



# Cloud, open standards and open source

The importance of being open

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October 2011



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# community







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**OPEN**  
PRODUCT  
COMPANIES  
EXAMPLE  
TECHNOLOGIES  
PRODUCTION  
EXPRESSION COSTS  
CONTENT  
INITIATIVE  
ETHICS  
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VERSION  
CREATIVE  
EXAMPLES  
PUBLISHING  
PHARMACEUTICALS  
MESSAGEBOARDS  
BLOGS  
RAYMOND  
INCLUDING  
DOWNLOAD



"Open standards are important to help create interoperable and affordable solutions for everybody. They also promote competition by setting up a technical playing field that is level to all market players. This means lower costs for enterprises and, ultimately, the consumer."

Erkki Liikanen,  
EU Commissioner





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"Empowerment of individuals is a key part of what makes open source work, since in the end, innovations tend to come from small groups, not from large, structured efforts."

Tim O'Reilly,  
CEO O'Reilly Media





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## For more information:

- Ubuntu cloud resources  
<http://www.ubuntu.com/cloud>
- Upcoming webinar with Mark Shuttleworth and industry analysts Redmonk  
November 16<sup>th</sup> 2011  
<http://www.brighttalk.com/channel/6793>
- Commercial support for Ubuntu with Ubuntu Advantage  
<http://www.canonical.com/enterprise-services/ubuntu-advantage>  
<http://www.ubuntu.com/business/services/overview>
- Open source alternatives to closed source software  
<http://www.osalt.com>





# Thank you

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October 2011