The Evolving Linux Landscape: From Miniscule To Mainstream

Bryan Mills and David Watson
Presented to WPLUG
June 5, 2004
Talk Trajectory

- Introduction
- DiY Linux Tools Demo
- Linux Market
- DiY Linux Technology
- Desktop Demo
- Desktop Discussion
- Software Manager Demo
What is Cobind?

- A software company
- Simplifying the Linux Distribution Lifecycle
- Open Source Contributors
“However, for very high-volume replicated site systems, we do expect IT organizations to develop their own Linux appliance server platforms.”
DiY Linux Tools

- A software product and service designed to make building custom Linux distributions dramatically easier.
### GROUPS

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Add

Check All
The Linux Distribution Lifecycle

- Consulting
  - Concept
  - Analysis & Design
  - Specification
- Tools
  - Build
  - Prototype
  - Maintain
- The End Game
  - Release QA
  - User Feedback
  - Bug Fixing
“Combine the availability of generic Intel-based 1U rack servers with the proliferation of Ethernet, TCP/IP, and license-free operating systems such as Linux and BSD, and this allows a company whose primary competitive advantage is software to deliver that software in a box - a hardware box.”
The OEM OS Market

- Hardware Vendors
- Software Vendors
- Transactional Workers
Addressing The Market

- Progeny
- Point Clark Networks
- Redhat
- Novell
- Microsoft
How is Cobind different?

- Focused on products not consulting
- Specialized on Fedora Core and Redhat
- Provides usability differentiation
Worldwide Linux COE & SOE Installed Base (IDC - 000s)
The Problem

- Client vs. Server
- Server-centric design moves to the client
- An improvement, but very difficult
Three Solution Tiers

- Cobind DiY Linux Service
- Cobind DiY Linux Tools
- Cobind Consulting
DiY Linux Tools

- Distribution property sheet
- Web
- PHP
- SOAP
DiY Linux Technology

- Components
  - Repository
  - Manager
  - Builder
- Python
- SOAP
The BIG Picture
What’s next?

- Multiple versions of Redhat, Fedora Core
- Distribution specific YUM repositories
- Front-ends for LAMP, Java, Mono, etc.
- Connectors For Oracle, Sybase, etc.
- Live CD Builder
- Rich GUI
Analyst Amy Wohl

- “95% of the US corporate market uses Microsoft Office”
- “But there are 293 million people in the US and 6 billion worldwide”
- “Most of them have never used a computer much less Windows or MS Office”
Crossing The Chasm
DiY Linux: Proof of Concept

- Cobind Desktop
  - Conceived as a proof-of-concept for the Cobind DiY Linux Tools
Desktop Usability: 3 Lessons

- Quantitative & Qualitative Task Metrics
  - Hick’s Law
  - Barry Schwartz: Paradox of Choice
- Size Matters!
  - Fitt’s Law
- Emotional Design
  - Don Norman
Who uses Cobind Desktop?

- People who are afraid of Linux
- Schools
- IT Professionals
Cobind Desktop History

- 0.1 alpha released March 25, 2004
- 0.2 beta released June 5, 2004
Cobind Software Manager

- YUP
- YUM
- YUM GUI
Open Source Involvement

- Xfce team
- YUM team
- Cobind Desktop GPLed
- YUM GUI GPLed
“That’s a freight train I wouldn’t want to get in front of,” said Mr. Doerr, explaining the importance to having a stake in a Linux-based venture. “Probably get run over.”
The End

- Thank You!
- Questions?
- Contact
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