



# How to engage with Canonical and ship Ubuntu

Ubuntu is the one of the most popular Linux distributions and is fast-becoming the open platform of choice for industry stakeholders and users alike. With a focus on ease of use, device compatibility and a familiar, attractive interface, Ubuntu has changed how people perceive Linux on the desktop.

Canonical aims to ensure that original equipment manufacturers (OEMs) and original design manufacturers (ODMs) can ship Ubuntu as easily as possible. We have standardised our products into three simple models for OEMs and a single model for ODMs. These straightforward models can be selected with the reassurance of a worldwide development staff in multiple timezones to support your project, as well as a large local presence in the most popular PC manufacturing location, Taiwan.

Engaging with Canonical is the only way to ensure that you are officially distributing Ubuntu in a commercial context. These models are easy to understand, highly valuable and scale to the level of reassurance and engineering quality that you need.

# Engagement models overview

Canonical offers a range of engagement models to enable original equipment manufacturer (OEM) and original design manufacturer (ODM) partners to establish a rewarding business relationship with Canonical quickly and easily. These partner models provide consistent, industry-standard business and legal terms and conditions that have been designed to grow partner profits through Ubuntu market penetration and ubiquity. Partners who join Canonical's OEM and ODM partner programmes benefit from Canonical's significant technical domain expertise.

They can also gain access to the growing user base that is creating and sustaining demand for Ubuntu as it becomes the open platform of choice worldwide.



## Basic OEM model

### Benefits

- Quick time-to-market with the latest version of Ubuntu downloaded from: [www.ubuntu.com/getubuntu/download](http://www.ubuntu.com/getubuntu/download)
- Access to the Ubuntu global repository
- Free updates and upgrades
- Community participation and interaction with Launchpad account
- Ubuntu-Compatible trademark usage for commercial distribution

Pricing based on annual unit volume commitment

## Standard OEM model

### Benefits

- High-quality Ubuntu operating system image provided by Canonical's OEM Services build system
- Ubuntu global repository
- Free updates and upgrades
- Community participation and interaction with Launchpad account
- Ubuntu-Certified trademark usage for commercial distribution

### Scope of service

- Hardware assessment
- Consultation for component enablement, system configuration and hot-key mapping
- Language pack pre-installation training
- Packages review
- Preliminary image review
- ISO/recovery images
- Third-party IP licensing available

Pricing based on annual unit volume commitment

# Engagement models overview (continued)

## Premium OEM model

### Benefits

- Custom-built Ubuntu operating system image developed and delivered by Canonical OEM Services
- Custom Ubuntu repository for applications, updates and upgrades, hosted by Canonical
- Guaranteed maintenance for bug fixes and security updates
- Launchpad training to streamline cooperative development, bug tracking and issue resolution
- Ubuntu-Certified trademark usage for commercial distribution

### Scope of service

- Hardware assessment
- Component enablement, device driver integration and system configuration
- Language pack pre-installation
- Branding and themes – logos, wallpaper
- Third-party packages and licensing – applications, fonts, media codecs
- User interface development
- Hosted update repository
- ISO/recovery images
- Licence-compatibility guidance
- Quality assurance (QA) testing
- Certification
- Training

Pricing based on scope of technical effort plus annual unit volume commitment Co-branding available upon request

## Standard ODM model

### Benefits

- Hardware enablement for design prototypes: desktops, laptops, notebooks, netbooks, mobile internet devices (MIDs)
- Up to 30 field application engineer (FAE) man days
- Qualification testing for up to two systems
- Includes three days of ODM enablement training and Ubuntu development knowledge transfer

### Scope of service

- Hardware assessment
- Consultation for component enablement and system configuration
- Packages review
- Preliminary image review
- Third-party IP licences for demonstration
  - Adobe, Skype
  - Media decoders

Pricing based on scope of technical effort. OEM option: separate OEM distribution agreement (Basic, Standard or Premium)



# OEM and ODM models summary table

Engineering Services	OEM Models						ODM Model	
	Basic		Standard		Premium		Standard	
Engineering – Hardware	Canonical	Partner	Canonical	Partner	Canonical	Partner	Canonical	Partner
BIOS interface standards published	✓		✓		✓		✓	
BIOS consultation			✓		✓		✓	
Hardware review (assessment)			✓		✓		✓	
Hardware enablement				✓	✓		✓	
Device driver review			✓		✓		✓	
Device driver integration				✓	✓		✓	
Hot Key mapping integration			✓		✓		✓	
Peripheral device review (assessment)			Add Fee		Add Fee			
<b>Engineering – Software</b>								
Translation and localization review			✓		✓			
Language pack pre-installation		✓		✓	✓			
System configuration changes review			✓		✓		✓	
System configuration changes		✓		✓	✓		✓	
Branding, themes review			✓		✓			
Co-branding (wallpapers, logos), themes			✓		✓			
Packaging open source software integration			✓		✓		✓	
Packaging 3rd party integration (apps, codecs)				✓	✓			✓
3rd party licence compatibility review guidance			✓		✓		✓	
User Interface development					Add Fee			
ISO factory install and recovery images		✓	✓		✓		✓	
<b>Engineering – Sustaining</b>								
Maintenance (critical bug fixes, security)			✓		✓			
Global update repositories	✓		✓		✓			
Hosted update repositories					✓			
Issue escalation			✓		✓		✓	
End customer technical support		✓	Add Fee		Add Fee			
Launchpad issue input and resolution		✓		✓	✓		✓	
<b>Certification / Testing Services</b>								
Quality assurance test matrix review			✓					
Quality assurance testing				✓	✓			✓
Canonical acceptance of image			✓		✓		✓	
Certification testing	✓		✓		✓		✓	
Compatibility testing		✓						
<b>Product and Project Services</b>								
Project management					✓			
Product consultancy					✓			
<b>Training</b>								
Language pack installation			✓		✓			
Packages			✓		✓		✓	
Quality assurance			✓		✓		✓	
System builder			✓		✓		✓	
Launchpad (including Bazaar)			✓		✓		✓	