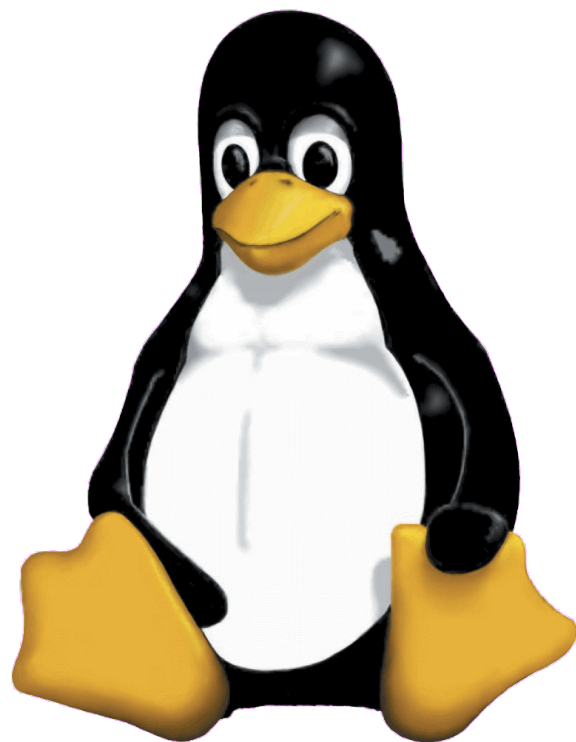




| IBM Open Source and Linux



## Openness for Increased Choice and Competition

OpenForum Europe Summit 2009

Adam Jollans  
Open Source Strategy Manager  
IBM

# Open and Business

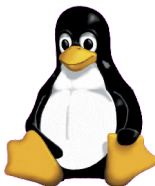
## Customer Value

- Choice Today
- Choice Tomorrow
- Competition and Innovation
- Integration and Validation

## IT Vendor Business

- Compete on Low-Cost
- Compete on Differentiation
- Reduce Underlying Expenses
- Finding a Profitable Business Model
- Lock-Ins and Gated Approaches

## Communities and Shared Development



# Open and Government

## Policy

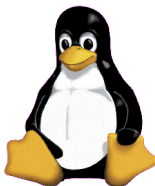
- Open Standards
- Open Source
- Competition and Innovation

## Practice

- Level Playing Fields
- Usage and Example
- Participation and Contribution

## Acceleration and Growth

- Education and Enablement
- Encouraging Communities
- Stimulating Local Economies



# Open and the Future

## **Pervasive Clients**

- Variety of Devices
- Instrumentation and Sensors
- Frequently Changing Access Points

## **Interconnection and Interoperability**

- Anything to Everything
- Bandwidth and Coverage
- Reliability and Security

## **Infinitely Scalable Processing**

- Servers and Dynamic Infrastructure
- Clouds – Public and Private
- Supercomputers, Analysis and Intelligence

