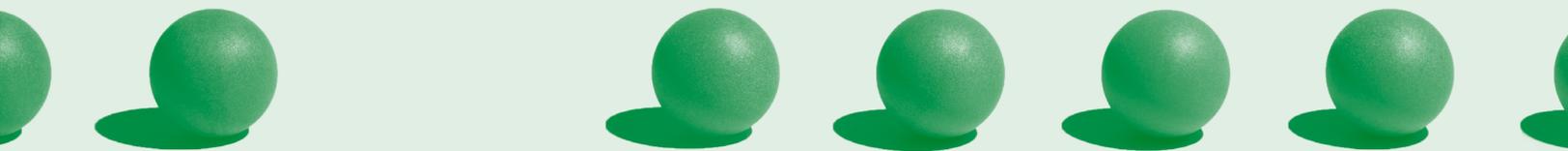


Does Open Source Have a Missing Link?



Open source isn't new. In fact, it got its start back in 1983, when Richard Stallman announced that he was working on a free alternative to UNIX called GNU (a recursive acronym for "GNU's Not UNIX!"). Unlike UNIX, GNU wouldn't require a license from AT&T. A few years later, in 1991, Linus Torvalds announced that he was creating his own free operating system. That operating system was what we now know as Linux. And we've never looked back.

Open source software offers more flexibility than proprietary systems. With proprietary software, what you see is what you get. On the other hand, open source programs provide many different customized versions of the same software. And if you can't find a version tailored to your needs, you can create one using the program's source code. That's why open source is practically synonymous with innovation.

SO, WHAT'S THE MISSING LINK?

Unlike proprietary systems, open source can be modified to suit whatever your business needs. Maybe that's why open source fuels innovation and collaboration. So what is that missing link?

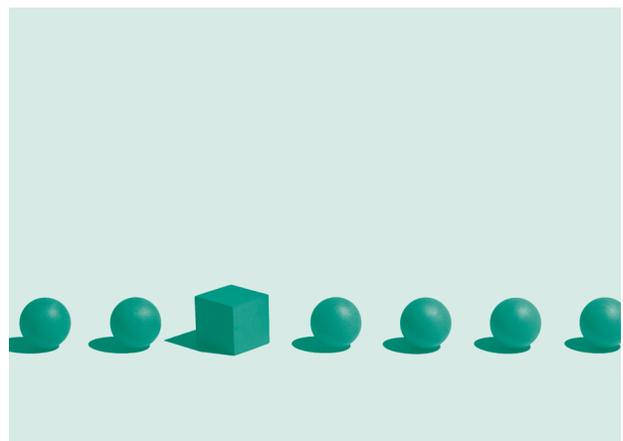
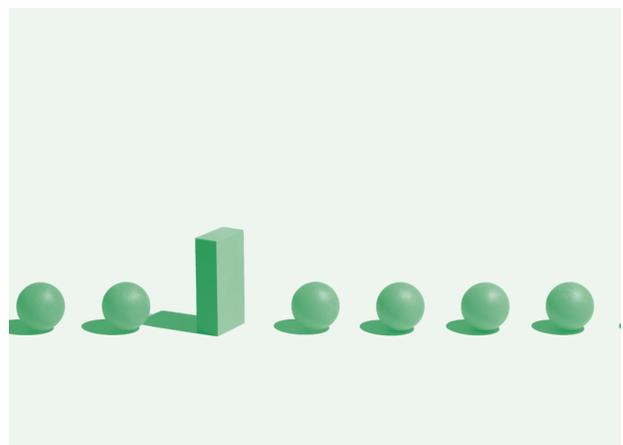
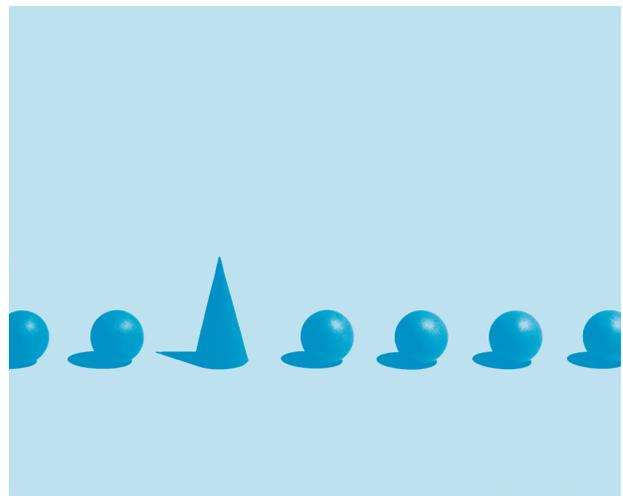
If your company uses open source software in a business-critical environment, you know you don't have someone to call on when the software doesn't work as expected or if you have questions about the functionality. Open source doesn't come with an SLA for maintenance and support. That is the missing link for many companies.

So, while proprietary software comes with support, you're also stuck with the inconvenience of vendor lock-in, the high cost of licensing fees and a reliance on the program's developer for all updates, support and fixes. Not to mention, updates and patches might be slow in coming, depending on the size of the development team. And it could take some time to address security holes or other problems. In addition, if the primary developer goes out of business, that's the end of further updates or support, unless another company buys out the project.

With open source software, on the other hand, a number of different teams are working on the code at once. And, anyone can pick up a discontinued project and expand on it because the source code is public.



Open source is practically synonymous with innovation.



That's the beauty of open source. It's readily available at no charge, there's a large community and a wealth of knowledge, if you're willing to search for it. The downside is that it's no one's specific job to help you.

Wouldn't it be great if you could have both—the guarantee of a Service Level Agreement (SLA) and a helping hand, coupled with the freedom, choice, security and customized options of open source?

Let SUSE help you find the missing link with Enterprise Open Source.

ENTERPRISE OPEN SOURCE: THE MISSING LINK

Some open source companies, such as SUSE, provide enterprise editions of the community software that they maintain, and those editions often come with options for SLA-based support and training. These options have numerous benefits. When compared with the license costs associated with supporting a complex commercial infrastructure based on proprietary software or the hiring costs associated with building and maintaining an internal support team, the ROI can be substantial.

SUSE has redefined 'Open' to be more than just open source code by investing in collaboration and choice, not vendor lock-in. In this period of digital transformation, IT organizations must be more agile than ever. Rapid evolution creates uncertainty and turmoil, and being locked into a restrictive path or vendor relationship is no longer a viable choice. SUSE understands that the customer reality going forward is managing mixed IT environments, as opposed to 'ripping and replacing' as they grapple with the blistering pace of change. This protects past IT investments that customers have made as they reuse legacy infrastructure alongside new solutions.

SUSE engages in numerous open source projects, initiatives and standards where we represent the needs and requirements of our many customers and partners. We embrace and believe in the open source innovation model and the open source business model. Together with our communities, we continuously advance state-of-the-art open source technologies to meet demanding business requirements. More than half of our employees are focused on development and support. Recent surveys show that:



90% of SUSE customers are satisfied with SUSE engineers.

Two-thirds of SUSE customers rate SUSE engineers with a perfect score.

When you choose a SUSE solution, you are backed by a company that is an active member of many of the most popular open source communities and is engaged with over 100 open source projects. Now that's community!

ENTERPRISE SOLUTIONS BACKED BY SUSE SUPPORT

SUSE Support is available when you need help. You can contact SUSE Support via phone, web or chat. With flexible options, you choose the right level of support to meet your business needs. You can also connect online through forums or review the hundreds of knowledgebase articles and guides that are available.

Building on over 25 years of open source experience, SUSE's support engineers have deep technical expertise. Our team, having an average tenure of more than a decade, helps you minimize and quickly troubleshoot issues. We regularly collaborate with product engineering teams and the open source community to proactively release multiple security patches each month. This ensures that every SUSE solution is hardened and secure enough to work in the most demanding IT environments: yours.

We proactively provide patches to our software faster than proprietary programs, due to the source code's availability to the public. In today's ever-changing landscape, it has become increasingly important to ensure that your business is equipped to thrive and compete in the new digital economy.

When it comes to security and support, here are some real-life SUSE customer examples:



By selecting the right open source provider as an architectural partner in your open source development efforts, you can obtain both the freedom and flexibility gained from adopting free software, as well as the peace of mind that comes with commercial-grade enterprise support.

EXCEEDING EXPECTATIONS

Support that exceeds expectations is a rarity these days. According to a survey by Consumer Reports National Research Center, nearly 90% of Americans have dealt with customer service for one reason or another during the past year, and the experience was often frustrating. Half of those surveyed reported leaving a store within the past year without making their intended purchase, due to poor service. And 57% were so annoyed while talking to a customer service representative on the phone that they hung up without a resolution.

SUSE isn't like that. Whether you are implementing SUSE solutions for the first time or expanding your IT infrastructure to meet the needs of the digital economy, our holistic approach to providing support ensures that you will get the most out of your software solutions. From hundreds of online articles, blogs and forums to round-the-clock, follow-the-sun personalized support, the SUSE Support team cares about your business success. By choosing SUSE, you get the best of the best. You have the open source solutions your business needs to be innovative. You can collaborate with community members and tweak the code to your exact needs. You have access to community blogs, forums and events. And you have peace of mind, knowing that you have access to a real person, 24x7x365.

In a recent survey, 84% of customers indicated that dependable support was key when implementing open source for the enterprise.

And when it came to SUSE Support specifically, the results were overwhelmingly positive. Of those surveyed:

67% said that SUSE Support was the reason they chose to buy a SUSE open source solution

80% said that having SUSE Support had increased their confidence in using open source solutions.

56% said that SUSE Support exceeds their expectations.

TREATING YOU LIKE FAMILY

Our support engineers are with you every step of the way, from logging a new incident to problem resolution. SUSE Support is transparent and proactive. We will communicate with you openly and honestly until you are satisfied with the resolution.

A SUSE Support Subscription provides continued access to updates and service pack upgrades, ensuring peace of mind.

SUSE Support is your key to quickly adopting and easily managing enterprise-grade open source solutions because we are a global partner that is always on, experienced and treats you like family.

"We considered Red Hat Enterprise Linux, but wanted stronger local support and training than they could offer," said Dominic Kebenei, IT Specialist at Standard Media Group. "Ubuntu we felt was not enterprise standard, and CentOS was not certified for SAP. SUSE Linux Enterprise Server for SAP Applications was the outstanding choice, particularly as it is recommended by SAP."





**For more information,
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online or call SUSE at:**

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1-801-861-4500 (Worldwide)

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