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Logiciels Libres: Comment ils gagnent d'argent ?

Zied ALAYA

Ingénieur Formateur esprit

https://wiki.ubuntu.com/Zied_ALAYA

Ecole Supérieure Privée
d'Ingénierie et de Technologies

ubuntu

Définition de Logiciel Libre



- Un Logiciel / Programme est dit libre si:
 - Le code source est disponible (open source)
 - Vous avez la liberté de l'utiliser
 - Vous avez la liberté de le distribuer
 - Vous avez la liberté de le modifier
- FOSS: Free Open Source Software

Qui participe dans les FOSS



- La communauté
- Organisations / Associations: Mozilla Foundation, Debian, Gnome, KDE, ...
- Les entreprises
 - Qui dit entreprise dit argent: comment une société peut gagner sa vie alors ?!!

Entreprises et FOSS



- Exemple : entreprise 'E' vend un logiciel 'L'
 - Elle a 20 Clients dans le pays, donc 20 contrats de maintenance
 - Elle décide de fournir son produit en open source: le nombre de sociétés qui utilisent le logiciel 'L' passe à 1000. si 5% veulent un assistance technique → 50 contrats de maintenance !



- Exemple : entreprise 'E' vend un logiciel 'L'
 - le logiciel L est open source → d'autres sociétés (SSL) peuvent fournir aussi le même service de maintenance:
le nombre des utilisateurs passent de 1000 à 4000, uniquement 2% veulent l'assistance de l'entreprise 'E' → 80 contrats de maintenances
 - Programme partenariat
 - La qualité du logiciel 'L' s'améliore:
 - 4000 utilisateurs: plus de bogues détectés et corrigés
 - Plusieurs SSL: développement continue

Entreprises et FOSS



- Exemple : entreprise 'E' vend un logiciel 'L'
 - La qualité du logiciel 'L' s'améliore:
 - 4000 utilisateurs: plus de bogues détectés et corrigés
 - Plusieurs SSL: développement continue
 - L'entreprise 'E' gagne plus d'argent
 - D'autres entreprises (SSL et autres) en profitent
 - Si 10% cherchent un contrat de maintenance → 3600 profitent sans rien payer.

Exemple 1: Mozilla



Develop... Develop... Penser ... Ubuntu ... Forum U... Iunisian... Navigat... MOZ... Services... Partner ... tu-...



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Pounds



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Exemple 1: Mozilla



Meet Mozilla The Team Life at Mozilla First Person Apply

We're a nice bunch.

Mozilla employees catch on fast. We're driven by innovation and freedom, and are comfortable with change. Mozilla's culture engages employees, encourages collaboration and thrives on ideas and ambitions.

Mozilla is all about talented people working to improve the Web - it defines our past, our future and our average workday. Want to join us? Tell us why and send your resume to *careers at mozilla dot com*.



Exemple 2: Moodle



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Documentation

Welcome to Moodle Community!

Using Moodle (main forums)

Moodle is a Course Management System (CMS), also known as a Learning Management System (LMS) or a Virtual Learning Environment (VLE). It is a free web application that allows you to create effective online learning sites.

Forums

Moodle.org is our

Books

Commercial services

Community is made and discussed. Please use the menus to explore and join in!



About Moodle



News



Support



Community



Development



Downloads

Exemple 2: Moodle



Commercial services

The [Moodle Partners](#) are a worldwide network of commercial Moodle service providers. They provide a range of optional commercial services:

- [Moodle Hosting](#)
- [Moodle Support](#)
- [Moodle Consulting](#)
- [Moodle Installations](#)
- [Moodle Integrations](#)
- [Moodle Customisation](#)
- [Moodle Courseware](#)
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Exemple 3: Canonical / Ubuntu



Ubuntu pin-badges
€ 3.51



Ubuntu Stress Ball
€ 2.49 € 2.05



Ubuntu Metal Key Fob
€ 2.49 € 2.05



Recycled Ubuntu Notepad
€ 3.98



Ubuntu Ogio Messenger Bag
€ 53.78



Ubuntu Mouse Mat
€ 4.98

Exemple 3: Canonical / Ubuntu



- Projects
- Services
- Partners
- Support Login
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Services

Spotlight:

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Ubuntu Training
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Services

- Engineering
- Support
- Certification
- Training
- Application Packaging

You are here: [Home](#) » [Services](#)

Services

Canonical offers a full range of commercial services to help businesses benefit from Ubuntu and Free Software. Whether you need special engineering, support or training our team is here to help. The full range of our services include:

Custom engineering services

Companies around the world have discovered how they can benefit from Linux a flexible and open standards focused operating system. Our developers provide custom development services to help companies discover and benefit from that power themselves. From special versions of Ubuntu, to architectural ports and full software development our team of experts will deliver a solution to meet your requirements. [Read more >>](#)


Support services

Our support team have substantial experience and expertise in the areas of developing, deploying and maintaining Linux systems and applications. Services include 24x7 support and professional services for Ubuntu. [Read more >>](#)

Certification

Our rigorous testing process ensures your hardware receives an official endorsement by the Ubuntu project, backed by a validation and testing process conducted by Canonical to ensure compatibility with Ubuntu. [Read more>>](#)

Training

 [Purchase Support](#)



Latest News

[Canonical launches U.S.-based shop.ubuntu.com in time for holiday season](#)
18th Nov, 2008

[ARM and Canonical to bring full Ubuntu desktop experience to low-power, ARM technology-based computing devices](#)
13th Nov, 2008

[Ubuntu® 8.10 Desktop Edition enables mobile, flexible computing for a changing digital world](#)
27th Oct, 2008

[Ubuntu® 8.10 Server Edition delivers significant new features to innovative user base](#)
27th Oct, 2008

[Read more »](#)

Exemple 3: Canonical / Ubuntu



Partners

You are here: [Home](#) » Partner programme overview

Canonical Partner Programme

The Canonical Partner Programme is designed to deliver open source solutions and partner's technologies to Ubuntu users globally, providing the choice and quality that real world challenges require.

Partners range in size from global technology companies to local consultancies that will support a small implementation of Ubuntu.

Locate a partner

Partners provide software, hardware, implementation services and training base on Ubuntu. [Locate a partner](#)

Become a partner

The partner programme is for businesses that are providing solutions based on Ubuntu. There are five separate tracks in the partner programme with some tracks having as many as three levels. These levels depend on your size, skills and experience of your organisations and the level of your commitment to Ubuntu.

In return for this commitment, you get access to sales, marketing, technical and support resources directly from Canonical.

Business partners	Technology partners	Training partners
Consultants	Hardware Vendors (IHVs)	Academic Trainers
Resellers	Software Partners (ISVs)	Commercial Trainers
Systems Integrators	System Builders/OEMs	

Exemple 3: Canonical / Ubuntu



Some of these tracks are then divided into three levels of participation :



Gold partnerships include engineering, support and marketing collaboration. These partnerships require higher revenue and support commitments, but benefit from a more strategic relationship with Canonical, and benefit from being intimately involved with Canonical's business processes and strategies.



Silver Partners have met a set of requirements set out by Canonical that demonstrate a definite commitment to promoting and developing open source technologies within their customer base and to building joint business with Canonical. These partners also receive additional marketing assistance and are eligible for technical support at reduced prices.

[Apply here](#)



Affiliate is the entry level into the programme. Affiliate Partners have access to many services provided by Canonical from technical support to marketing and communications. The entry requirements are set to enable most Ubuntu and open source focused businesses join at this level.

[Apply here](#)



- Fondation à 10 Millions de Dollars (de quoi faire survivre Ubuntu si Canonical n'existe plus)

Logiciels Libres: C'est Un Bon Choix ?



- Un bon choix doit garantir au moins:
 - Qualité
 - Continuité du travail
- Cas de Linux
 - Qualité: 93.8% de top 500 super computer tournent sous Linux (Déc 2008)
 - Continuité du travail: plusieurs communautés et entreprises sont incluses

Logiciels Libres: C'est Un Bon Choix ?



- Avantages stratégiques
 - **Indépendances (Code Libre + plusieurs SSL),**
 - Moindres coût (sans sacrifier la qualité),
 - **Créateur d'emploi,**
 - Partage de connaissances et de technologies,
 - Aujourd'hui nous sommes consommateurs, demain nous avons la possibilité de devenir producteurs,
 - ...

À nous de choisir



Merci