Crunch time on the Enterprise Desktop

Windows vs Ubuntu

CANONICAL™

Introduction

Ubuntu on the enterprise desktop:
the case for change

It's crunch time for the enterprise desktop. With support for Windows XP nearing an end, you have a difficult decision to make. Upgrade to Windows 7 and swallow the phenomenal costs – or stick with yesterday's technology and watch your competitive edge crumble away.

If only there was a (legal) way to give your users the latest desktop technology without bankrupting the business. One that didn't force you to buy new hardware with every new version. One that was in tune with the way your users work today, and ready for the way they'll work tomorrow.

Oh, and it would be good if it was virus-proof. And if the users really liked it. And if it was free.

You know where we're going with this. You've heard the arguments before for Linux on the desktop, but it just hasn't seemed right for your business.

But the world moves on. Today, 20 million desktops are running Ubuntu – hundreds of thousands of them in large enterprises like yours. Around 35,000 Windows users download Ubuntu every day.

This ebook is about why that is, and why it's time to take another serious look at open source on the desktop.

Before the window of opportunity closes once again.

UBUNTU: THE FACTS

- The world's most popular desktop Linux distribution
- Safe, fast, secure and reliable
- Running on 20 million desktops today
- Available in 24 languages
- Professional support and services from Canonical
- Broad hardware support out of the box

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Crunch time for the
enterprise desktop

You've been putting off the Windows 7 upgrade, and with good reason. It's eye-wateringly expensive, and that's without the additional costs of Office 2010 and new high-end hardware. Gartner estimates that for a 10,000-desktop estate, the migration will cost between $1,205 and $2,069 per user – or as much as $20.6m.

That's a lot of money. It's the kind of money that shows up in annual reports and gets people (shareholders, taxpayers, journalists) asking awkward questions.

No wonder that 60% of enterprises are sticking it out with XP and Vista for as long as they possibly can. But with support for the 10 year-old XP ending in 2014, it's crunch time: take a material hit, or look for another way.

And there is another way.

WINDOWS 7 MIGRATION COSTS
(based on a 10,000 PC estate)

Scenario 1
Replace on PCs

Scenario 2
Upgrade existing PCs

$12.05m

$20.69m

Gartner Press Release: Demand for Highly Qualified Windows 7 Migration IT Personnel Will Exceed Supply in 2011 and 2012, Leading to Higher Service Rates, August 26 2010

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Ubuntu for your business

Once considered too 'techy' for business users, Linux has come a long way. These days, Ubuntu is more than ready for deployment in the enterprise – it's an elegant, feature-rich but lightweight OS that is already running on millions of workplace desktops around the world.

Here are our top eight reasons why Ubuntu is a better choice than Windows for a large proportion of enterprise desktops today:

Anyone can use it: Ubuntu is an attractive, intuitive enterprise desktop OS that anyone can use (and customise to their own preferences).

It's a smooth transition: Its familiar, easy-to-use interface means switching to Ubuntu is no more of a wrench for users than the shift from XP or Vista to Windows 7. And the move away from Microsoft can be done gradually: a dual boot option means you can run Ubuntu's light-client desktop alongside Windows until users are ready to make the switch.

It has everything many users will ever need: The LibreOffice suite – which comes with Ubuntu – has all the features of Office, and can create, open and handle Office documents when required. The Evolution email client, meanwhile, works seamlessly with Microsoft Exchange Server and offers the same email, calendar and task management features as Outlook. In fact LibreOffice is so user-friendly that many organisations opt to roll it out to users as a 'first step' in the transition away from Windows to Ubuntu.

UBUNTU vs WINDOWS 7

	Ubuntu	Windows 7
Personal Productivity Suite	Included	Not Included
Antivirus	Included	Not Included
Personal Security/Firewall	Included	Basic
Archiving/Compression Software	Included	Basic
PDF Reader	Included	Not Included
Browser Options	Multiple Choice	Single Choice
Instant Messaging	Included	Not Included
Backup Software	Included	Basic

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Ubuntu for your business
(continued)

You don't have to upgrade your hardware: Ubuntu's lightweight footprint means it will run perfectly well on your existing desktops, even your oldest machines. With Gartner estimating that hardware costs involved in a typical Windows 7 upgrade brings the total migration cost to at least $1,205 per user, that's reason enough in itself to check out Ubuntu.

It's not susceptible to viruses: Almost all viruses and malware are coded to take advantage of weaknesses in Windows. They simply won't run on Ubuntu, immediately decimating the amount of time, resource and expense you invest in protecting your desktops (not to mention cleaning them up if something nasty does strike).

It's easy to manage: Canonical's Landscape console makes Ubuntu easy to manage, either as your default desktop OS or in a hybrid environment alongside Windows PCs, Macs, smartphones, tablets, netbooks, thin-clients and anything else you use to make sure your organisation works in the best and smartest way possible.

"Ubuntu is very easy to use and update. It's very popular with our employees."
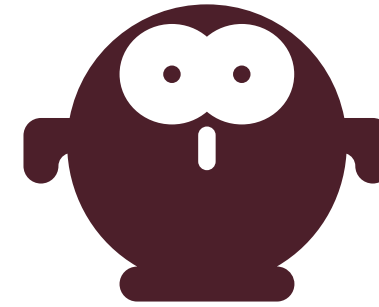
**Brian Corrigan, CTO,
Agora Games**

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Ubuntu for your business
(continued)

It supports the way you work today:
Ubuntu's light-client approach means
it's ideal for netbooks as well as desktops,
so your workforce can be as mobile
as they like.

It's free. The operating system, the
LibreOffice suite and more than 30,000
other apps are all free, and always will be.
If you like, you can deploy Ubuntu across
your enterprise without paying a single
penny. (Although we do recommend that
you invest in enterprise desktop support
and services from Canonical – that's our
business and we're pretty good at it.)

It sounds like a no-brainer. So why would
you not at least try it?

"We've been amazed by the
stability and the reliability
of the Ubuntu distribution.
We don't have to spend time
deploying lots of patches and
worrying about security. And
we don't have any trouble with
viruses."

**Martin Andel, Systems Administrator,
Skalica City Hall**

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"Windows 7 migration will have a noticeable impact on IT budgets. Based on an accelerated upgrade, we expect that the proportion of the budget spent on PCs will need to increase between 20% as a best-case scenario and 60% at worst in 2011 and 2012."

Steve Kleynhans, research vice president, **Gartner**[1]

[1] Gartner Press Release: Demand for Highly Qualified Windows 7 Migration IT Personnel Will Exceed Supply in 2011 and 2012, Leading to Higher Service Rates, August 26 2010

Why Ubuntu now?

There's hardly an organisation today that doesn't run Linux in the server room. It has more than proved its worth as an operating system that supports modern web-based applications, resists viral infections and provides blistering performance on the very cheapest of commodity hardware.

Yet on the desktop, proprietary operating systems still dominate. Fear of disrupting or confusing users, unwillingness to hire in new support and management teams, the perception of open source as being too 'techy' for business users, lack of support for some of the more widely-used desktop applications – all these things and more have conspired to keep Linux off the desktop.

But times change. Your business is changing. Many of the reasons you rejected open source in the past are simply not relevant any more.

Here are just a few things that are different about business today:

Apps are online: SaaS and other browser-based apps mean there's much less need for bloated operating systems and massive processing power on the desktop. If you have large communities of employees using mainly browser-based apps, do they really need Windows any more? And if not, why are you still paying for it?
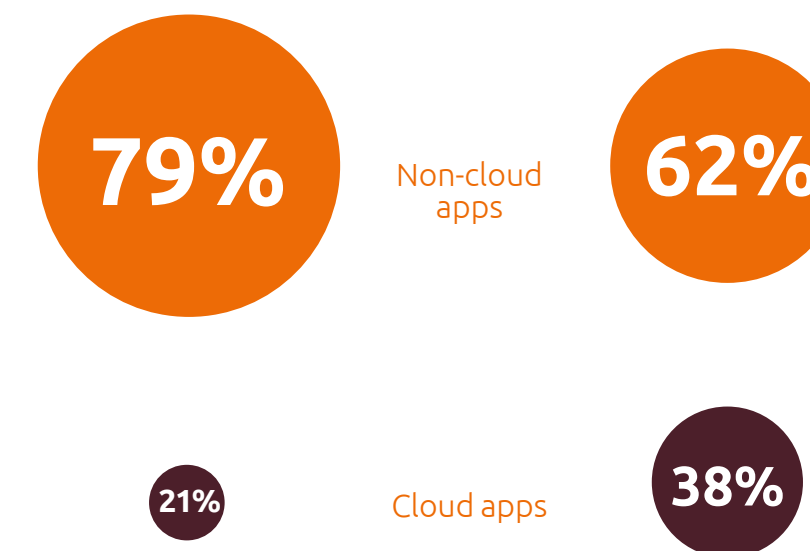
Workers roam free: Wifi and 3G have freed your people to work from anywhere, and wireless data networks are only going to get better. Mobile workers need secure, stable and lightweight machines that still let them be productive. For this community, low-cost netbooks running Ubuntu are not only far cheaper than high-end laptops, but also run faster, are virus-proof, and are much easier to carry.

Money is tight: The economic recovery has been fragile and we are not out of the woods yet. This is not a time for splurging on IT; it's a time for making very careful, very judicious investments and for saving money wherever possible. With Ubuntu you can save millions on licence and hardware costs while your competitive edge remains as sharp as ever.

CLOUD-BASED APPS IN THE ENTERPRISE

2011   2012

79%   Non-cloud   **62%**
                    apps

21%   Cloud apps   **38%**

Network Instruments press release: Improved Service Availability and Scalability Drive Cloud Adoption Among Interop Attendees

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NEXT
A proven technology for
the enterprise desktop

Why Ubuntu now?
(continued)

Office is not the only suite: There was a time when Office was the only productivity suite sophisticated enough for hardcore professional use. Today there are a host of alternatives that offer everything most of your will ever users need. LibreOffice comes with Ubuntu as standard, is entirely compatible with Office, and has the same familiar look and feel.

Malware is everywhere (except Linux): Search Google for "hit by Conficker" (to give just one example), and it brings up a litany of organisations that were brought to a halt by the notorious Windows worm. You may think Windows is worth that risk, but if your organisation loses business and the cleanup costs millions, your finance director may not agree with you. Ubuntu doesn't get viruses – which is great news for your users, great news for you, and great news for your CFO.

Hybrid is a fact of life: You may have rejected Linux on the desktop due to the hassle of having to manage and support multiple operating systems. But hybrid is the way of the world now. With users toggling between laptops and BlackBerrys, Android phones and iPads, these days you're probably supporting at least one smartphone OS alongside Windows. And if you're like most large organisations, there'll be Macs and Unix workstations in the mix too. If it saves you $1100 per user, isn't it worth including Ubuntu too?

The youth of today is OS-agnostic: The dominance of the Web is making the desktop OS less and less important. Younger (and not so young) users are more at home with Facebook and YouTube than with whatever's on the desktop. As every web app has a different look and feel, today's users are adept at finding their way around new interfaces very quickly. The desktop is just one interface among many – is it so important that it has to be Windows?

WHO'S RIGHT FOR UBUNTU?
Ubuntu is ideal for…

• Employees using web-based apps

• Mobile workers who need to stay productive

• Clerical staff using word processing, spreadsheets, presentation software and email

• New graduate joiners - the 'Facebook generation'

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A proven technology for
the enterprise desktop

Not every business wants to be an early adopter. Most need hard proof that a technology works in the real world deciding to evaluate it. The good news is that Ubuntu on the enterprise desktop is now mature, proven and delivering benefits in hundreds of large organisations worldwide. Here are just a few examples:

The French National Police Force migrated 85,000 PCs to Ubuntu, almost completely removing its reliance on Windows. As well as simplifying maintenance and improving ease of use, Ubuntu is saving the police force €2 million a year in licence fees. By repurposing 4,500 machines to act as local servers, it has also dramatically reduced hardware expenditure.

LVM, a large German insurer, rolled out Ubuntu to agents and office staff. Having previously struggled with hardware constraints that hampered development targets and objectives, LVM believed Ubuntu's regular upgrade cycle and the Canonical support team could be the solution. Today, over 10,000 agents and LVM staff are working productively, securely and cost-effectively on Ubuntu.

A major European bank deployed Ubuntu Desktop to 7,500 desktops across 600 branches. Ubuntu's small footprint has enabled it to re-use legacy hardware, eliminating the need for a hardware refresh, while a custom image built by Canonical for the bank has made manageability much easier.

Great! Where do I start?
What we'd like to do next is have a chat with you about how Ubuntu could work in your organisation. If there's a good case for migrating at least a proportion of your users to Ubuntu, we'll take you through a four-step process.

"We needed a Linux-based desktop client that had a clear and future commitment to the desktop to ensure that we were getting the type of hardware coverage we needed. We believe that the investment that LVM has made in engaging with Canonical and converting to Ubuntu will pay off many times."
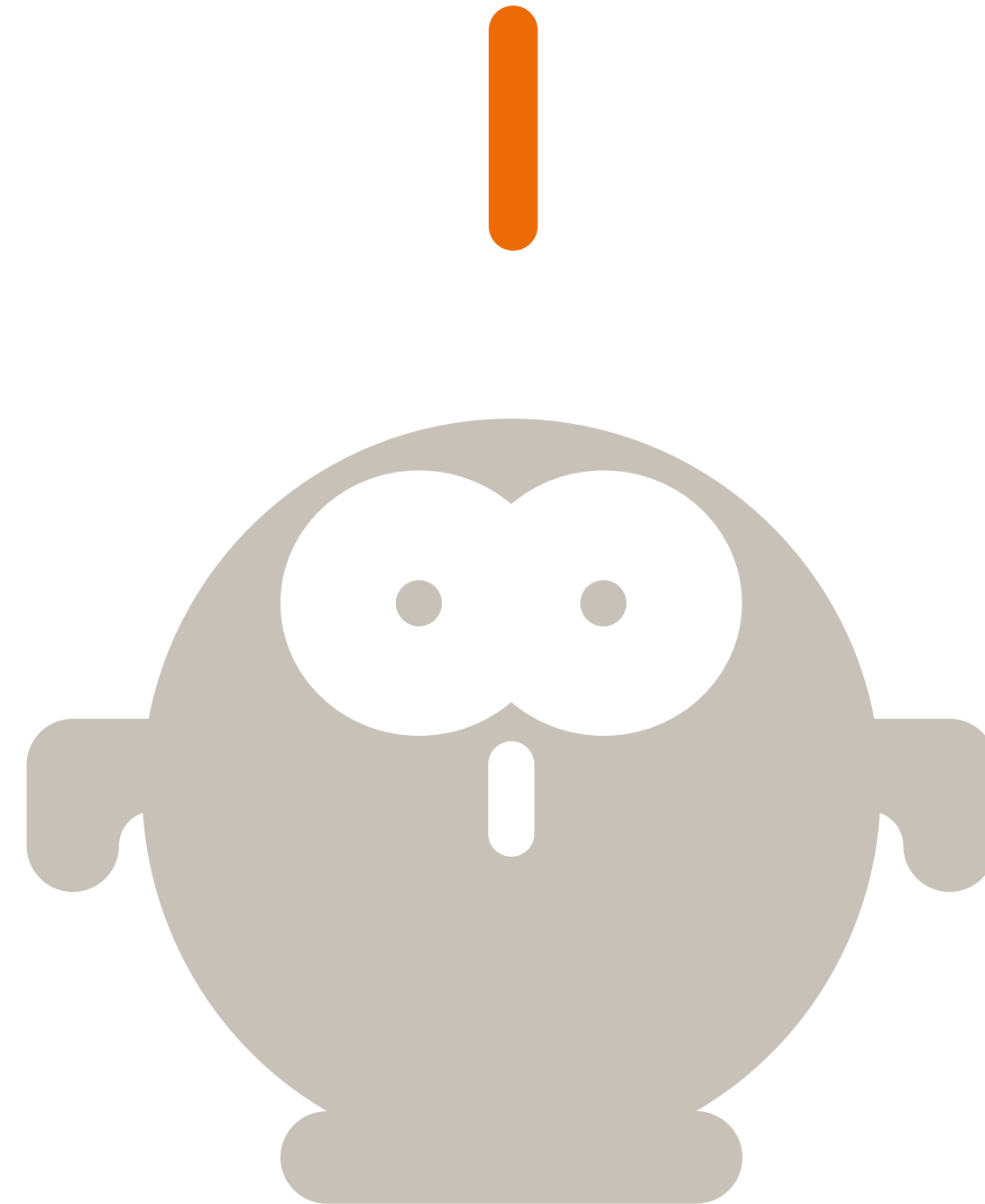
Werner Schmidt, CIO,
LVM

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Step 1:
Assessment

In this initial phase we'll work out the size and scope of the most appropriate Ubuntu deployment for your organisation. In particular, we'll look at:

• **Target user type and scale:** which users are suitable for migration to Ubuntu, and what training might they need?

• **Network infrastructure and security:** what security requirements and policies will we need to incorporate on the desktop?

• **Desktop environment:** we'll identify the system properties, custom profiles and device drivers that you'll need, and analyse current application usage patterns to ensure they can be supported.

• **Desktop hardware:** we'll make recommendations for retaining or replacing existing desktop hardware, including specifying a standard configuration if required.

• **Client applications:** we'll map any data dependencies and identify equivalent applications if any desktop applications that you absolutely need to keep are not supported by Ubuntu.
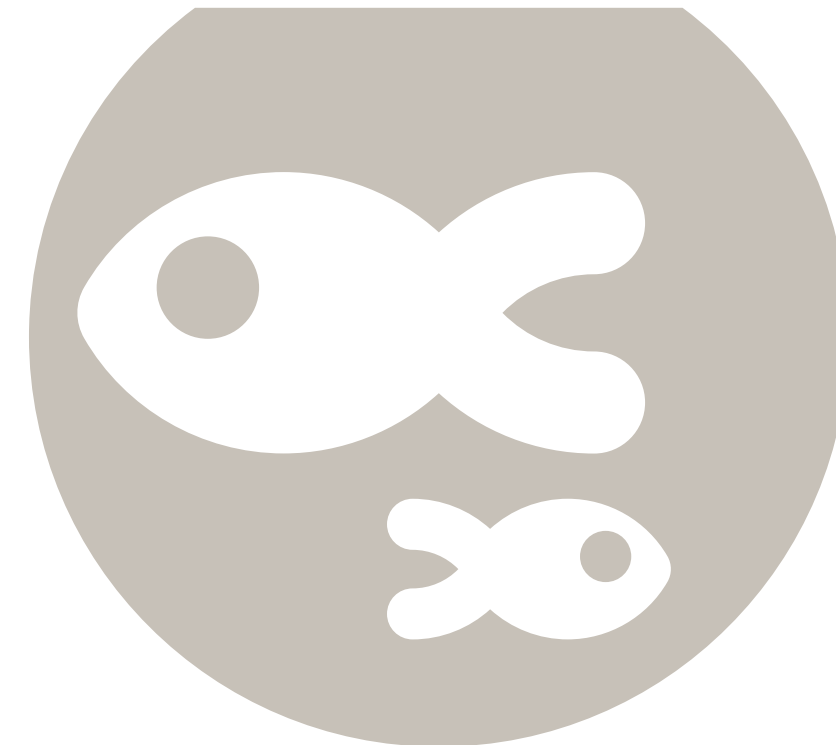
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Step 2:
Test

We'll agree a test deployment, whether it's a lab setup or a controlled deployment to a certain number of desktops. Canonical will set the test up for you, including:

• **OS image build:** we can further reduce the size of the Ubuntu footprint by removing non-needed software - so it's faster to deploy and you spend less time updating and managing it.

• **Deployment method:** we'll establish the best deployment method for your users, whether it's a PXE/network boot, booting from a USB flash drive, or a non-interactive ISO install. We'll also determine the rescue/recovery path if you need to revert to your existing OS.

• **Test deployment:** a small deployment on standard hardware to collect user feedback and to test back-end integration (e.g. with ActiveDirectory, LDAP, network storage devices).
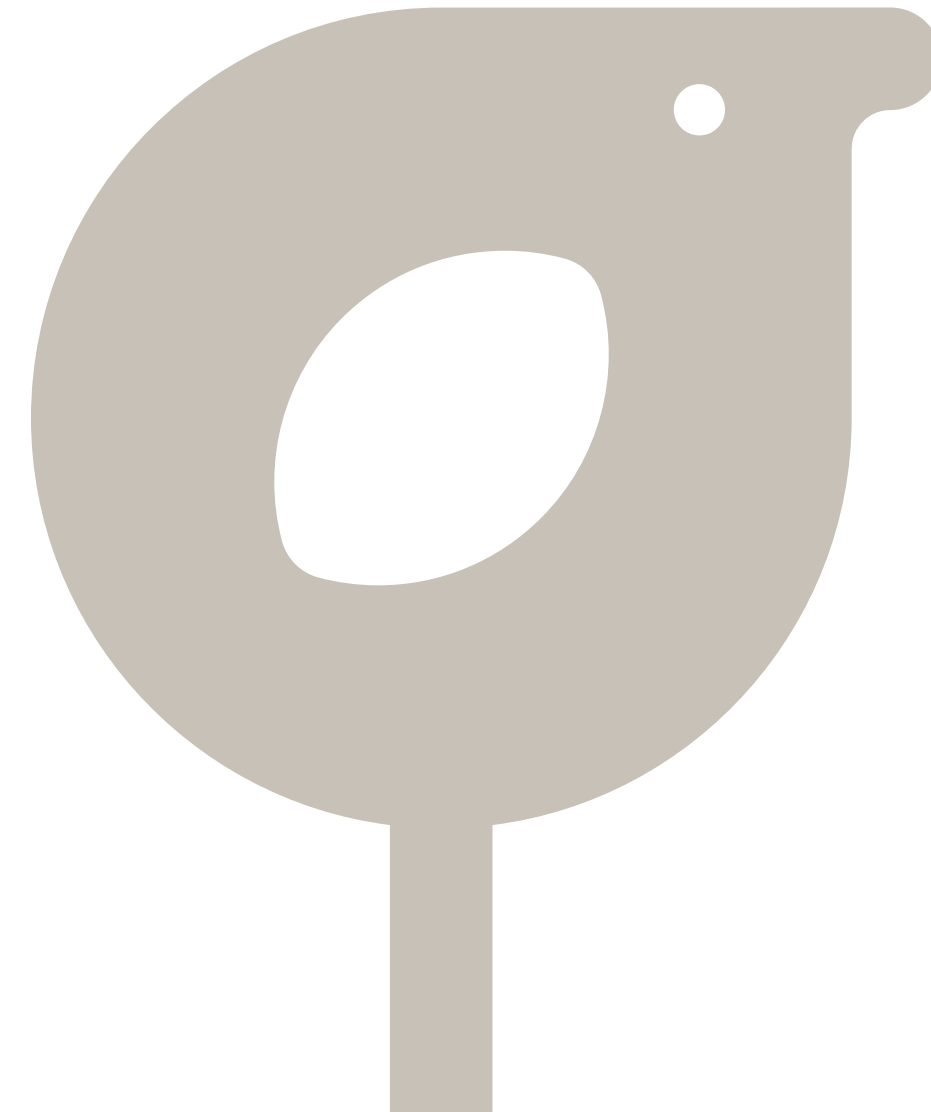
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Step 3:
Rollout Plan

Based on the test deployment we'll work with you to create a plan for the rollout, taking the following into consideration:

- **Strategy and goals:** we'll revisit the findings from the assessment stage to see if anything has changed, and revise the plan accordingly – including:

  – Reduce or enlarge the target users for migration

  – Select a standard hardware configuration to ensure a smooth user experience

  – Decide which applications to deploy

- **Image build:** We'll define and build an image that gives your users what they need while making deployment and management as simple as possible for you.

- **Plan roll out:** including deciding on the deployment methods and scheduling the rollout across different departments and/or target user communities.

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Step 4:
Congratulations —

You've successfully stepped off the Windows upgrade treadmill. Welcome to the world of reliable, low-cost and productive desktop computing.

It all starts with that initial chat. So if you're serious about investigating what Ubuntu can do for your organisation then consider the Ubuntu Enterprise Desktop Assessment.

Or just drop us a line with any questions or queries at our contact form.

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"We weren't experiencing technical problems, but financial ones. For the same amount of work, yielding the same results, we realised that Windows would cost us €2 million more than Ubuntu every year."

Jean-Pascal Chateau, Commandant,
French National Police Force

About Canonical

Canonical provides engineering, online and professional services to Ubuntu partners and customers worldwide. As the company behind the Ubuntu project, Canonical is committed to the production and support of Ubuntu - an ever-popular and fast-growing open-source operating system. It aims to ensure that Ubuntu is available to every organisation and individual on servers, desktops, laptops and netbooks. Canonical partners with computer hardware manufacturers to certify Ubuntu, provides migration, deployment, support and training services to businesses, and offers online services direct to end users. Canonical also builds and maintains collaborative, open-source development tools to ensure that organisations and individuals can participate fully in innovations within the open-source community. For more information, please visit **www.canonical.com** or **www.ubuntu.com/business**

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