

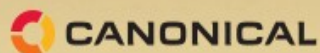


# A survey of Ubuntu Server Edition in the enterprise

OSCON – July 2009

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London

We have a problem!

# Problem

- Who are our users?
- What do they need?
- What are they doing with the tools we provide?

# What motivated the server survey

- Our way of doing business prevents us from gathering information that typical publisher get
  - This data is expected from us by:
    - Partners (HW vendors, ISV, SI)
    - Analysts
    - Customers and Prospects
- Providing directions for improvements requires gathering informations about and from users, and not only in bug reports

# How was the the survey developed

- The need to gather this data was shared within the server community
- Involving the community in the development of the questionnaire allowed to:
  - Have a broader question set
  - Test the survey thoroughly
- The survey was developed using the same tools as our normal software development
  - <https://wiki.ubuntu.com/ServerTeam/Survey>
  - <https://launchpad.net/server-survey/>

# What tool to run the survey

- We needed a tool that would
  - Be open to the community
  - Allowed multiple form of questions
  - Allowed for conditional question (if yes on Q1, propose Q2)
- This brought us to LimeSurvey, an open source tool developed in PHP
- No particular issues → it did the job quite well!

# Survey content

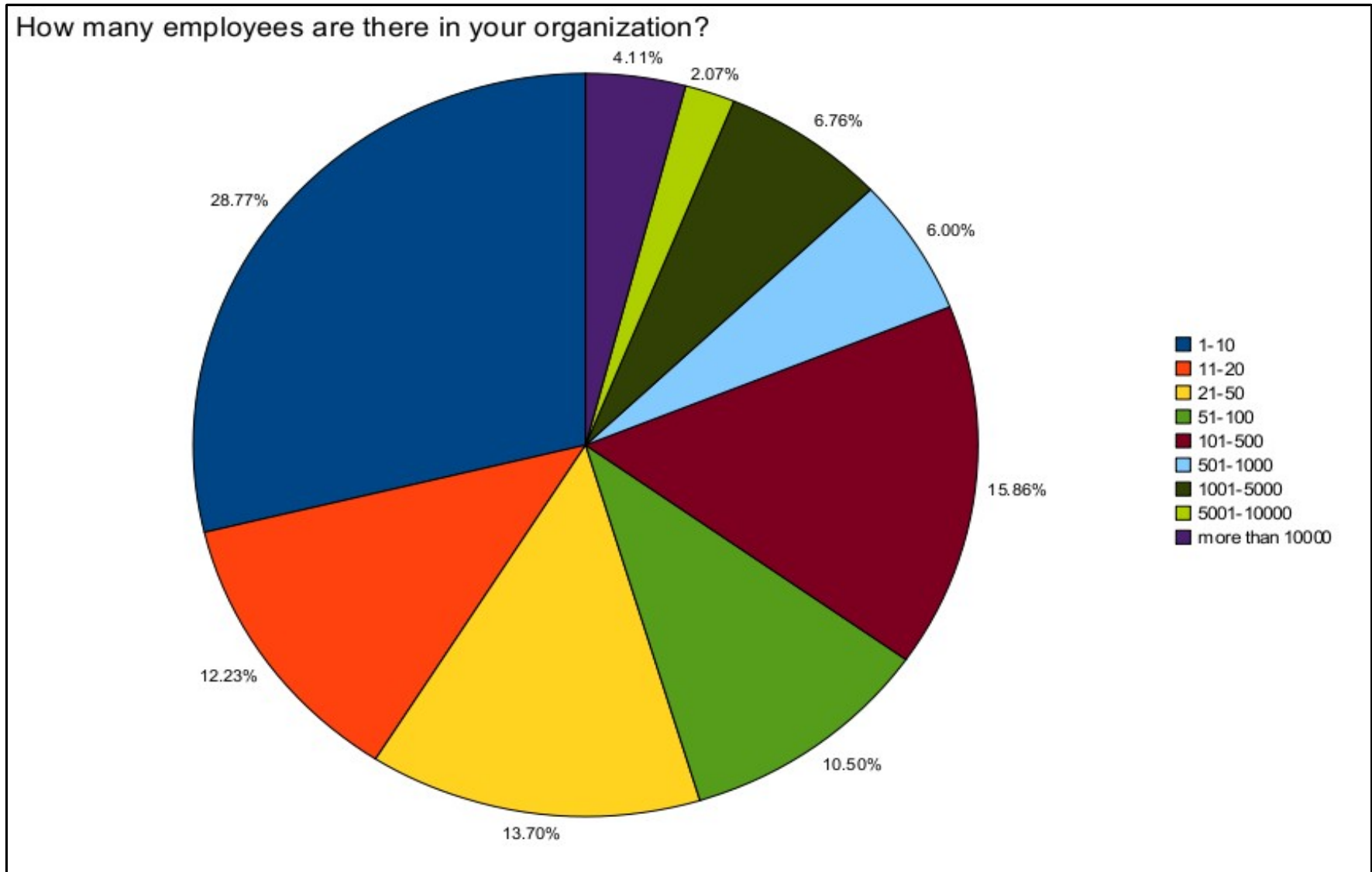
- 40 questions
- 20 minutes average response time
- Questions area:
  - Ubuntu usage and satisfaction
  - General Linux usage
  - Hardware usage
  - Demographics!

# Survey Results

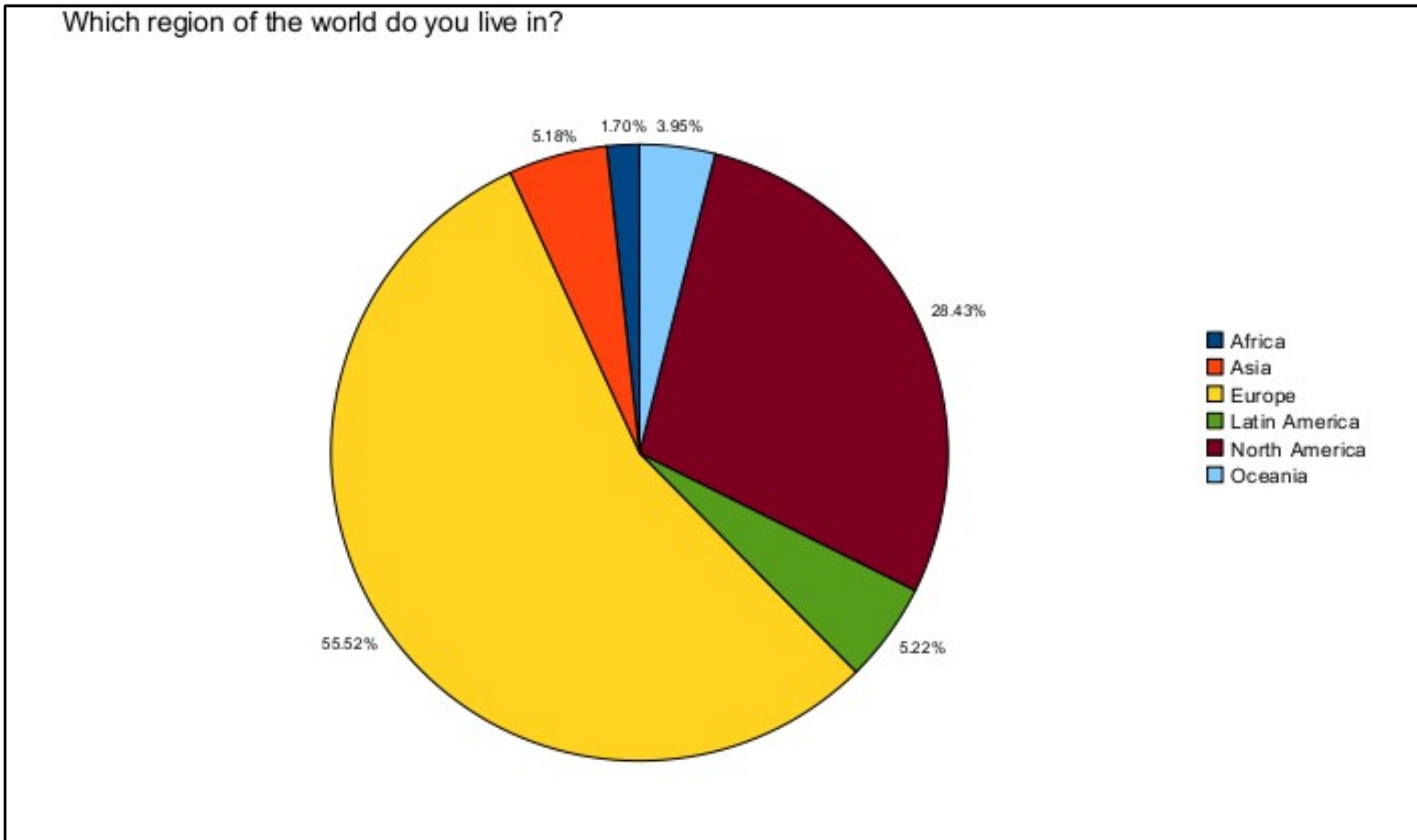
- Almost 7000 full responses
- Wide range of use cases
- Already proven very useful with Hardware and software partners as well as analysts
- Every major english speaking news services reported the publication of the results → great visibility
- <http://blog.canonical.com/?p=110>



# What size organizations?



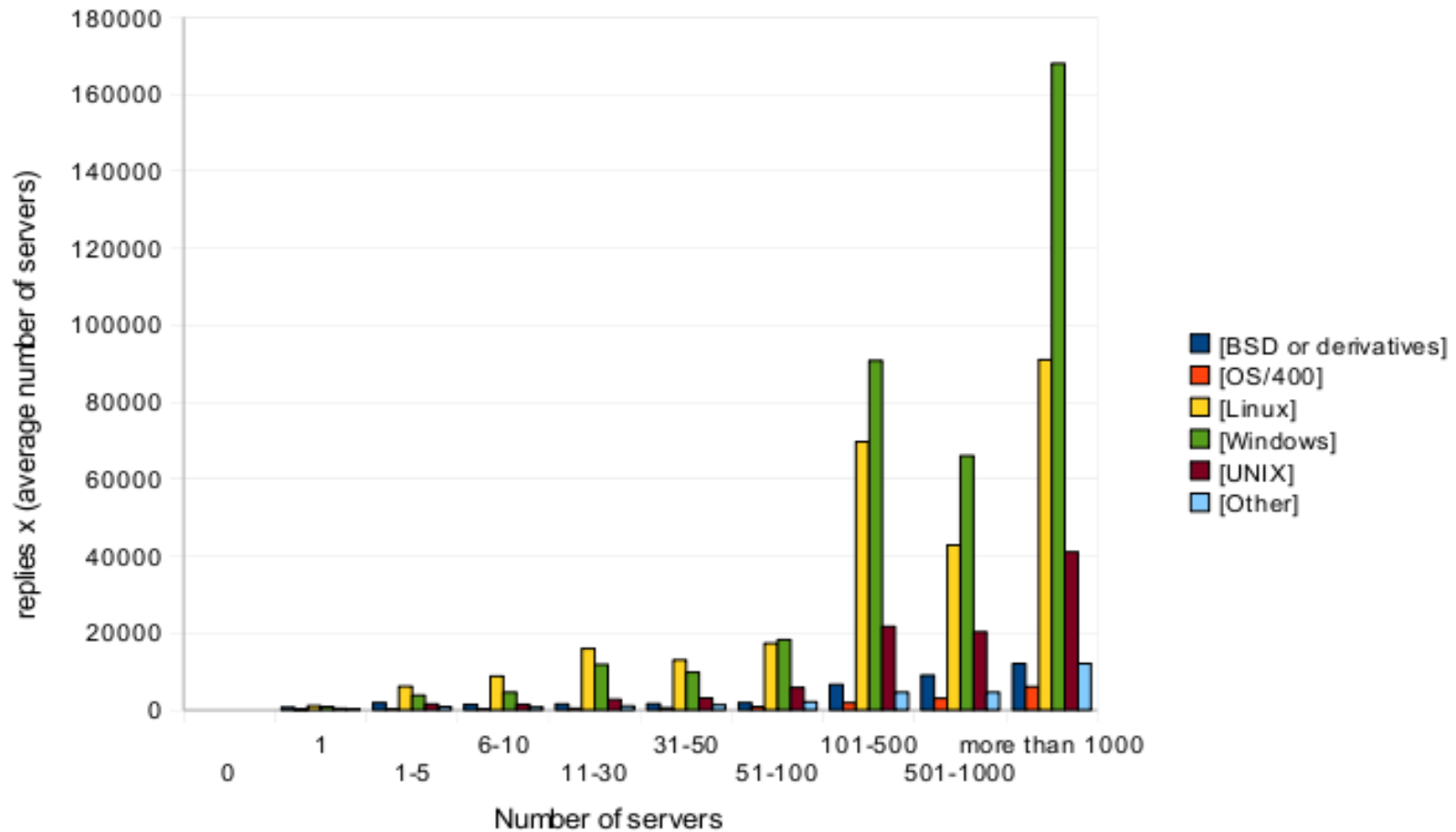
# Where are they from?



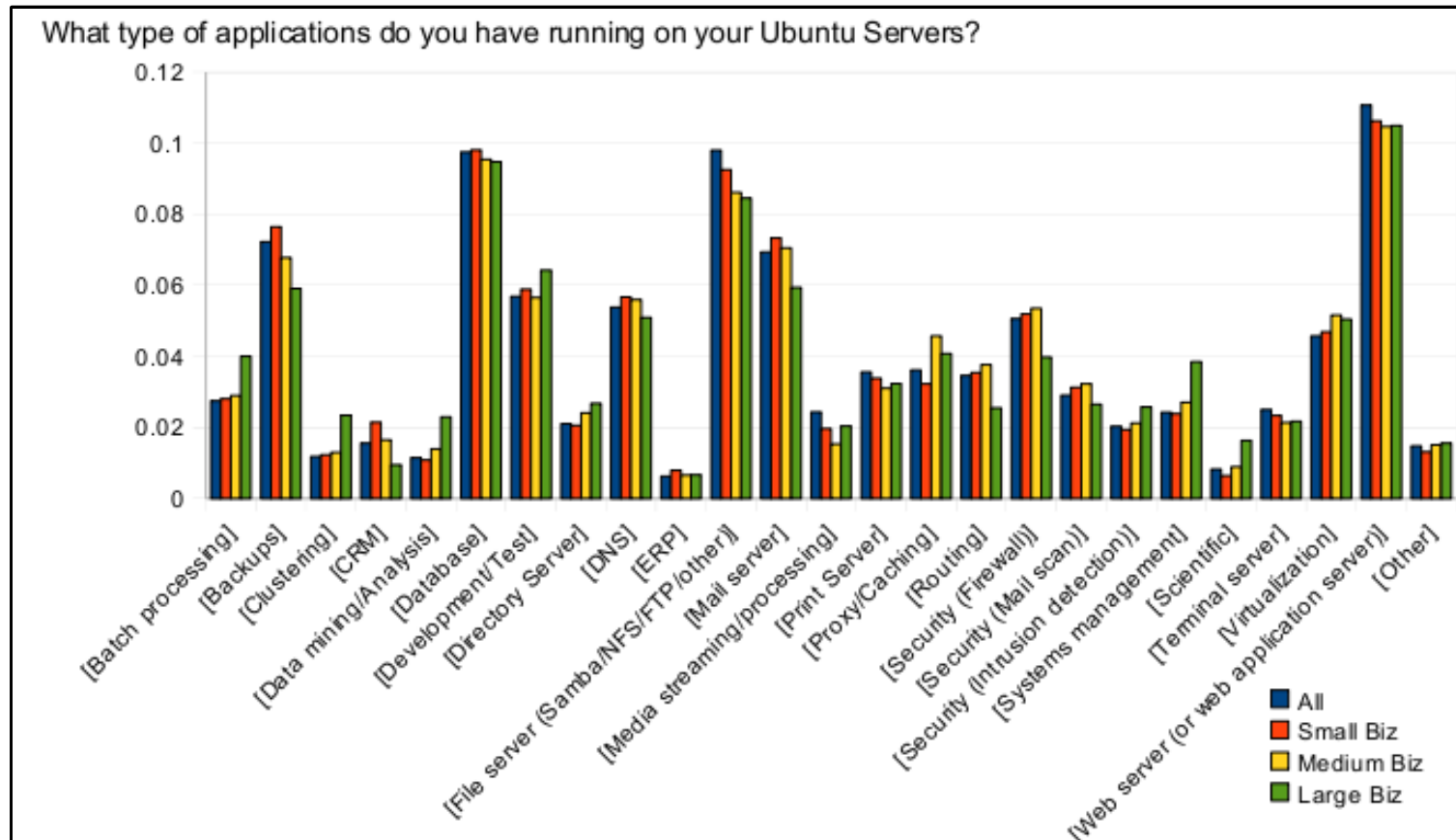
# What Sized Organisations?

## Graphs

Please estimate how many of the following server OS' are running in your organization.

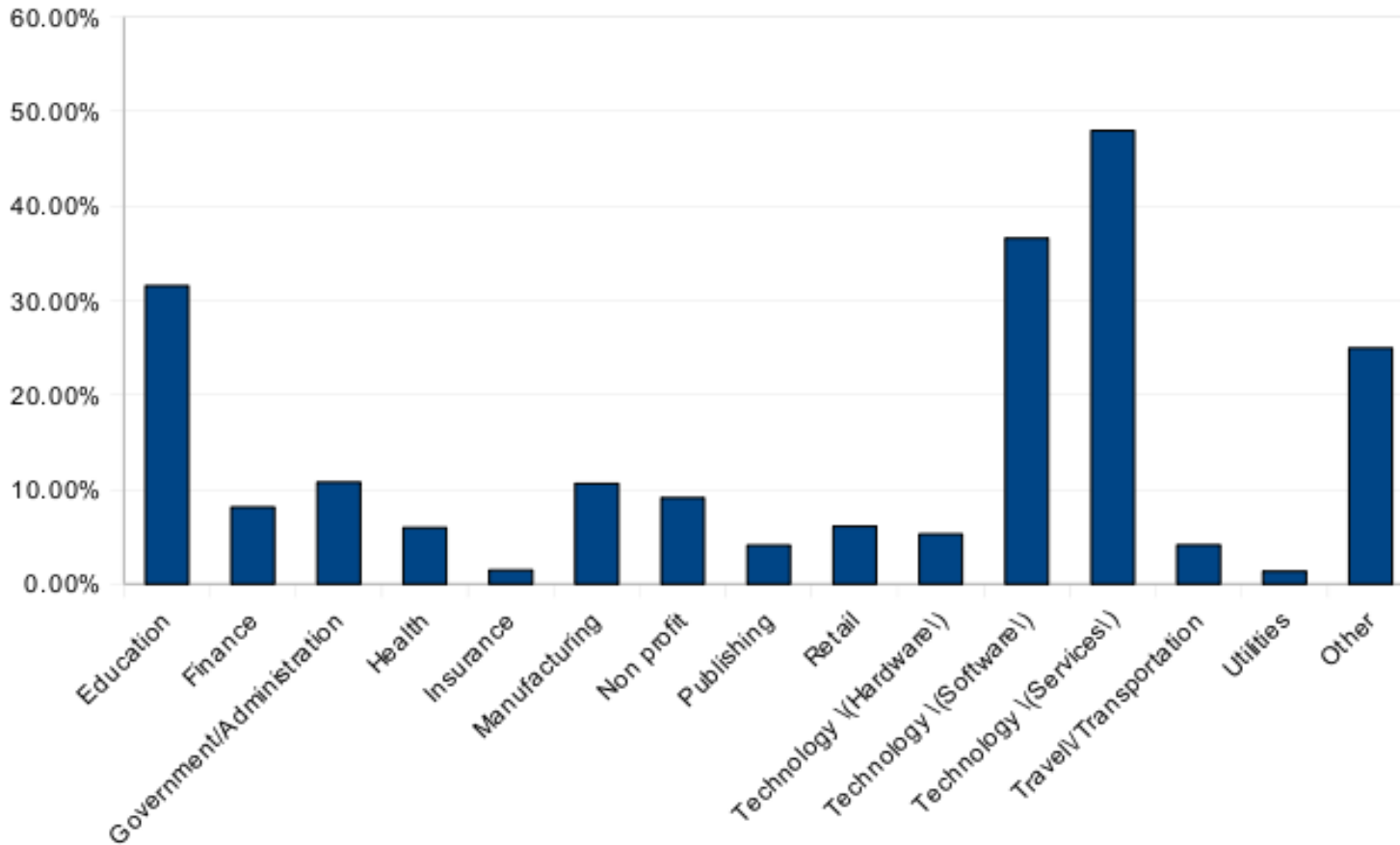


# What are they running?

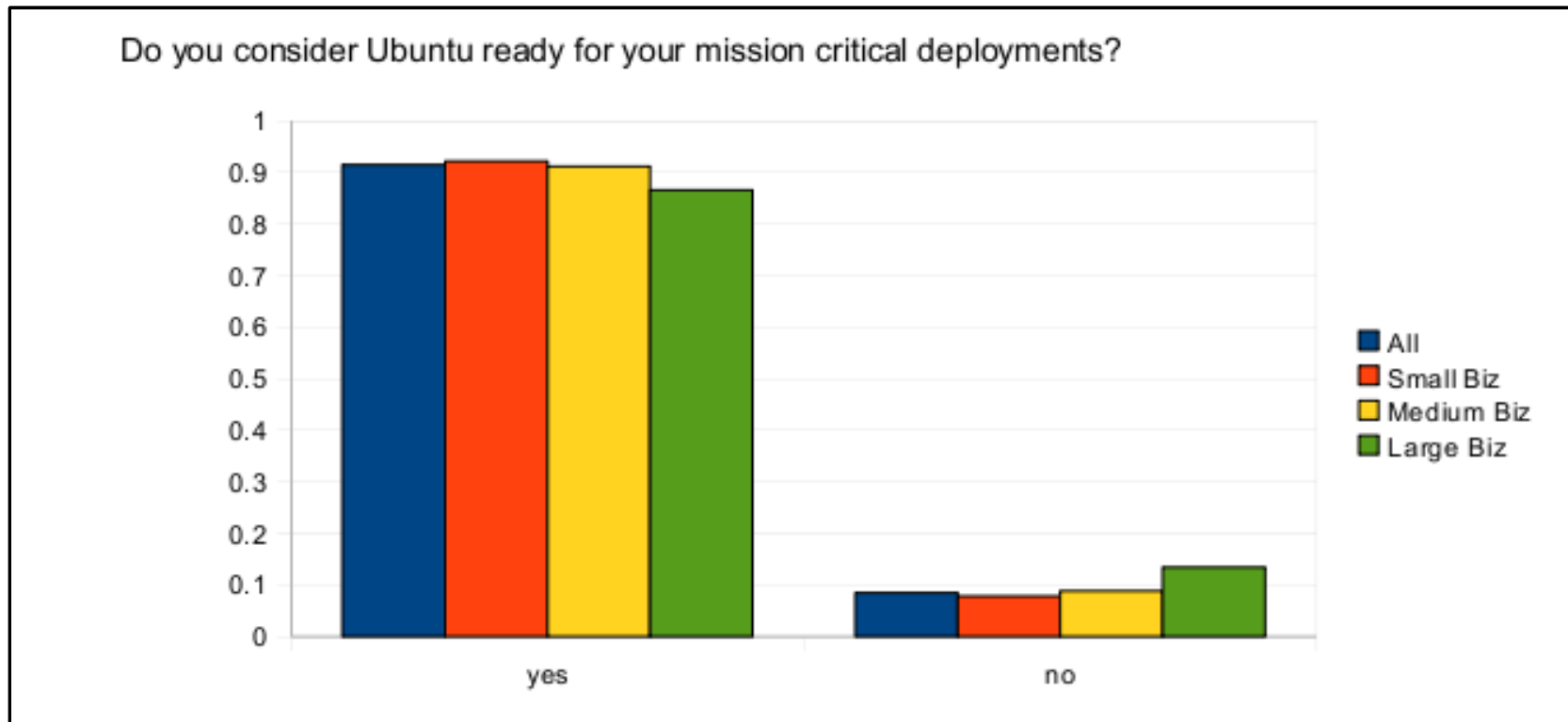


# Ubuntu - Which Industries?

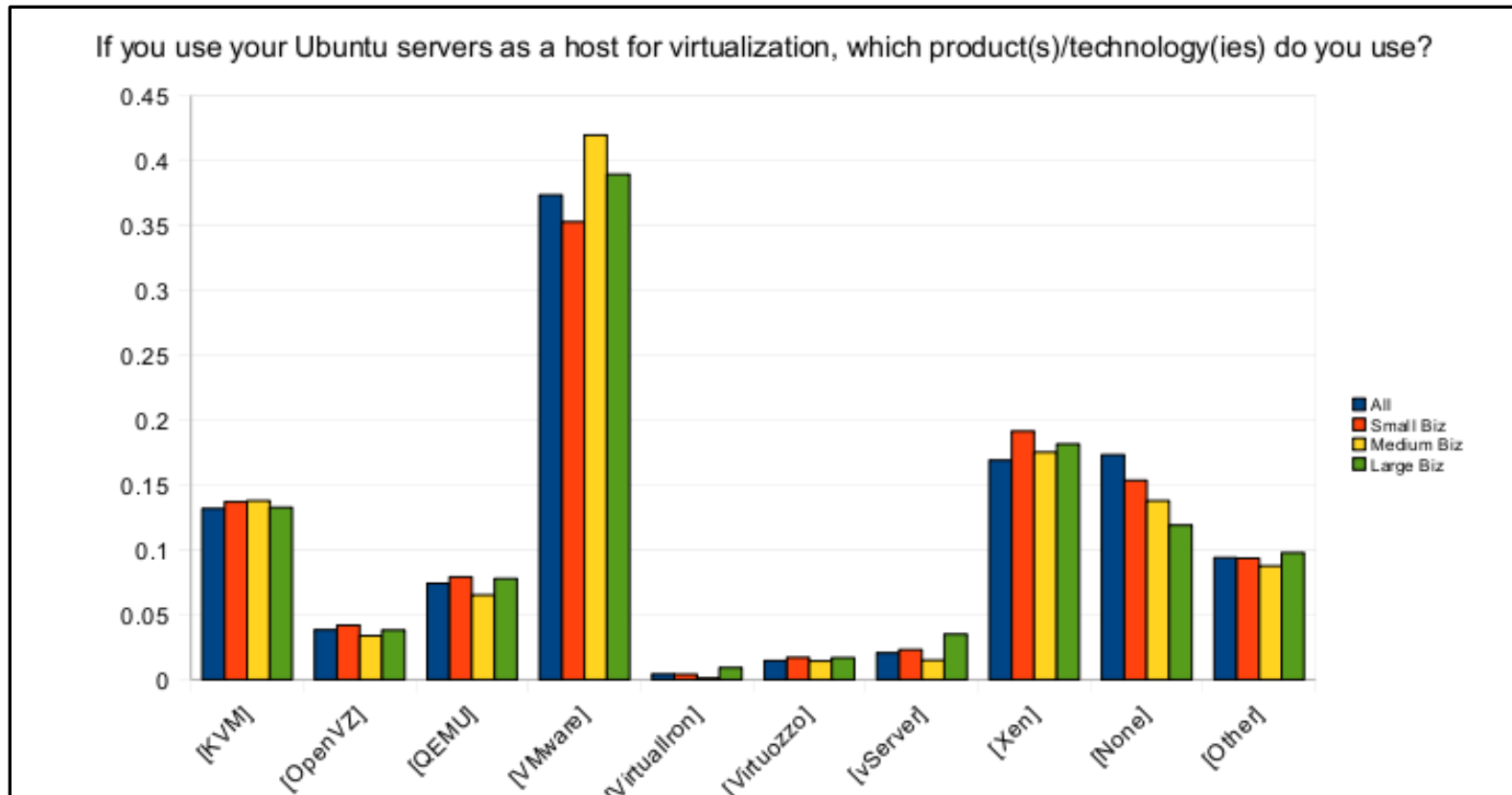
What sector is your organization involved in?



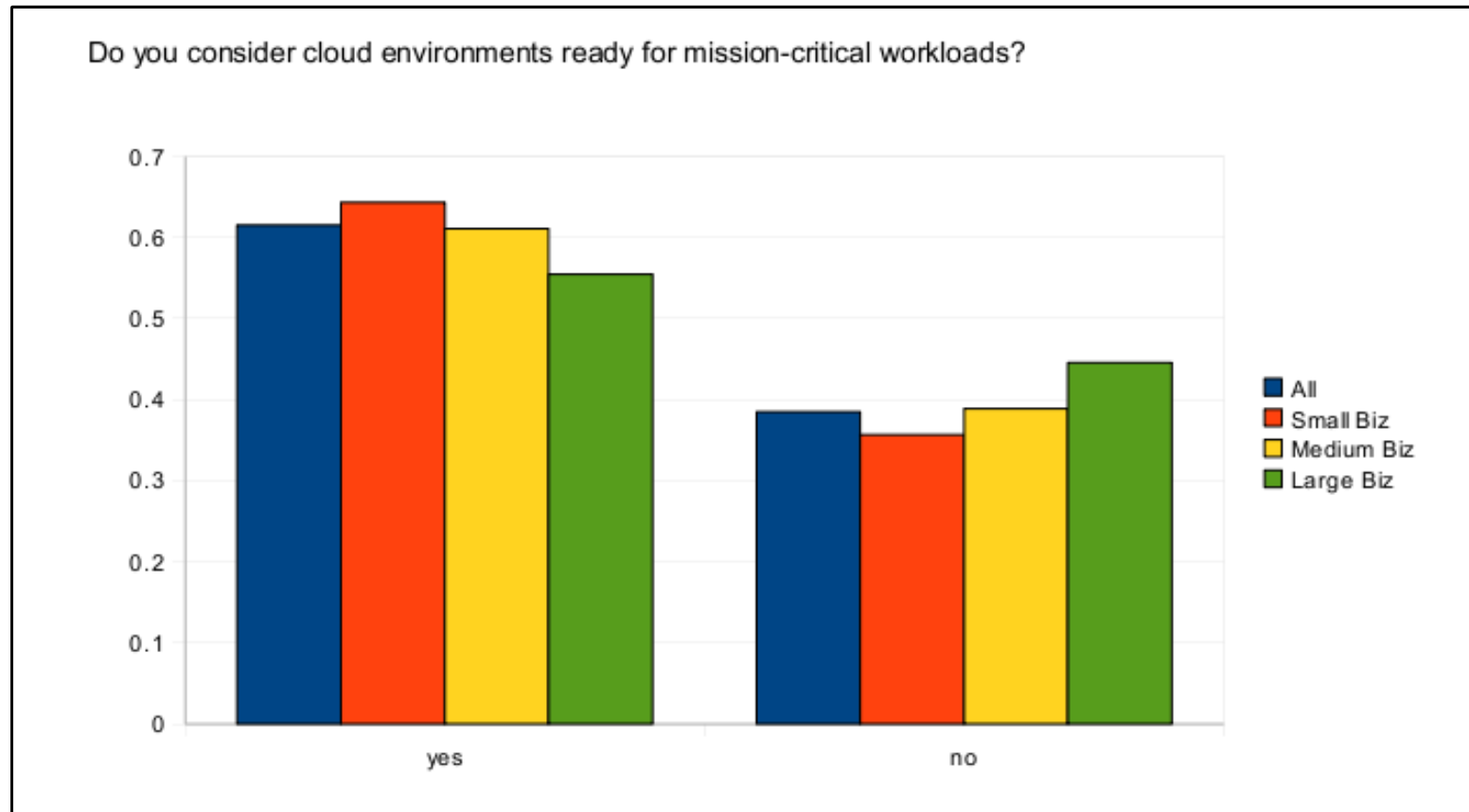
# Are we mission critical ready?



# What hypervisors?

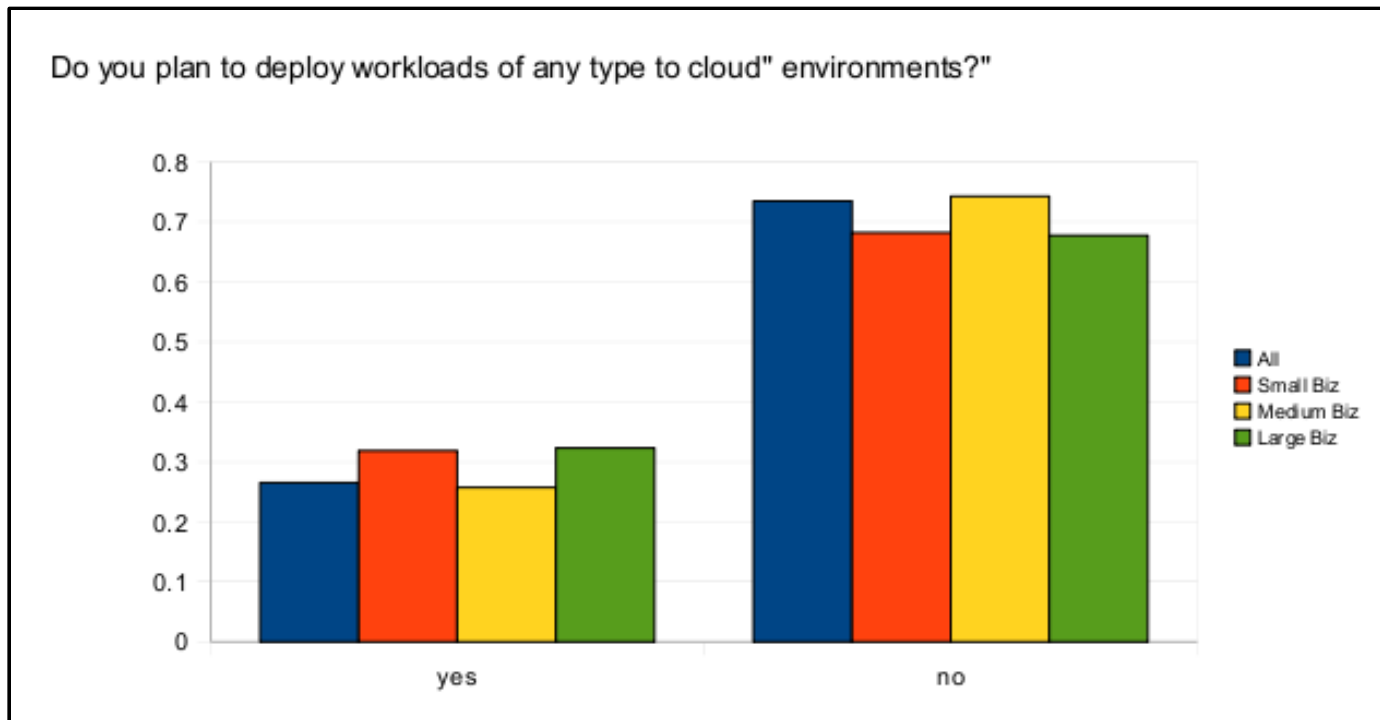


# Is the cloud ready?





# Will they deploy on cloud?

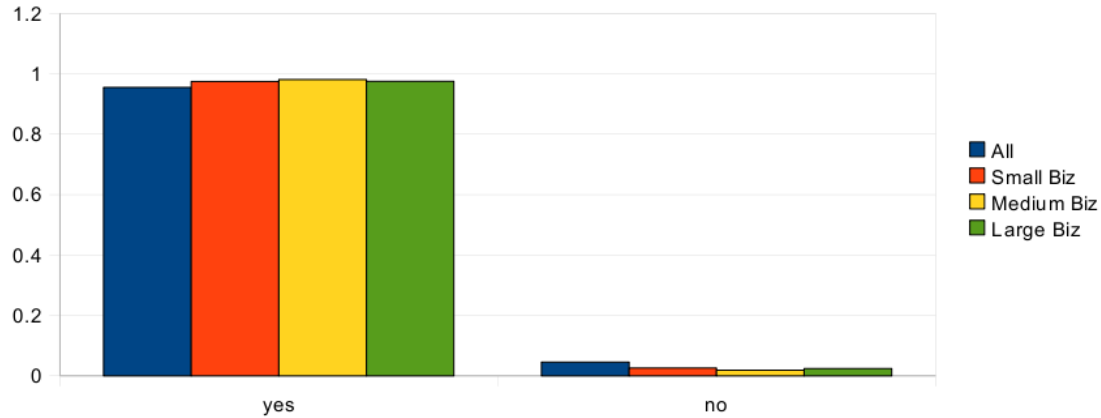


# Why not?

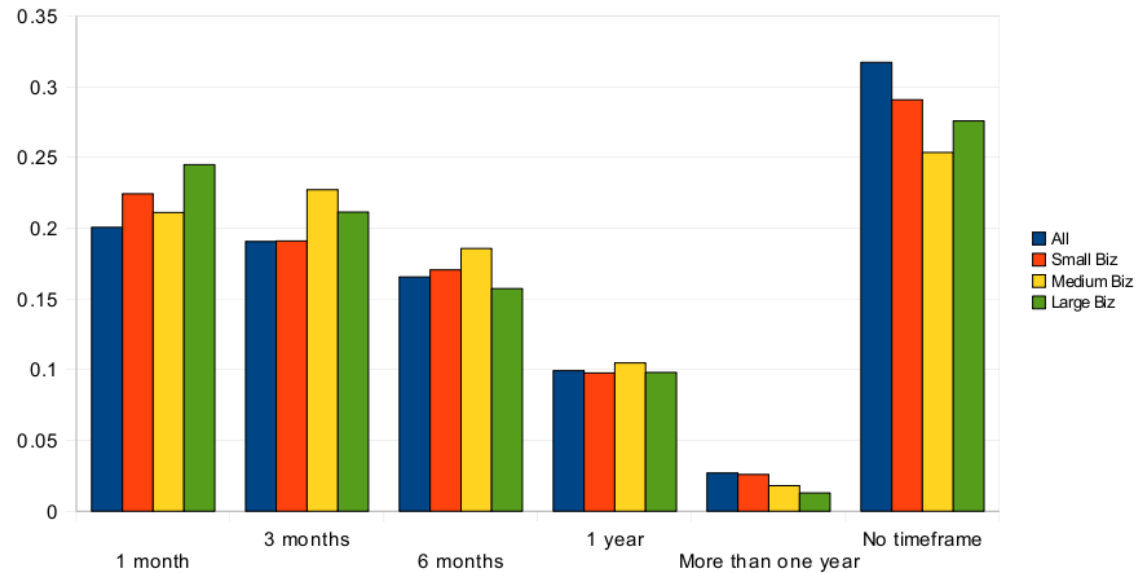
- Scared of vendor lock-in
- Worried about data exposure
- Cost is too high
- Use cloud only for external applications
- Existing investments have to be used

# New servers?

Do you plan to deploy additional Ubuntu based servers in the future?



When do you plan to deploy additional servers?



**Quantifying our user base?**

# Problem

- The result that we gain from our surveys only gives us a picture of who are user are
- Even though the survey was open to anyone, only 20% of the respondent did not use use Ubuntu Server Edition
- A survey ran by us is not the appropriate way to determine this

# IDC data ?

**TABLE 4**

Worldwide Linux Server Operating Environment New License Paid Shipments/Subscriptions and Nonpaid Deployments by Vendor, 2004–2007

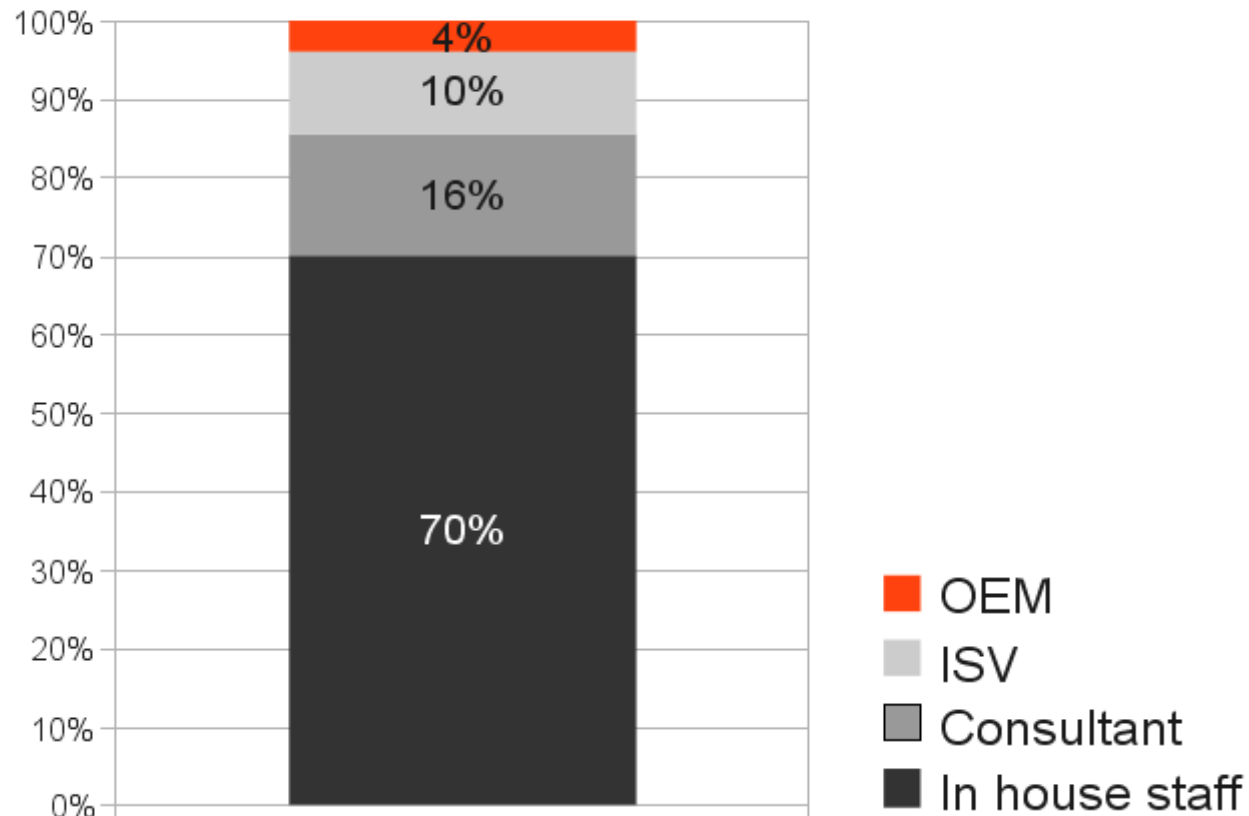
	2004		2005		2004–2005 Growth (%)	2006		2005–2006 Growth (%)	2007		2006–2007 Growth (%)
	Shipments (000)	Share (%)	Shipments (000)	Share (%)		Shipments (000)	Share (%)		Shipments (000)	Share (%)	
Red Hat Enterprise Linux	14	0.2	50	0.6	44.6	22	0.3	2.0	11	0.1	13.3
SUSE Linux Enterprise Server	1	0.0	60	0.5	73.3	35	27.3	4.6	39	30	13.2
Red Hat Enterprise Linux Server	5	0.0	50	0.6	200.0	10	14.4	3.2	10	14.0	2.6
Novell/SUSE Linux Enterprise Server	–	–	20	1.6	NA	103	8.0	414.8	117	9.0	14.0
OpenSUSE Linux Server	–	–	38	3.0	NA	35	2.8	-7.0	38	2.9	7.8
Ubuntu Server	–	–	–	–	NA	–	–	NA	40	3.0	NA
Ubuntu Server	34	3.0	38	3.0	12.2	35	2.8	-7.0	30	2.3	-16.2
Other	794	18.2	677	48.3	-22.7	350	27.3	-43.0	238	18.3	-32.1
Subtotal	1,132	100.0	1,270	100.0	12.2	1,281	100.0	0.8	1,300	100.0	1.5
Total	1,844		2,133		15.7	2,371		11.2	2,663		12.3

Source: IDC, April 2008

**Not valid for non-paid OS!**

From zero to 3% of market in one year

# User choice is driving growth



Source: 2007 IDC Report on Unpaid Linux

# What can we rely on?

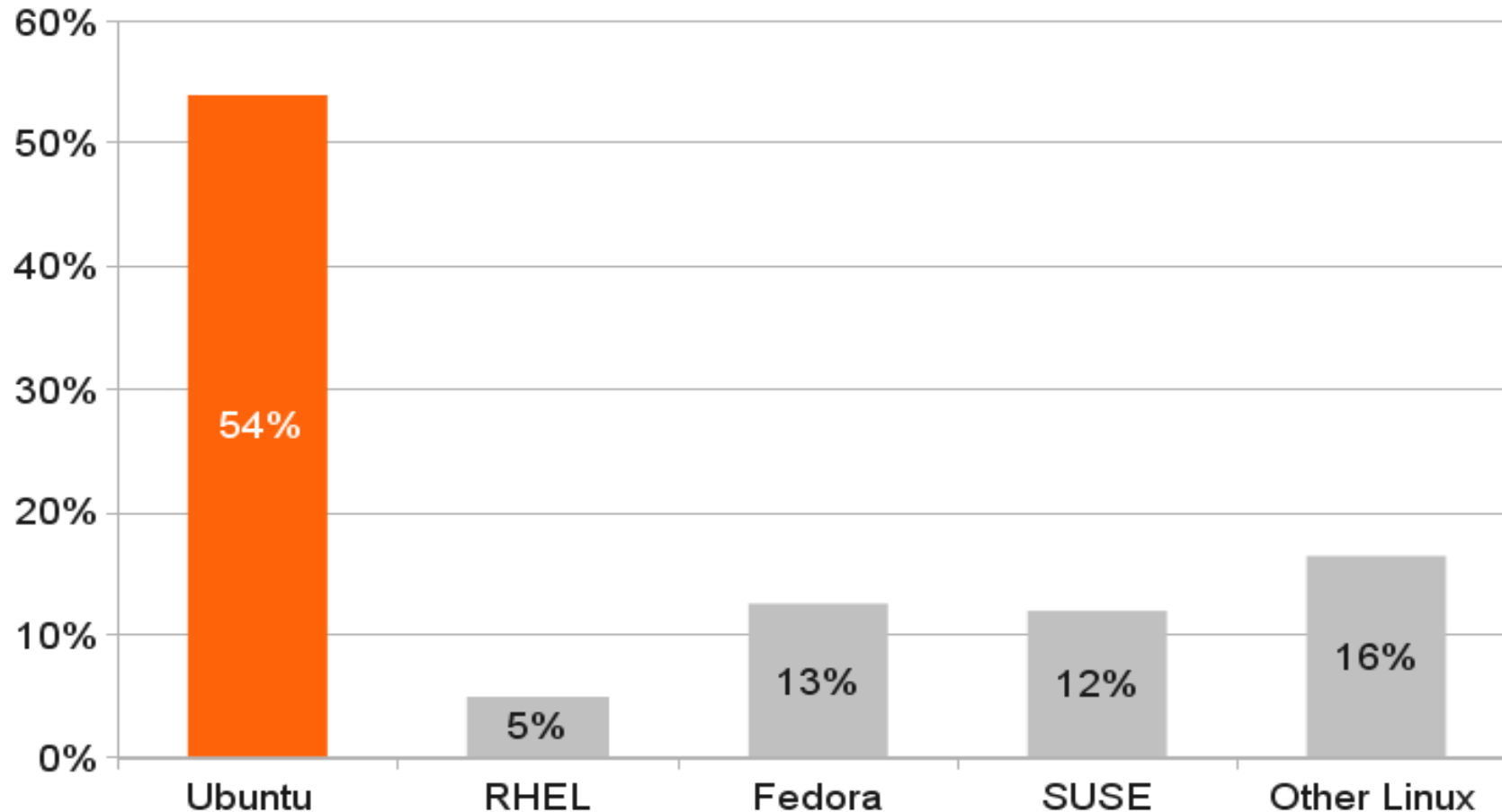
External surveys that question server usage, ie:

- Alfresco Open Source Barometer
- Eclipse Developer Community Survey



# Leading development platform

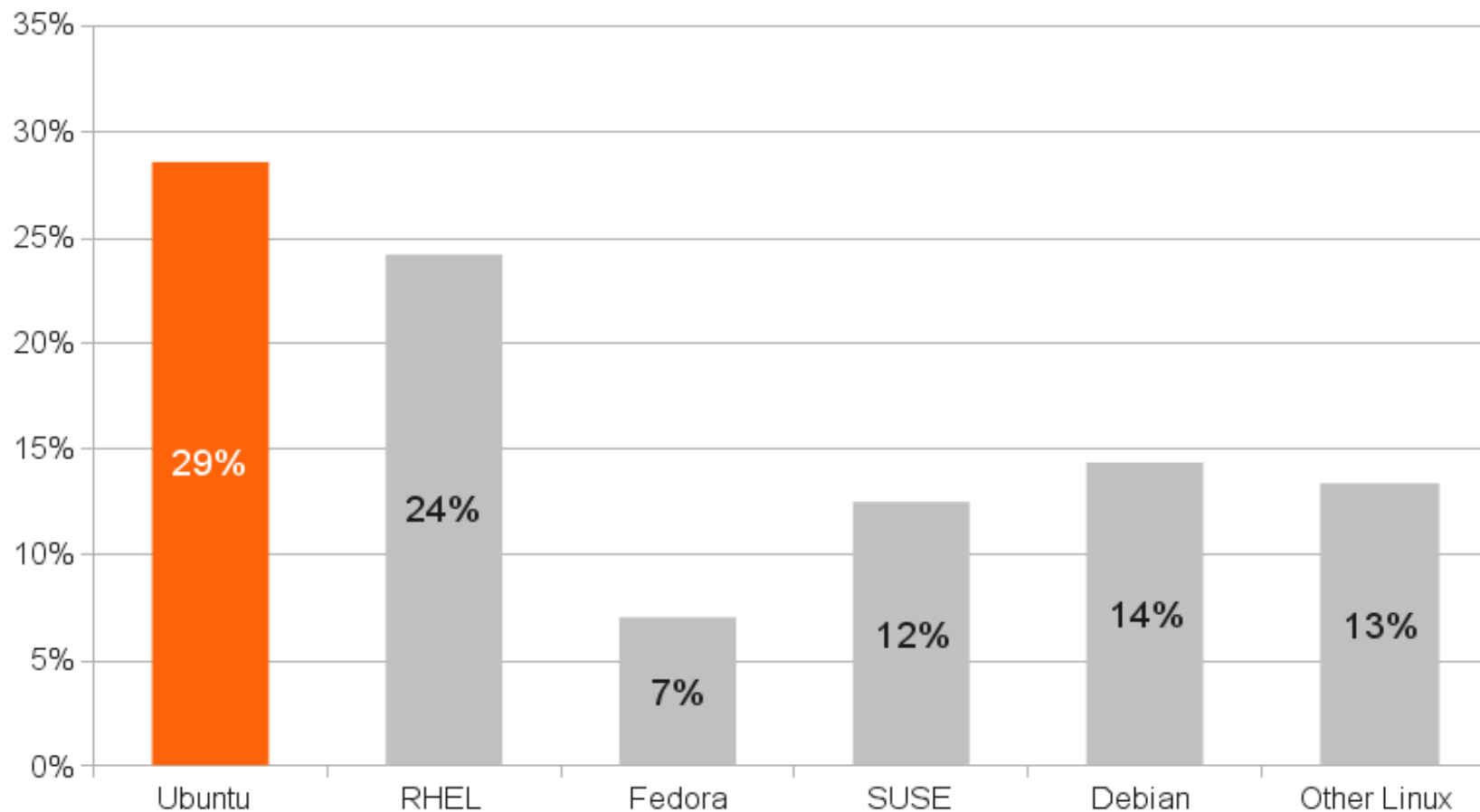
What is your primary operating system for Linux development?



Source : 2009 Eclipse Community Developer Report (Sample size: 383)  
See also: <http://nicolas.barcet.com/drupal/en/eclipse-survey-ubuntu-2nd>

# Emerging leader in deployment

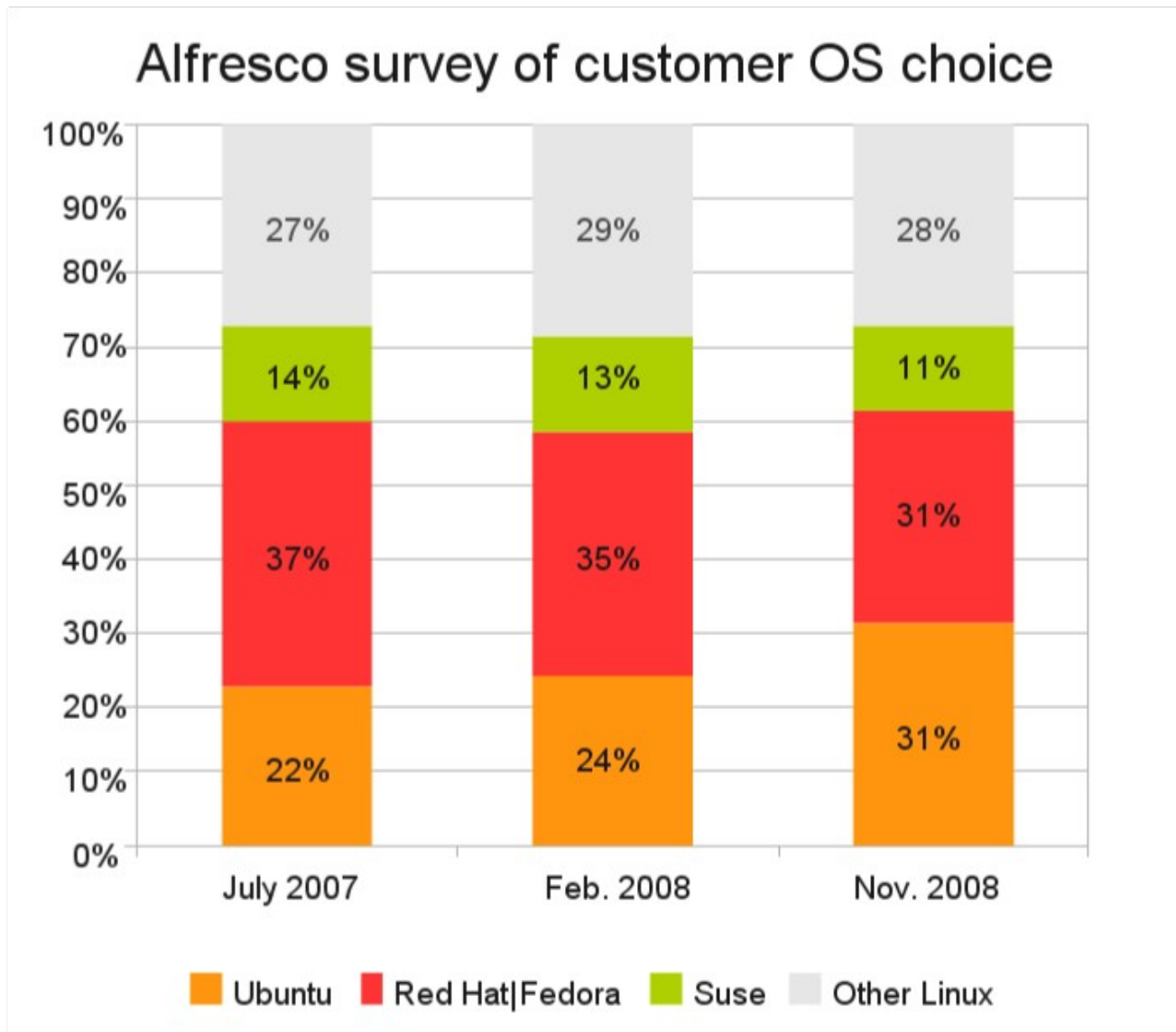
What is your primary operating system for software deployment?



Source : 2009 Eclipse Community Open Source Developer Report (Sample size 570)

See also: <http://nicolas.barcet.com/drupal/en/eclipse-survey-ubuntu-2nd>

# The Ubuntu Server momentum



Source: Alfresco customer survey of 5,000+ developers

See also: <http://nicolas.barcet.com/drupal/en/alfresco-ubuntu-momentum>

**Ubuntu is now #2 on servers**

**Ubuntu will be #1 by 2010**

**Next steps?**

# Ubuntu Server Survey 2009

- Update started this week with the community
- Join us if you want to help
  
- Survey will open on-line in September
- Answer if you want to help!

<http://wiki.ubuntu.com/ServerTeam/Survey>

# Questions ?



ubuntu