



IBM Global Services – Emerging Business

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# Linux & Open Source – Innovation Unleashed

## UNCTAD – FOSS Expert Meeting



# Topics

- **Presentation Scope & Context**
- **Customer Projects in Government & Commerce**
- **Summary & Concluding Remarks**

# Presentation Scope & Context

## Open Source Software in a Commercial Environment

1. **Problems & Issues in Usage?**
2. **Co-existence with other Software?**
3. **Does Open Source dilute or enhance value?**
4. **How is Open Source used as part of a value chain or production process?**
5. **How can Open Source be included in a device or e-Commerce Platform?**

## Open Standards

- ✓ **Widely accepted and supported**
- ✓ **Interoperability, portability & scalability**
- ✓ **Normally available to all at no cost**

## Open Source

- ✓ **Code can be modified freely**
- ✓ **Controlled development process, but anyone can take part**
- ✓ **No License Fee; maybe Support Costs**

## Linux

- ✓ **Unix-like operating system**
- ✓ **No license fee & source code is 'open'**
- ✓ **Supported by Linux Distributors**

# Banca Popolari di Milano (Branch Transformation, Italy)

- Co-operative Bank, number 10 in Italy

- 1 Open Standards chosen for Scalability, Portability & Flexibility
- 2 Linux chosen for Desktop after Competitive Trial in Branch

- Branch Re-engineering for Multiple Desktops

- Consolidation onto Linux, started in 2001; Desktop in 2004

- Applications accessed through common Browser User Interface



- ✓ SuSE Linux Desktop
- ✓ Mozilla Browsers with Plug-ins
- ✓ Star Office
- ✓ Norton Antivirus
- ✓ IBM Tivoli for System Management

# Schwaebische Hall (Regional Government, Germany)

- **37000 citizens, 400 staff in City Hall**

- **Positive experience with**

**1 Open Source chosen after Comprehensive TCO modeling**

usage on Desktop

**2 Smart Migration & Training Overcame User Reluctance**

- **Open Client Assessment**

**3 Business Applications: Migrated, Emulated or Integrated**

migration and approach

- **Consolidation onto Linux, started 2001 with Desktop in 2004**
- **Two Year Migration & User Training Started 2002**



- ✓ Linux – Commercial Version of SuSE (Enterprise Server, Desktop, Open Exchange)
- ✓ Mozilla Browsers with Plug-ins
- ✓ Open Office
- ✓ Vast Range of Applications

# Circuit City (Retail Store Chain, USA)

- Leading consumer electronics  
Revitalizing > 600 stores

- From customized, proprietary point-of-sale systems to open standards for

1 **“Improve Store Integration whilst Controlling Costs”**

2 **Linux Ideally Suited to Point of Sale Environment**

- Flexibility & Reliability

3 **Strategic Drive for Improved Customer Service**

- Ability to adapt quickly to changes in retail marketplace

- Cost-effectively future platform upgrades

- Improve business efficiency, customer satisfaction and customer loyalty



- ✓ IBM SurePOS 300 systems and
- ✓ Secure Wireless Handheld POS running Linux
- ✓ IBM Store Integration Framework
- ✓ IBM Business Consulting Services

## Summary

- **Business / TCO Led Solution Choice**
  - Looking beyond Initial Licence Fee Considerations
- **Fully Understand Risk / Reward Balance**
  - Comprehensive Assessment of Migration & Support Needs of User Groups
- **Open Source: Unlocking Innovation**
  - Operate & Collaborate in Diverse, Multi Vendor Environment



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Thanks!

John Palfreyman,  
2dsegma@uk.ibm.com

