Disrupting the market of SMB servers

LinuxTag

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SMBs and IT

**SMBs**
- 99% of world's businesses
- 60% GDP

**Scarce resources**
- Less than half SMBs have IT personnel
- Need to cut costs
- IT solutions not adapted to SMBs
SMB Server

Windows **Small Business Server** (SBS)

- Limited Windows Server with
  - Exchange
  - IIS
  - Sharepoint
  - RRAS
- Dominant in the market

**Linux** in the SMB?

- Too complex
Performance oversupply

- Performance demanded at the high end of the market
- Performance demanded at the low end of the market

Time

Product performance

Technology progress
Disruptive products

Disruptive products are typically cheaper, simpler, smaller and more convenient to use.
Shift in competition basis

Product performance vs. Time

- Functionality
- Reliability
- Convenience

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Disruptive companies

Disruptive companies have lower structural costs and can address new groups of customers
Possible strategies

- March with the needs of the customers
- Ascend into higher tiers of the market
Microsoft's strategy

SBS 2008 vs SBS 2003

- Targeting a multi-server network
- Change in pricing policy
- Integration with cloud services

Focusing in medium businesses and larger VARs

- Creating a vacuum at the lower end
- Opportunity for new entrants
eBox Platform

Adapt Linux as a **server for SMBs**

- **Complete** functionality
- **Simple** UI
- **Automated** tasks
- **Secure and reliable**
Lower structural costs

Open source

- 3,000 members/contributors
- 40,000 deployments
- Ubuntu Server
- Integrating Open Source components

Lower costs in development, distribution and promotion

Cloud-based on-line service delivery
Cloud integration
Higher reliability

SMBs

Subscription
- Alerts
- Reports
- Add-ons
- Support

IT providers

SaaS Platform
- Central admin
- Groups of eBox
- Monitoring
- 3\textsuperscript{rd} level support

Certified training
Service availability

25 partners
200+ candidates

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Conclusion

Open source is a great disruptor

- Large and reliable technology base
- Lower structural costs
- Find new markets

It needs the right marketing approach

- Target segment
- Value proposition
Questions?

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