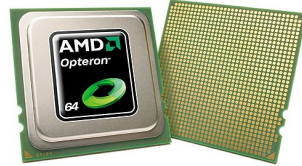


Using hardware and software for things that they were never intended for



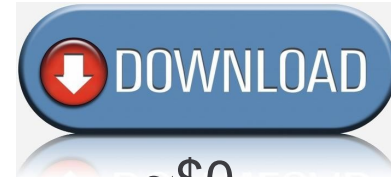
~\$3B



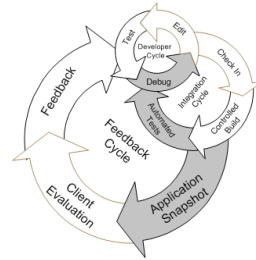
~\$30



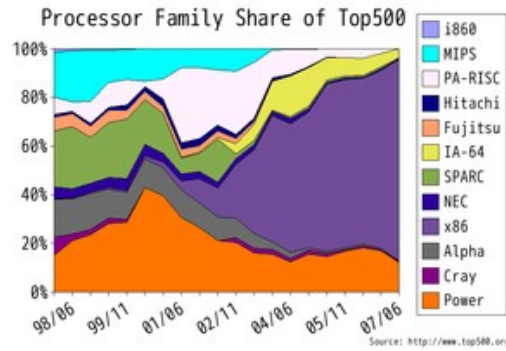
\$1M – \$10B
(Linux distro)



~\$0

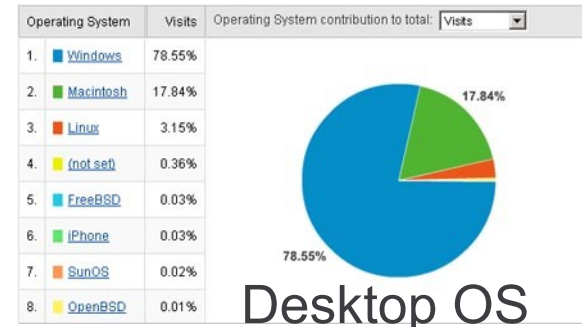


Economy of scale + network effects lead to natural monopolies



Server OS units

OS	2008	growth
Win	68%	+ 9%
Linux	17%	+15%
Unix	10%	- 6%
Netw.	4%	- 25%
Mainfr.	1%	- 3%



Scalability
(NUMA, Multicore)



Reliability
(Virtualiz., fault containment)



I/O (BW, Latency)



Power cons.
(UI, instant on)



Realtime