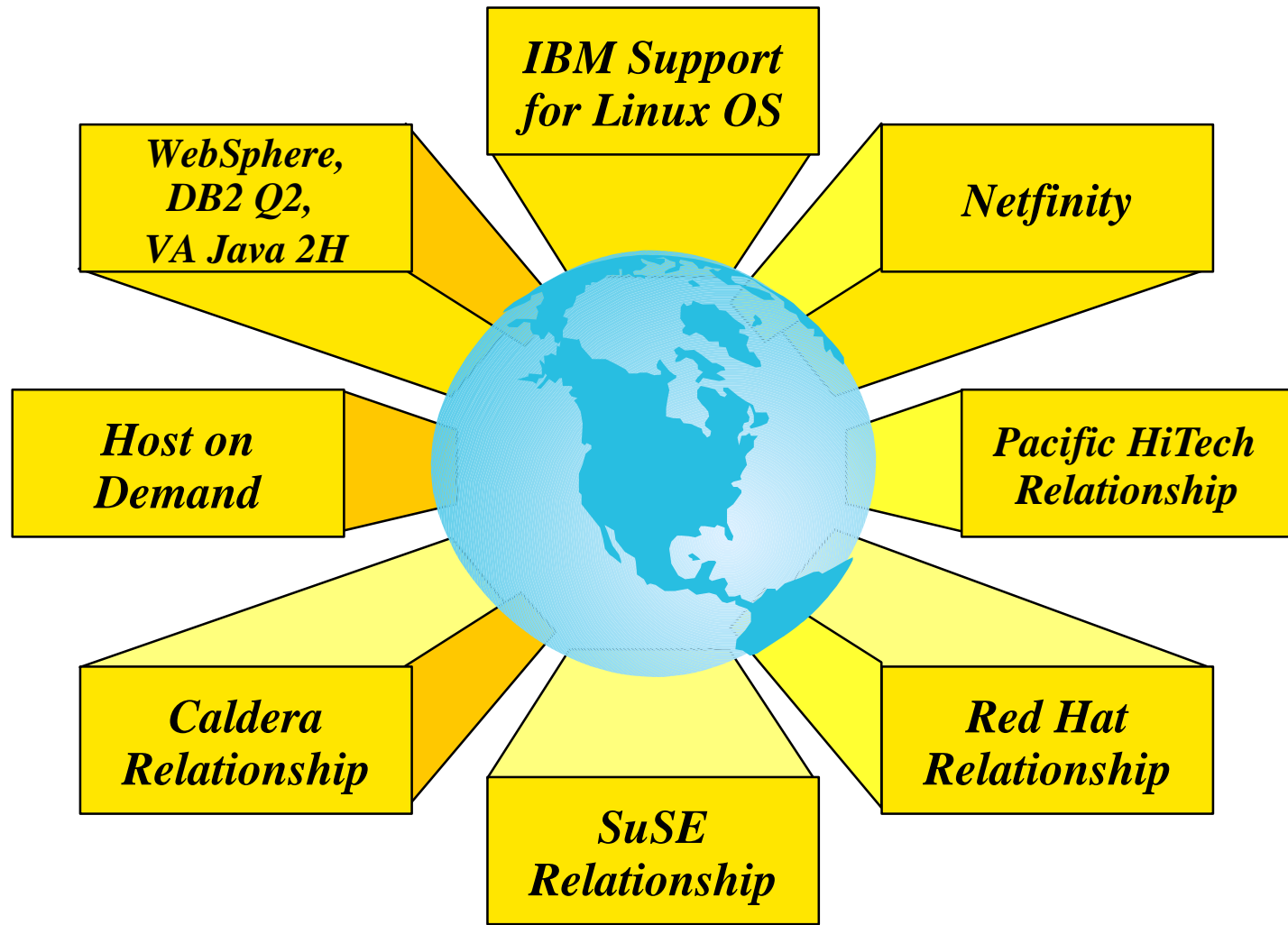
Win with Complete Solutions





Linux World Announcements

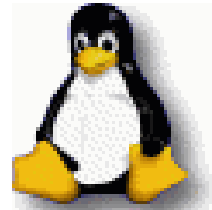
As of May, 1999



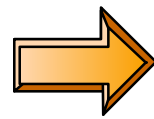


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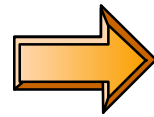
IBM Software on Linux



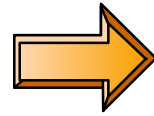
Be the Market Share Leader in Collaboration, Database, Web Serving, Systems Management, and Development Software on the Linux Platform



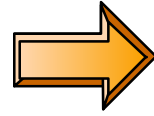
Consistent Middleware-Multiple Platforms



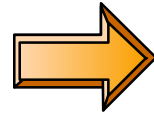
Open Standards



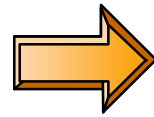
Support for Middleware & the Linux OS



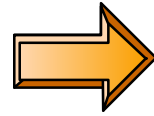
Continue to Give Back to the Community



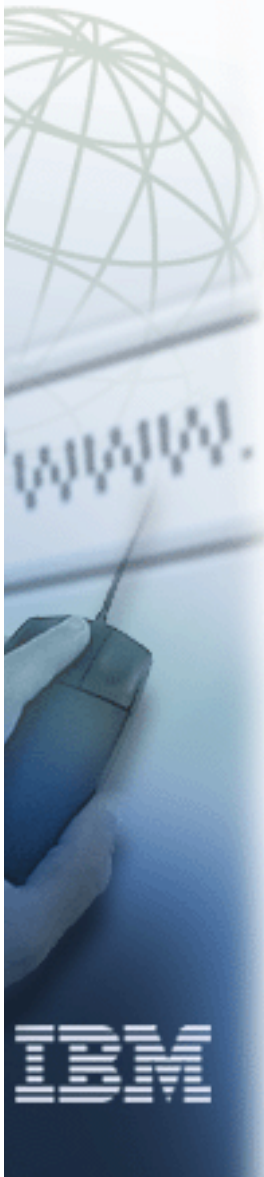
Port Key For Profit Middleware & Extend e-business Suites



Support Linux Standard Base

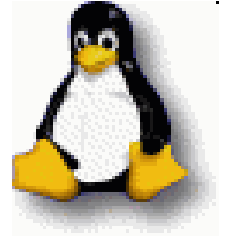


WW Linux Marketing Campaign





Linux Community



- IBM Committed to being Respected, Contributing Community Member
 - Build on Open Source Successes: Jikes, SecureMailer & Work with the Apache Group
- IBM Support will help Linux Grow and Extend to Enterprise Customers
- Support Linux Standard Base Efforts
- IBM will Work with Community Events & Shows

Slashdot
News for Nerds. Stuff that matters.

Jikes released as Open Source

Posted by [sengan](#) on Monday December 07, @12:59PM

[faq](#)
[code](#)
[awards](#)

Slashdot
News for Nerds. Stuff that matters.

DB2 Beta released for Linux

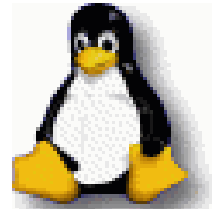
Posted by [sengan](#) on Monday December 07, @08:08PM
from the busy-day-for-IBM dept.

[faq](#)
[code](#)
[awards](#)
[slashNET](#)
[older stuff](#)



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Press Reaction



- **3/1, ZDNet: "The company is making a firm, hard commitment to Linux"**
- **2/17, NY Times: "A lot of companies are running Linux on some server in a closet somewhere, but when IBM comes out and says they're supporting it, it creates a lot more credibility" (Stacey Quandt, Giga)**
- **2/25, SmartReseller: "The move represents yet another commitment by IBM to Linux...It also has raised the profile of the open-source OS among resellers and their customers, which have hesitated when it comes to Linux-based solutions because until now there has not been any big-vendor backing."**

The IBM logo, consisting of the letters 'IBM' in a bold, white, sans-serif font, set against a dark blue background. The logo is partially obscured by a vertical blue bar on the left side of the slide.

IBM



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Information Updates



- www.ibm.com/linux
 - ▶ Links to all IBM Linux Sites
- www.software.ibm.com/data/db2/linux
 - ▶ download the DB2 beta!

