

Mensys BV

- Founded in 1993
- Reseller and distributor
- Focus on OS/2, Linux and System Management applications
- Gross revenue of appr. US\$ 4 million
- Main geographic area: The Netherlands (Western Europe)
- 16 employees

Linux in the Netherlands

- Main distributions: SuSE Linux and RedHat, Debian is a close third, followed by Mandrake, LinspireOS etc.
- Strong on the server side
- Desktop is growing (300% growth in 1Q04)
- Organised on the professional as well as the private levels: NLUUG, NLLGG, HCC, NGN. Supported by several magazines: Linux Magazine, C'T, etc.

Conquering the desktop

Strong points:

- Low license costs
- Scalability
- Security
- Integration in heterogeneous networks
- Easy to try (bootable CD)

Weak points:

- Dutch Translation
- Easy of use
- Specific application support (Win32)
- Limited shelfspace (and outdated versions on shelf)
- Limited pre-installs

Case studies

- OSOSS Demo CD
- Global Economic Consultants
- KNMI
- Procolix / KoopLinux.nl
- University of Groningen – Medical department

Are we doing better?

OS/2 1994

- Push / Single vendor
- Installed on top of the line machines
- Market perception:
 - Difficult to install
 - Slow
 - No applications
 - No perceived business need

Linux 2004

- Pull / Many vendors
- Installs on virtually anything
- Market perception:
 - Secure
 - Cheap
 - Solution to Windows pains / underdog
 - Appl. alternatives
 - Have to try it...

Are we doing better? (cont'd)

OS/2 1994:

- Just 3 specialized magazines in USA, only 1 in the Netherlands
- Virtually no shelfspace
- Pre-installed on IBM, Vobis, Escom PCs

Linux 2004:

- Dozens of specialized magazines
- Some shelfspace
- Pre-installs only on selected machines of main brands

Closing note

www.theregister.co.uk/2004/04/20/novell_desktop_linux/

IT departments need to be looking seriously at Linux for desktops now - or risk problems within two years