

Aren't We All Indians?

by
Jon "maddog" Hall
Executive Director
Linux International

Trademarks



- Linux is a trademark of Linus Torvalds in several countries
- Unix is a trademark of X/Open in several countries

I Do A Lot of Work With “Emerging Economies”



- Lack of cash
 - Differential in buying power
 - Tariffs
- Urban/Rural issues
 - High communications costs
 - Undependable electricity
- Different Languages
- Different Cultures
- Lack of Security

Lack of Cash



- China
 - Average 60 USD/month
 - Microsoft Office 600 USD
 - 10 months work
 - 40,000 USD equivalent
 - Shiny plastic disk
 - Piracy is rampant

Pirated Code Is Not Free

- Can not get fixes to it
- Can not get enhancements to it
- Can not get training from creators
- Loss of face (prestige)

Software Freedom



- You can not steal what is given
- Not a hand-out
 - A days worth of programming by a Chinese person....
- You can get
 - Training
 - Bug fixes
 - Enhancements



Red Flag

Boxed Software – 70 USD

- Operating System
- Office Package
- more

Tariffs



- Brazil – 2 X cost in USA
 - Tariffs protect local industry
 - Tariffs generate money for government
- Software Livre! is not taxed when pulled off net
 - Tailoring done locally

Local Software Jobs



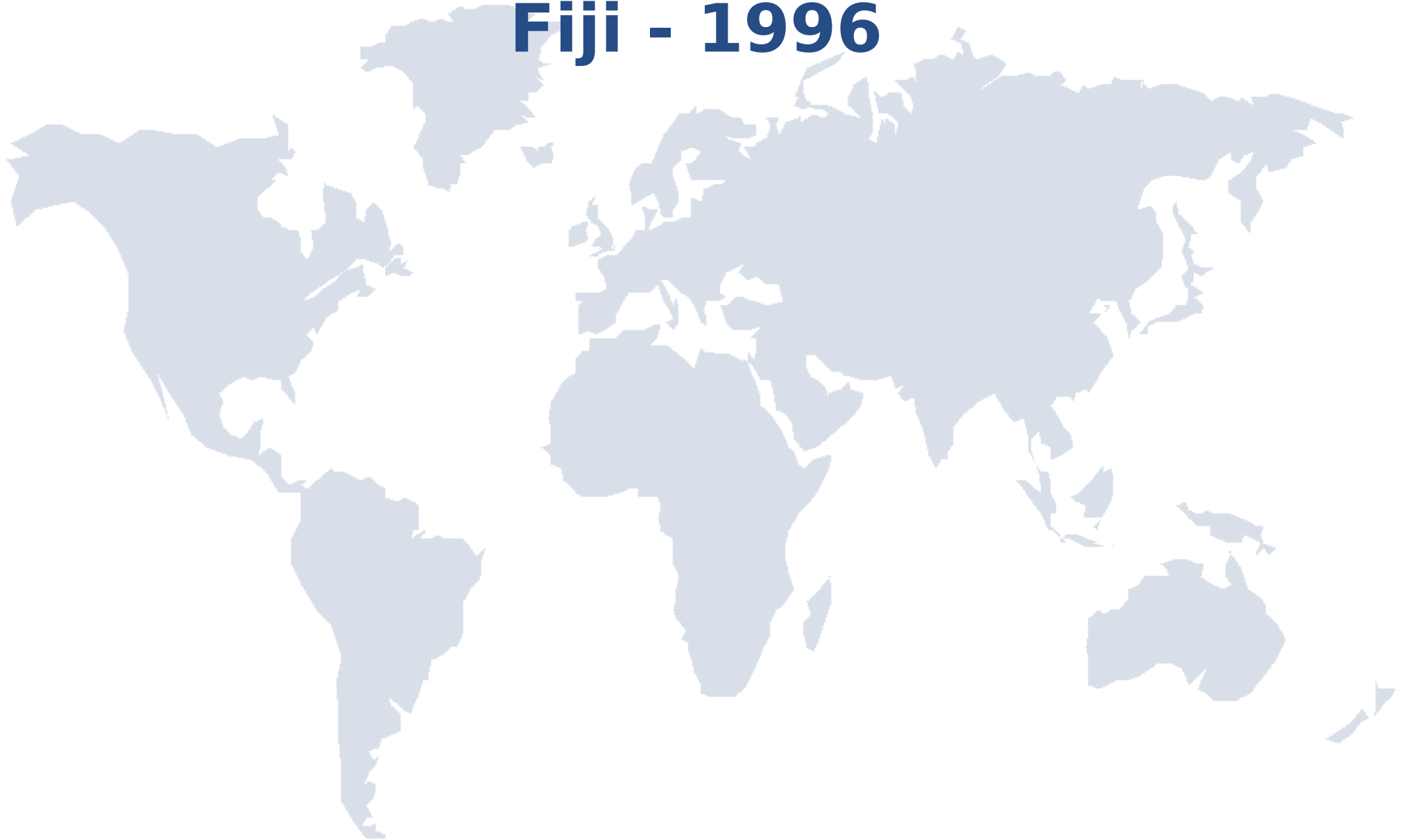
- Nothing is easier to offshore than production software
 - Generate list of product requirements
 - Offshore creation of code
 - CD manufactured in USA
 - Manuals/boxes printed in USA
 - Offshore help desk
- Free Software enhanced locally

Balance of Trade



- Local Jobs
 - Local food, local housing, local taxes
 - Generates more local jobs
 - Local food, local housing, local taxes
 - Generates more local jobs
 - Local food, local housing, local taxes
 - and so it goes
- I live in the small country of New Hampshire
 - How much maple syrup can Bill eat?

Fiji - 1996

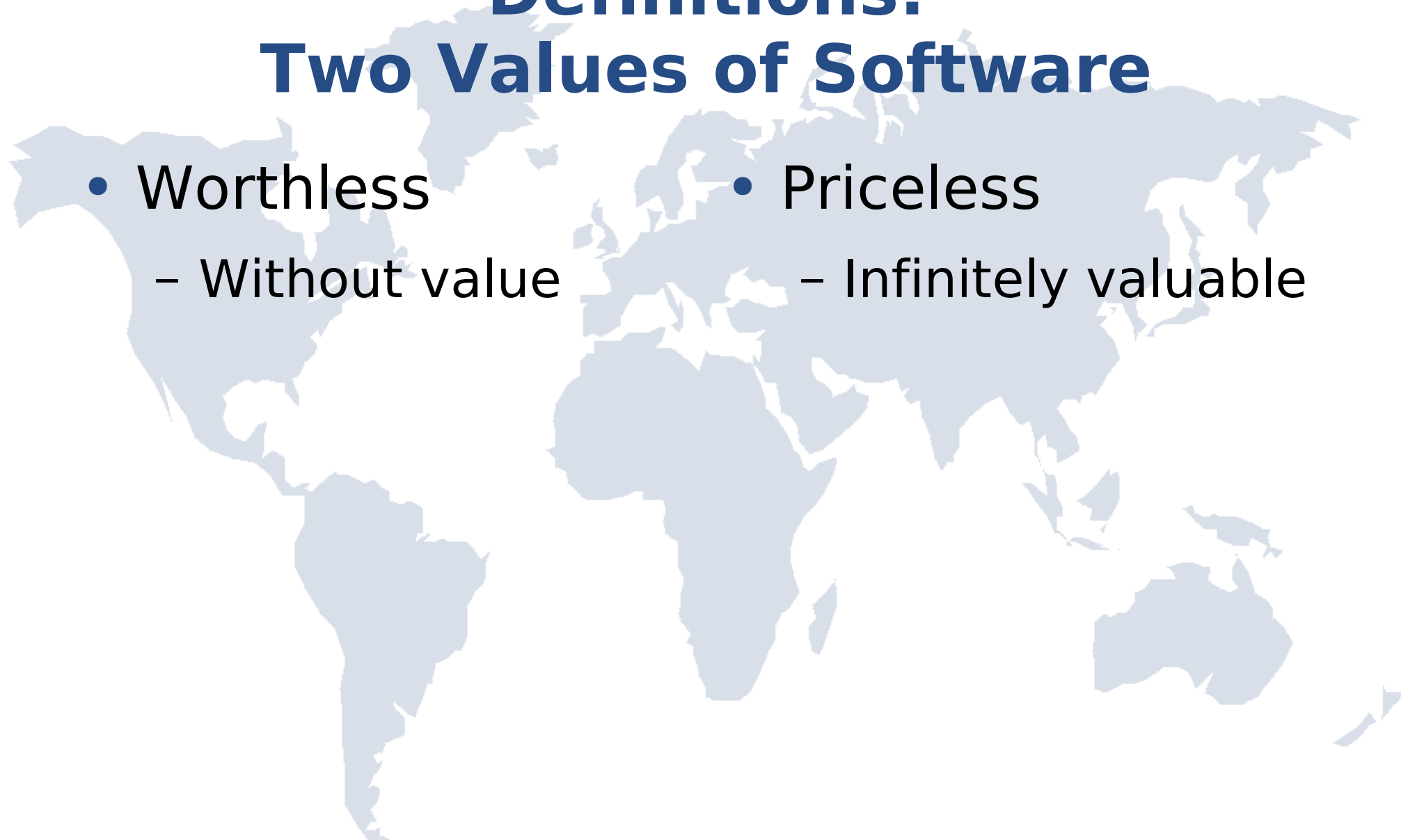


Fiji - 1996



Definitions: Two Values of Software

- Worthless
 - Without value
- Priceless
 - Infinitely valuable



Lesson #1

Use Free Software NOT because the software is “gratis”!

This Is The Better Statement

Use Free Software because it is *priceless*!

What Is Total Cost of Ownership? (TCO)



Total Costs of owning solution:

- Hardware
- Software
- Services
 - Installation
 - Integration
 - Training

Why TCO Loses!

- TCO for Proprietary Hardware Large
 - Sparc Solaris => Intel Linux
- TCO for Wintel relatively small
 - Wintel <===> Lintel

The Hidden Costs (Things few people talk about)

- Software Maintenance
 - How many system administrators do you need?
 - How many times do viruses attack?
 - How fast can you get a patch?
 - Can you get a needed enhancement?
- Software flexibility
 - Your language?
 - Your environment?

What No One Talks About: Software Value

- What is the VALUE of the software?
 - Not the price!
 - Does the software help you do your job?
- or
- Does the software keep you from doing your job?

Infinite Benefit

- Software Benefit is Infinite if your company can not survive without it
- Software Benefit is worthless if software costs you more work and time to use it than the software saves you
- Software Benefit can actually be a negative number

$$\text{Benefit} = \text{Value} - \text{TCO}$$

A light blue silhouette of a world map is centered on the page. The text 'One Word' is positioned in the upper portion of the map, and 'Control' is positioned in the lower portion, over the African continent.

One Word

Control

Other Words



- In our own best business interest
- Determining our own destiny
- Second sourcing
 - Only one supplier
 - Only one customer
- Competition

Urban/Rural Issues

- Our image of Brazil:
 - Amazon Jungle
 - Rio de Janeiro
- The reality of Brazil
 - Sao Paulo
 - 80% of population urban
- Telecommunications very expensive



Telecentros and Other Projects



- Telecentros – free access to Internet
 - abandoned storefronts
 - donated (recycled) computers
 - Software Livre!
- PC Conectado
 - 50-60 Reals/month
 - 24 months
 - includes Internet access

Other Projects



- SAGU vs University of Utah
- Software Livre!
Co-op
- GNUUrias

Other Projects

- SAGU vs University of Utah
- Software Livre!
Co-op
- GNUUrias



Other Languages



- Brazilians speak Portuguese!
 - Spanish is #2!
- Columbia's official language is Spanish
 - 60 Indian dialects
- India has:
 - two character sets
 - 18 official languages
 - 5,000 unofficial languages
 - about 20% of the population is illiterate

Language Support



- Microsoft supports 50 languages
 - Microsoft Turkish
- Red Hat supports 51
 - Without Swahili
- Open Office supports four different dialects of Swahili
- How many languages to support makes business sense?
 - Who cares about illiterates? - Simputer

Rio de Janeiro: Barrier to Entry



- Small company of 18 people
 - Wanted to investigate rain forest
 - new medicines
 - new materials
 - Software to help was:
 - only in English
 - very expensive
 - from large company in USA

Rio de Janeiro: Breaking Barrier to Entry

- Postgres
- OpenGIS
- Python
- Apache
- other projects

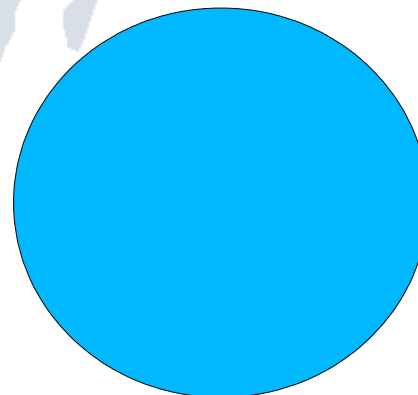
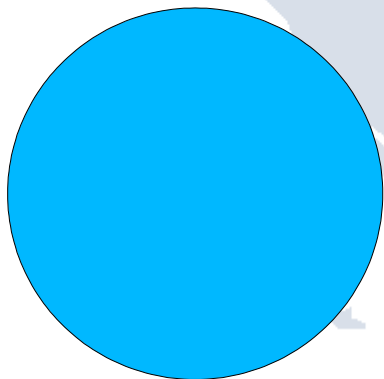
The Economics of Mass Production



- Meets 70-90% of most of the market's needs
- Create commodity products
 - What is a commodity?
 - Corn?
 - Cars?
 - Are business situations a commodity?

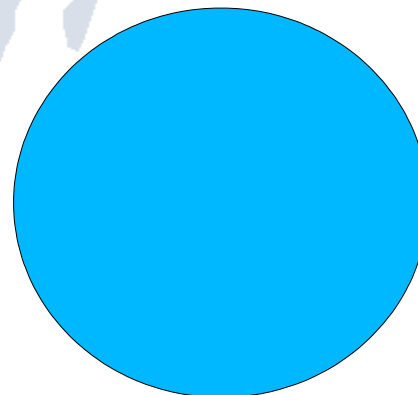
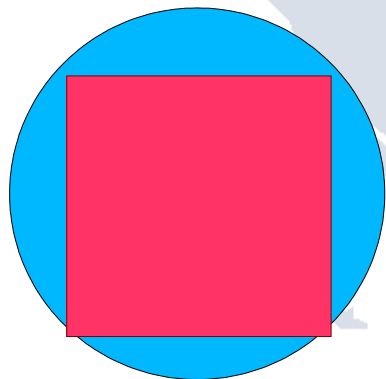
Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole



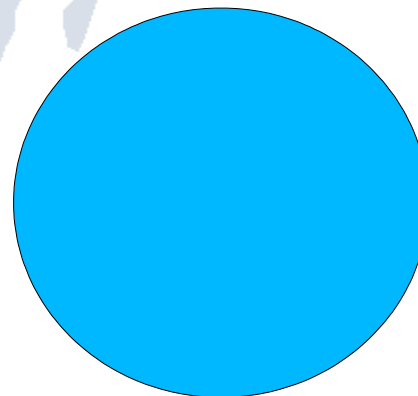
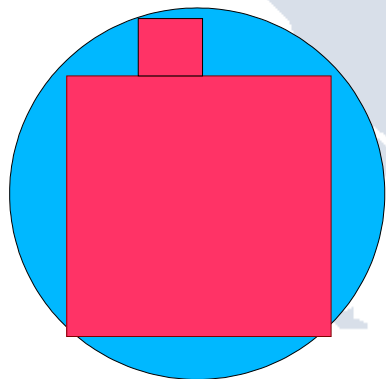
Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole



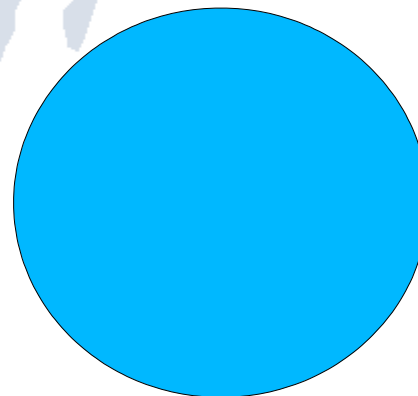
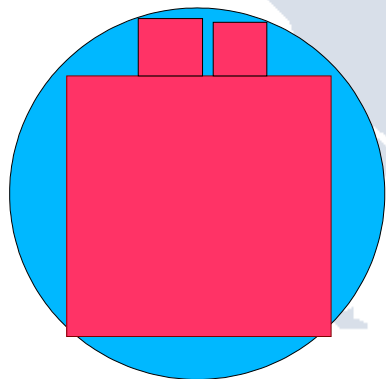
Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole



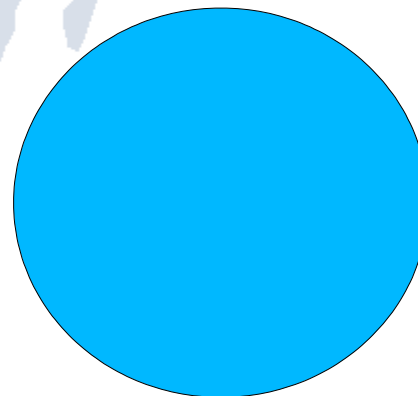
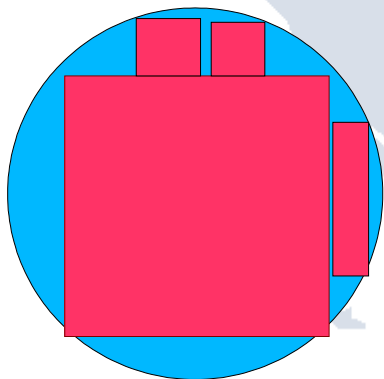
Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole



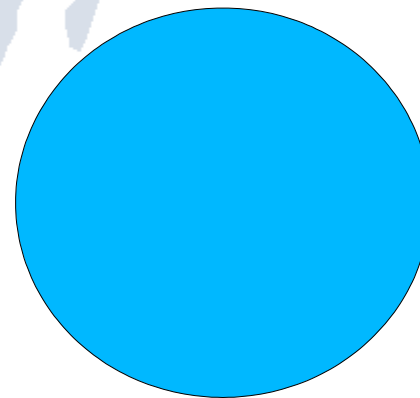
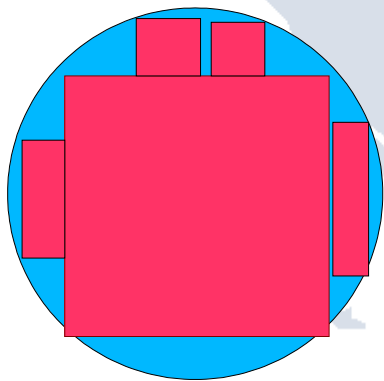
Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole



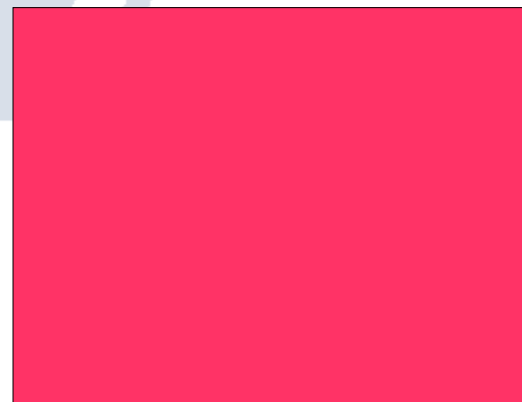
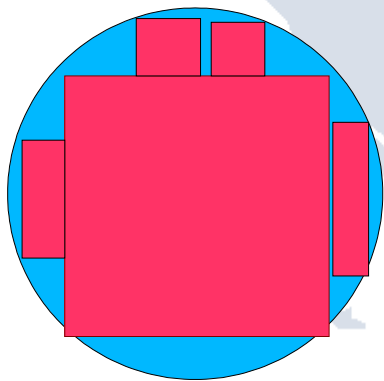
Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole



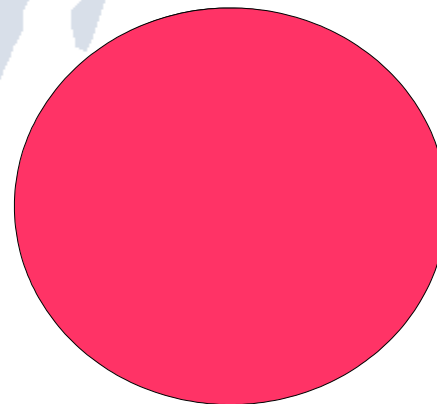
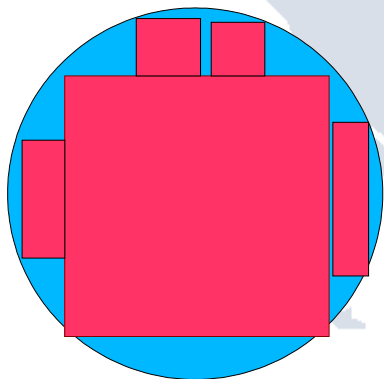
Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole
- Software Livre! allows you to sand the corners of the square peg



Imagine Trying to Fill a Round Hole

- Proprietary software is a square peg
- No matter how many square pegs you use, you can never really fill the hole
- Software Livre! allows you to sand the corners of the square peg



With *Freedom* Software

- You pull down large amounts of available source code
 - Lowers cost of development
- You change it to meet customer's needs
 - Lowers cost of “functionality gap”

Service: It *Is* Brain Surgery

What Type of Surgeon do you want?

- A low-price surgeon?
 - No school?
 - First brain surgery?
- The best!
 - Highly skilled
 - Highly *paid*

What about your business?

How Often Do You Pay For Your Software?



- With FOSS, you pay for it once
- With non-FOSS, you pay for it every time you use it

Lack of Security



- Trojan Horses, Viruses, etc. etc.
- Longevity
 - Munich's town hall
 - My email and resume
- Availability (embargo)
 - Encryption
 - supercomputers
 - Arab nations (Iraq, Iran)
 - Cuba

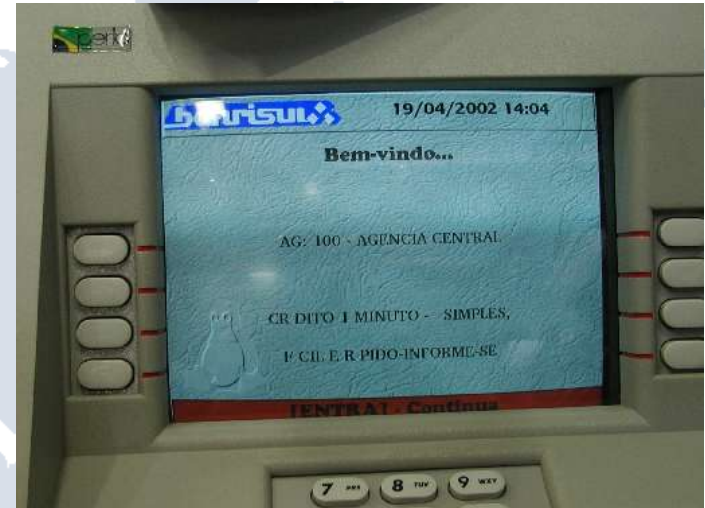
Our Military vs Their Military



How would our generals and admirals feel about using an OS made in China?

Your Product Could Not Exist

- OS/2 as OS
 - 386/586 machines
 - low memory
 - small disks
- Needs:
 - Security
 - Stability
 - Longevity



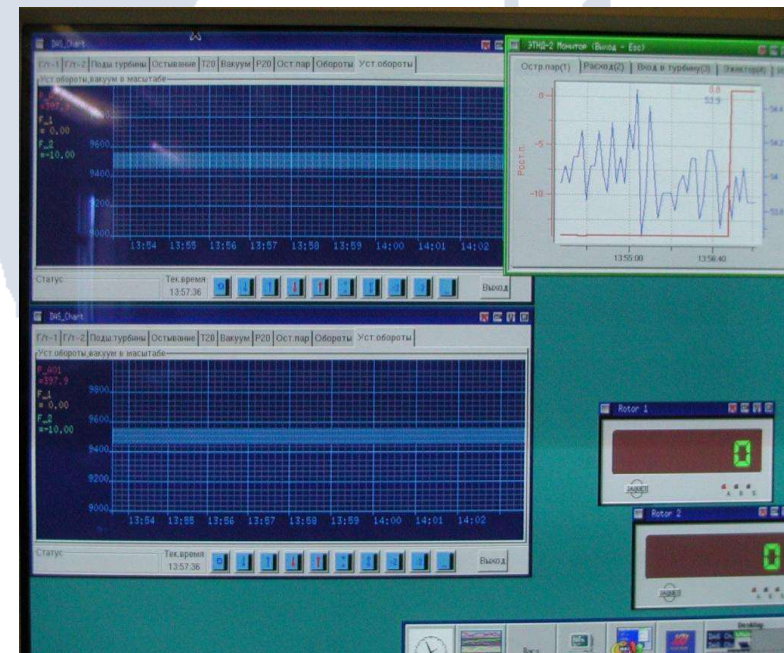
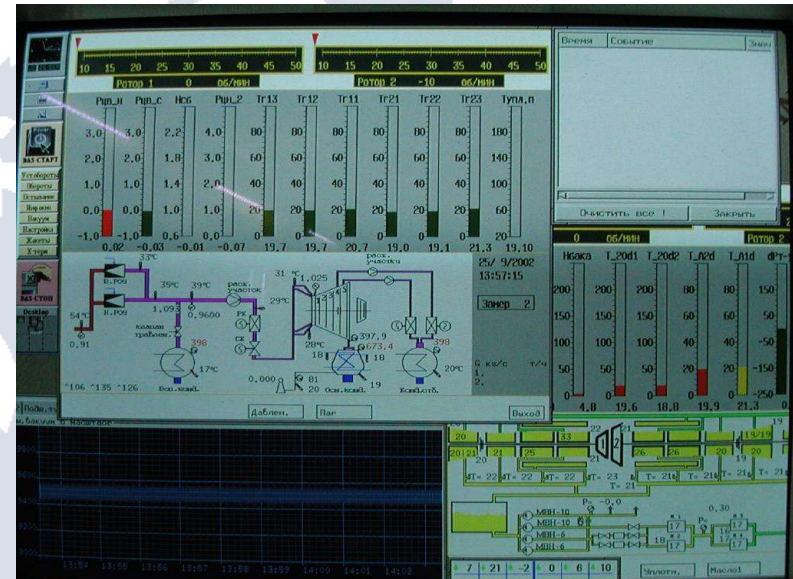
St. Petersburg

- Turbine Test Bed
- Proprietary Software
 - Expensive
 - Inflexible
 - English



Enter Linux

- Software uses
 - MySQL
 - GNUplot
 - Tcl/Tk
 - Python
- Less Costly
- More Flexible



Other Issues



- National Pride
- Self-sufficiency
- Self-actualization

We are waiting for the letter of authorization

People Ask Me.....

“When will Software Livre! prevail?”

The Answer Is.....

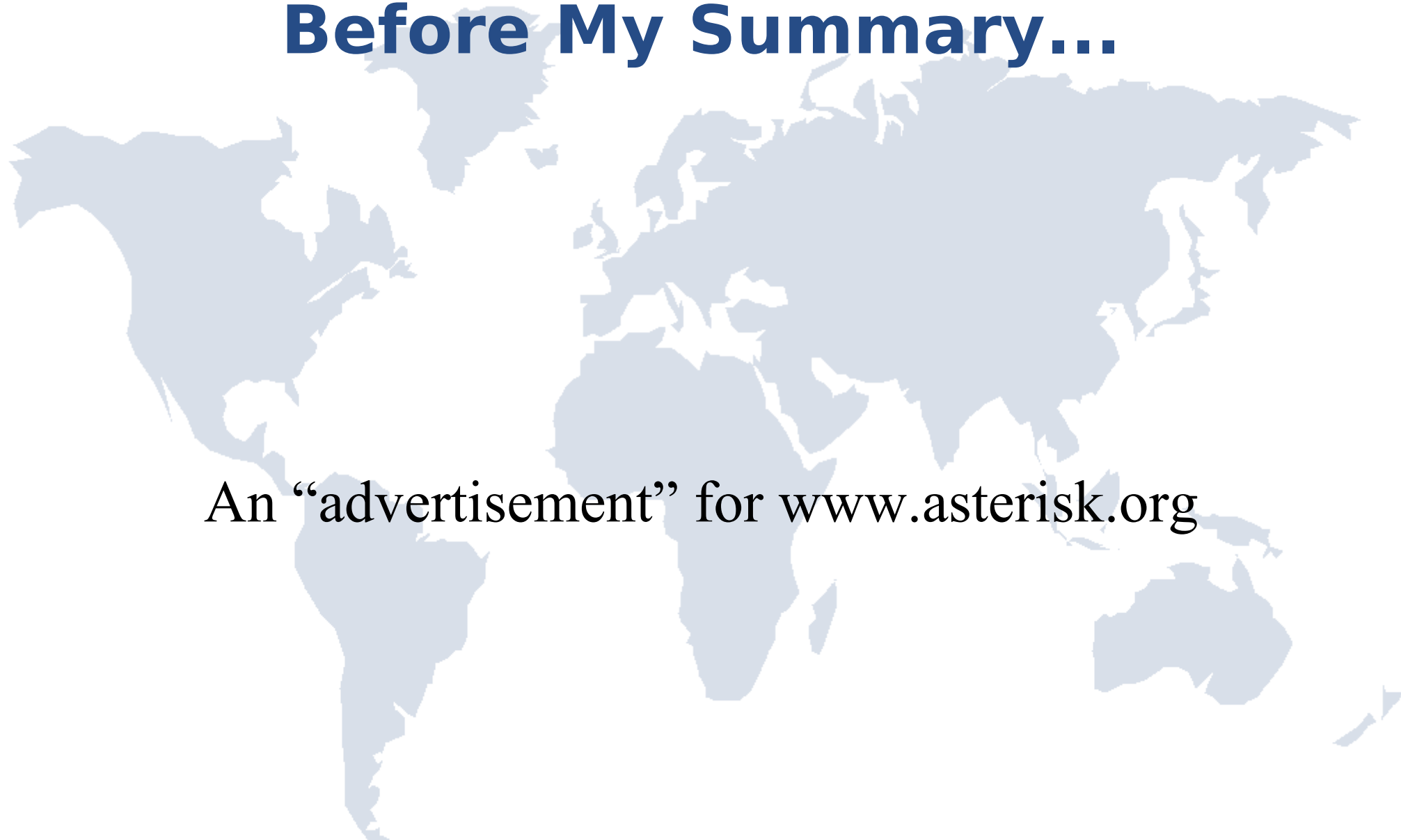
The day that people stop buying proprietary software.

Proprietary Software....

JUST SAY NO!

Before My Summary...

An “advertisement” for www.asterisk.org



I Would Like to Thank

- Linux International member companies
- But most importantly....

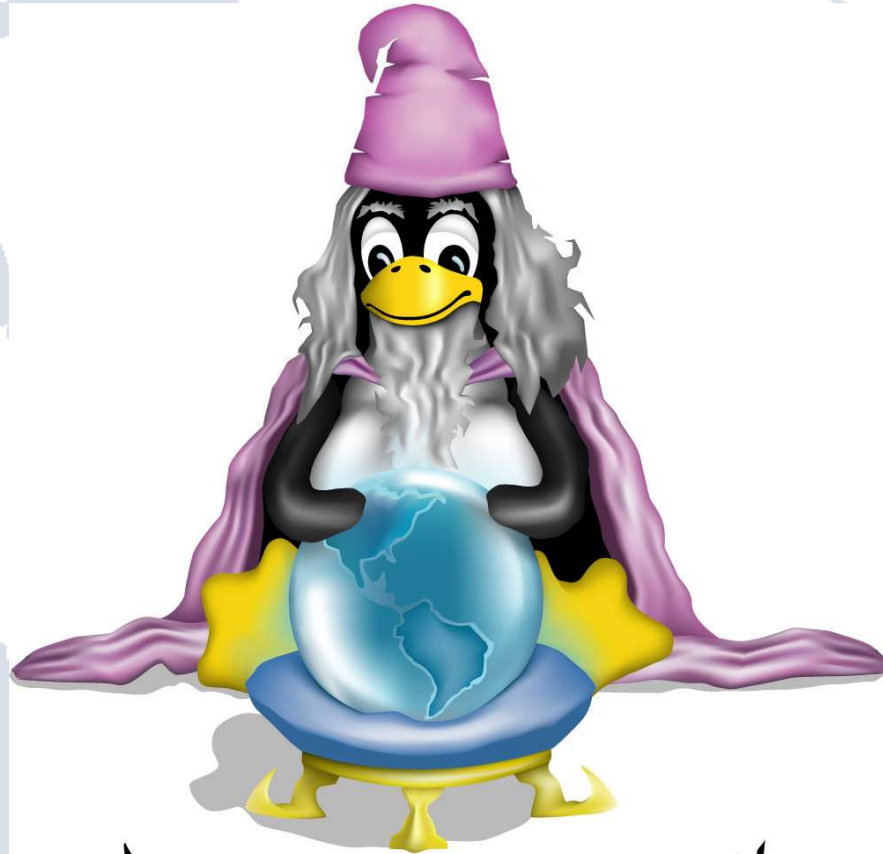


Thank The Software Livre Community on behalf of:

- The Borehole Project in Africa (allows clean water for 7000 additional families)
- Creation of low-cost community computers for India bringing Internet capabilities (\$200 for a sharable computer)
- The Royal Navy Air and Rescue Force (allows faster rescues)
- The Genome project (allows easier sharing of data)
- Faster Detection of Cancer (24 hours to 10 minutes)
- For the hundreds of students at the University of the South Pacific in Fiji (to study and learn)
- 1600 doctors in Cuba who use it (to spread information)
- Kiteinc.org for many projects all over the unfree world

What is the value of a human life?

Questions?



WORLD DOMINATION
THROUGH
WORLD COOPERATION

Priceless....Priceless....Priceless....Priceless!