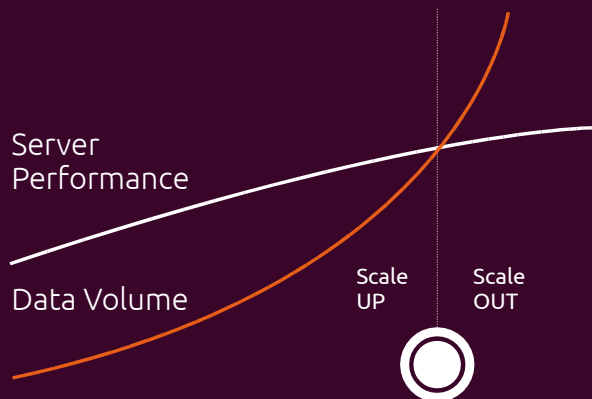


Leading in Cloud

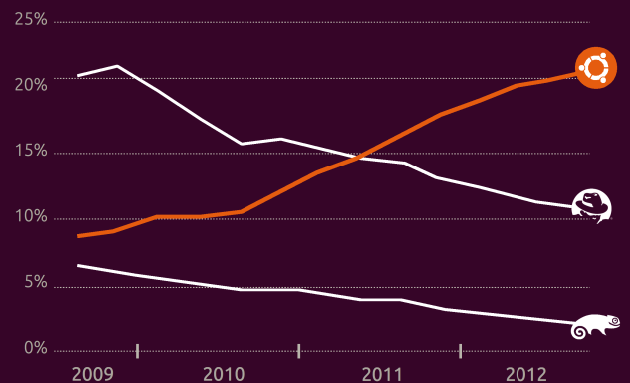
Ubuntu leads on scale-out projects

- Hadoop & Big Data
- Render farms and compute-intensive scale
- Condor and financial modelling
- Storage, NoSQL
- IAAS & PAAS: **Cloud Providers and OpenStack**
- OpenCompute

New era of scale-out computing



Ubuntu is leading web services platform



New era of scale-out computing

Bigger servers
deal with more transactions

many many many many
many many many many
many many many many
many many many many
many many many many
many many many many
many many many many
many many many many
many many many many
many many many many
small servers deal with
much more data

Scale
UP

Scale
OUT



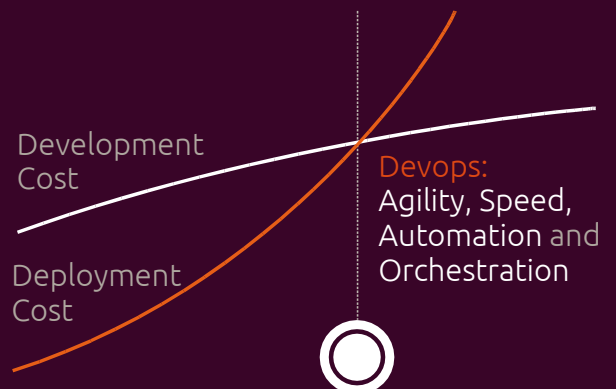
#1
Cloud OS

Ubuntu is #1 for OpenStack

- Incubated OpenStack at Ubuntu Dev Summit
- Reference OS for OpenStack development
- Most widely used OS for OpenStack deployments – fastest, easiest, standard install
- Enterprise Quality Release of OpenStack on 12.04 LTS with Essex, Folsom, Grizzly...
- Canonical leads OpenStack metering and deployment
- Canonical leads LXC



Deployment costs dominate cloud



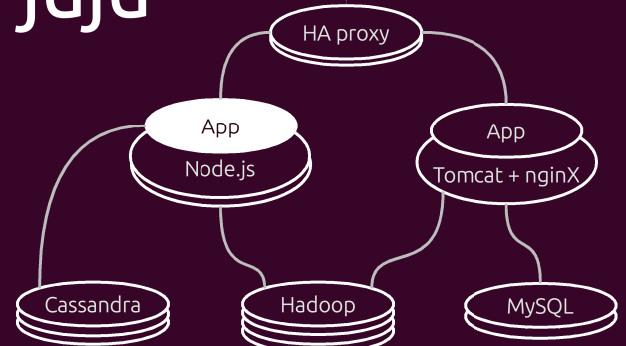
Ubuntu is #1 Public Cloud Guest OS



- Ultra-light base install for security & density
- "Stem cell" images with cloud-init from Canonical
- Certified, consistent, quality cloud experience: updates & security across all clouds
- Most popular Linux on every major public cloud
- Only Linux universally available on all major public clouds



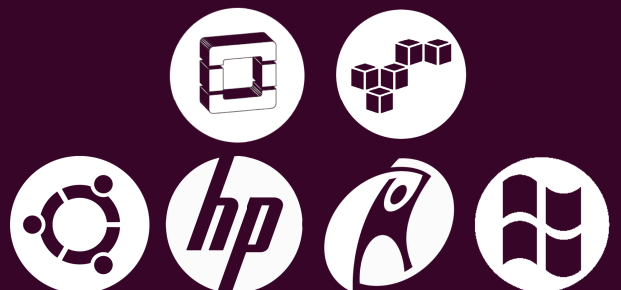
the app is only a small piece



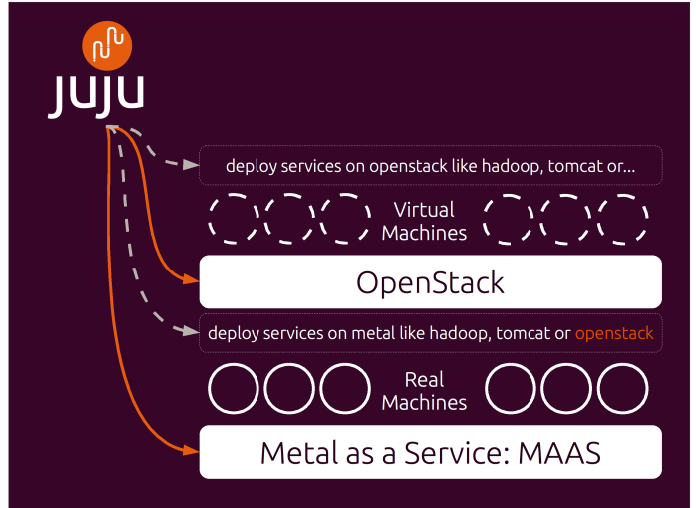
 35 minute install

Fast, easy, standard,
scalable, economical
private cloud.

any IAAS



any client



Benefits to developers & ops

- Much faster spin-up of new services
- Re-use of expertise across the company and community
- Choice of IAAS and avoidance of lock-in
- Cleaner development, test, deployment processes
- Less friction, greater velocity, improved agility
- Behaviour-driven development
- Model-driven deployment

any architecture



but lots of complex stuff
still happens on bare metal

In summary

- **Ubuntu + OpenStack** is the *de facto* standard for open cloud IAAS deployment
- **Juju** provides orchestration for devops on OpenStack, public clouds and physical servers with MAAS
- **Landscape** offers systems management for real and cloud servers