

UBUNTU: A FREE BUSINESS OPERATING SYSTEM

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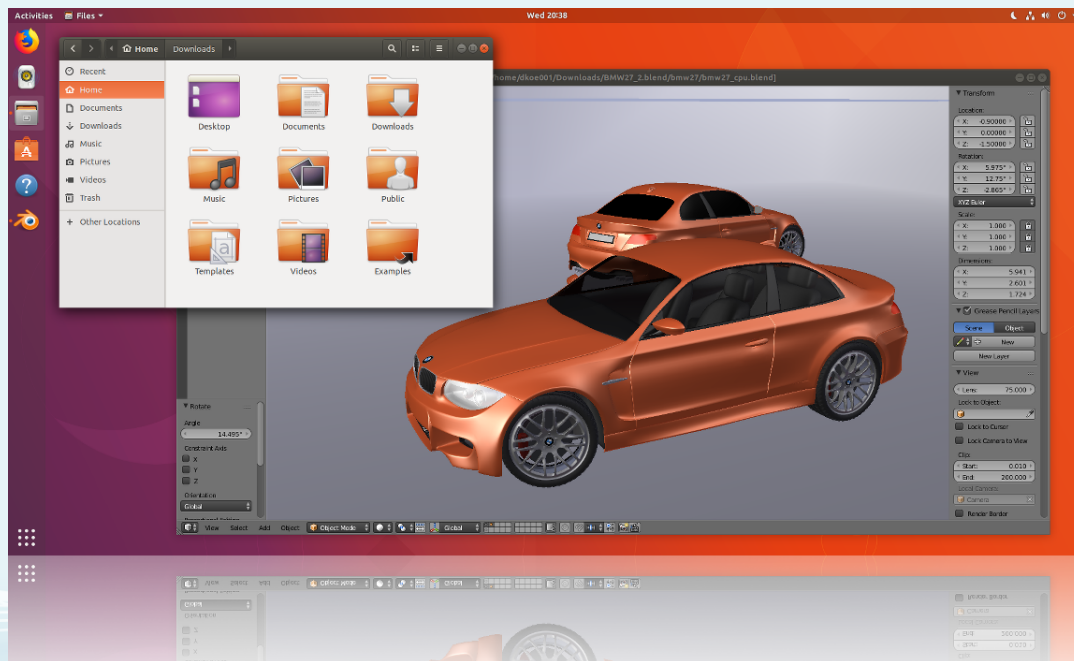


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Introduction

Your work and home desktop and laptop computers run an operating system (OS) that supports the software applications you use (for example, word processing and web browsing) and the devices you connect to (for example, printers and scanners). For many people, the OS they are most familiar with is Microsoft Windows. For others, the OS of choice is Apple macOS. While both of these products are popular, they are burdened with restrictive licensing terms that can quickly costing time and money. They may also contain security vulnerabilities and other deficiencies that can have a severe impact on your business productivity.

For businesses wanting the maximum amount of innovation, flexibility and performance in a computer OS — while making considerable cost savings — a compelling alternative is the Ubuntu OS.

What is Ubuntu?

Ubuntu is a professional-grade OS equivalent to Windows and macOS. Virtually any common office task customers would perform using Windows and macOS is supported on Ubuntu — with equivalent or better performance, security and stability.

» Check out the benefits of Ubuntu for business on the official website at:

www.ubuntu.com/desktop/business

Does Ubuntu cost anything to purchase?

No. Unlike Windows and macOS, Ubuntu is free to download, install and use on as many computers as you like. There are **no license fees**. For comparison, a single copy of Windows 10 Pro (an equivalent product from Microsoft) costs NZ\$350.00¹ — and this can only be installed on a **single** computer.

Additionally, Ubuntu has no product activation scheme. Simply install and run Ubuntu on as many computers as you like for as long as you like — even for business use. Compare this with Windows. Business owners have to spend precious time navigating through the complex licensing schemes to purchase the product — followed by an extended period of time ensuring that the business is complying with the license terms.²

If Ubuntu is free, how does it compare to a paid OS such as Windows?

Ubuntu is a product based on open source technology. A global community of developers and some of the biggest names in IT today contribute to the engineering underlying Ubuntu. The result is a beautiful, fully-secure professional computing environment. Ubuntu enables you and your staff to carry out the same range of common office tasks you would perform on Windows and macOS.

¹ Price is based on a popular New Zealand-wide retailer at the time of writing.

² www.apertura.co.nz/softwarelicensing

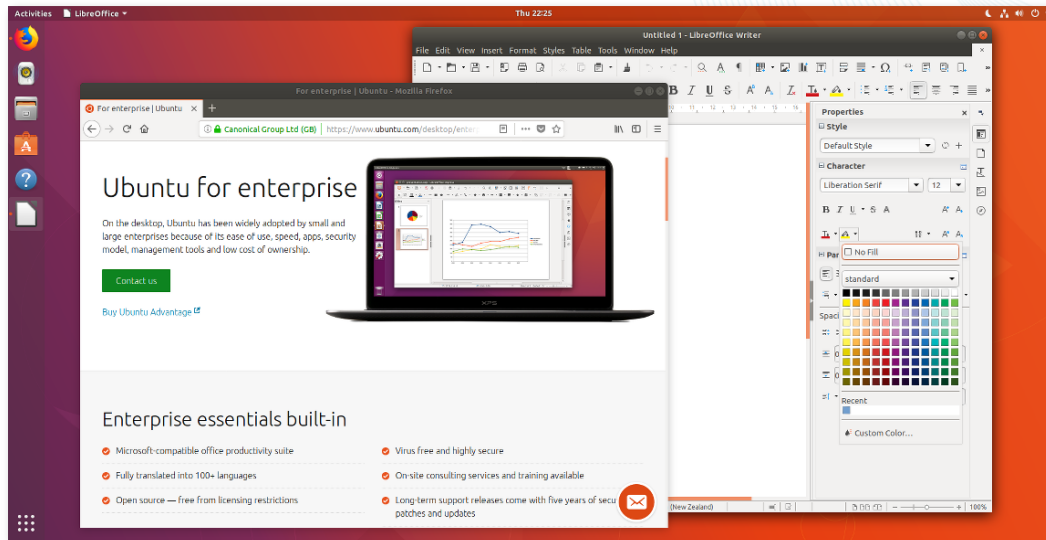


Figure 1 The Ubuntu Operating System.

» Learn more about the business benefits of open source in this whitepaper:

www.apertura.co.nz/whitepapers/APOpenSource.pdf

Is Ubuntu missing features compared to Windows and macOS?

On the contrary, the unique nature of open source development means that innovative features appear in Ubuntu far sooner than Windows and macOS. If you've only ever used Windows on your business computers, you'll be delighted at the sheer number of productivity enhancements—such as pinnable windows,³ Ubuntu Workspaces,⁴ and much more.

I'm concerned about the time needed to learn something different to Windows or macOS. How can you address this?

Ubuntu is an extremely easy-to-use OS. It will only take a couple of hours to familiarise yourself with its basic operation. This is in part because Ubuntu's designers have taken the best ideas present in the proprietary products and implemented them in open source form, often with subtle and intuitive improvements.

» Apertura Designs offers introductory training for customers wanting rapid familiarisation with Ubuntu. Please contact us for more information.

Are there any additional costs for security software, such as antivirus?

No. Not only is Ubuntu totally impervious to the thousands of security exploits affecting Windows, the cost of an antivirus solution is also zero. This translates into significant savings for your business, because the cumulative ongoing costs for antivirus software are eliminated.

³ www.apertura.co.nz/ubuntuwindows

⁴ www.apertura.co.nz/ubuntuworkspaces

Antivirus is an excellent example of the hidden costs of Windows. Antivirus is not included in the initial purchase cost of Windows—and when scaled out across multiple computers, the additional expense involved can balloon significantly.

With Ubuntu, your business benefits from increased computer uptime. The frustration of having a laptop rendered useless because of a virus infection is all too familiar to Windows customers—and the cost of the resulting lost productivity should not be underestimated. Using Ubuntu, the common scenario of virus infections on staff computers can be drastically reduced.

How well will Ubuntu perform on my existing computers?

Generally exceptionally well. Additionally, Ubuntu will run better than Windows on older hardware. If you want to save money by not having to upgrade your computers simply to run the latest version of Windows, then Ubuntu is an ideal choice.

» Apertura Designs offers a no-cost assessment service for existing computers in your business to ensure they will run Ubuntu smoothly. Please contact us for more information.

How easy is it to find and install software for Ubuntu?

How easy is it to find and install software for Ubuntu? Exceptionally easy. Ubuntu features its own built-in app store for one-click installation of thousands of high-quality apps.

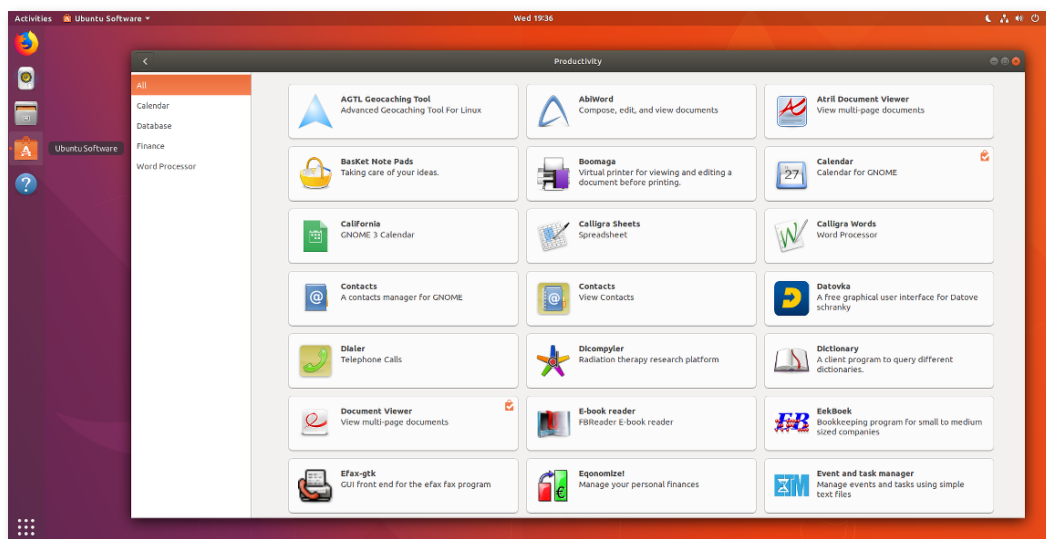


Figure 2 The Ubuntu Software app store.

And if you can't find something that suits in the app store, you have the freedom to choose from thousands of applications available on the web.

Are there any support costs I have to pay for Ubuntu?

No. You are free to use Ubuntu without having to enter into an expensive support contract. Much like proprietary OS products, support is an optional extra cost.

» Apertura Designs offers affordable and personalised support packages for Ubuntu. Please contact us for more information.

Ubuntu sounds promising, but there are situations where I'd need to run a Windows application. Is this possible?

Yes, Windows applications can be run on Ubuntu.⁵ There are two approaches to this, each with pros and cons and a potential additional cost for Windows licensing attached. Please contact us for more information.

What cloud computing features does Ubuntu offer?

Ubuntu features seamless integration with cloud storage providers such as Dropbox.⁶ You can save working documents into your Dropbox folder where they will be automatically synchronised and accessible from any other computer or mobile device — including Windows, macOS, Android, and iOS.

Conclusion

The business advantages of replacing Windows and macOS with Ubuntu are considerable. With Ubuntu, you and your staff will benefit from:

- Increased productivity through innovative features
- A sustained and significant overall IT cost savings
- Superior security and stability for your computer systems
- Better use of existing hardware

For more information

» Contact:

info@apertura.co.nz

⁵ www.apertura.co.nz/virtualbox

⁶ www.dropbox.com