Linux and Distribution Channels

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STROMIAN TECHNOLOGIES

USELINUX 97

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The Commercial Software World

- The Dynamics of the Market (Theory)
- How-To Help (Practice)

Hardware

- Kiosks
- Embedded/Single-board systems
- PC

Direct Sales and Niche Markets

Begin at the Bottom

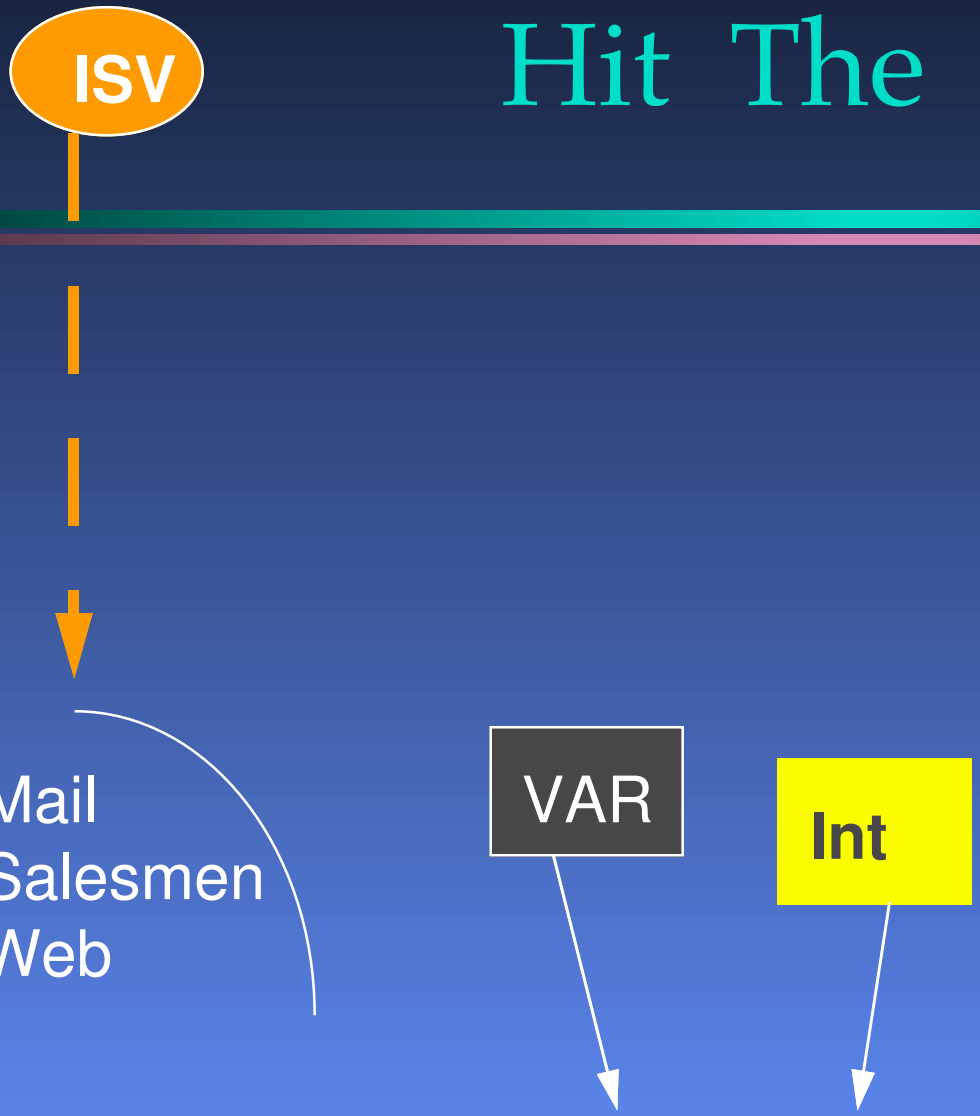
Mail
Salesmen
Web

END USERS END USERS

Direct Sales

- Shareware
- Direct Mail
- Web Sales
- Catalog Sales

Hit The Niches



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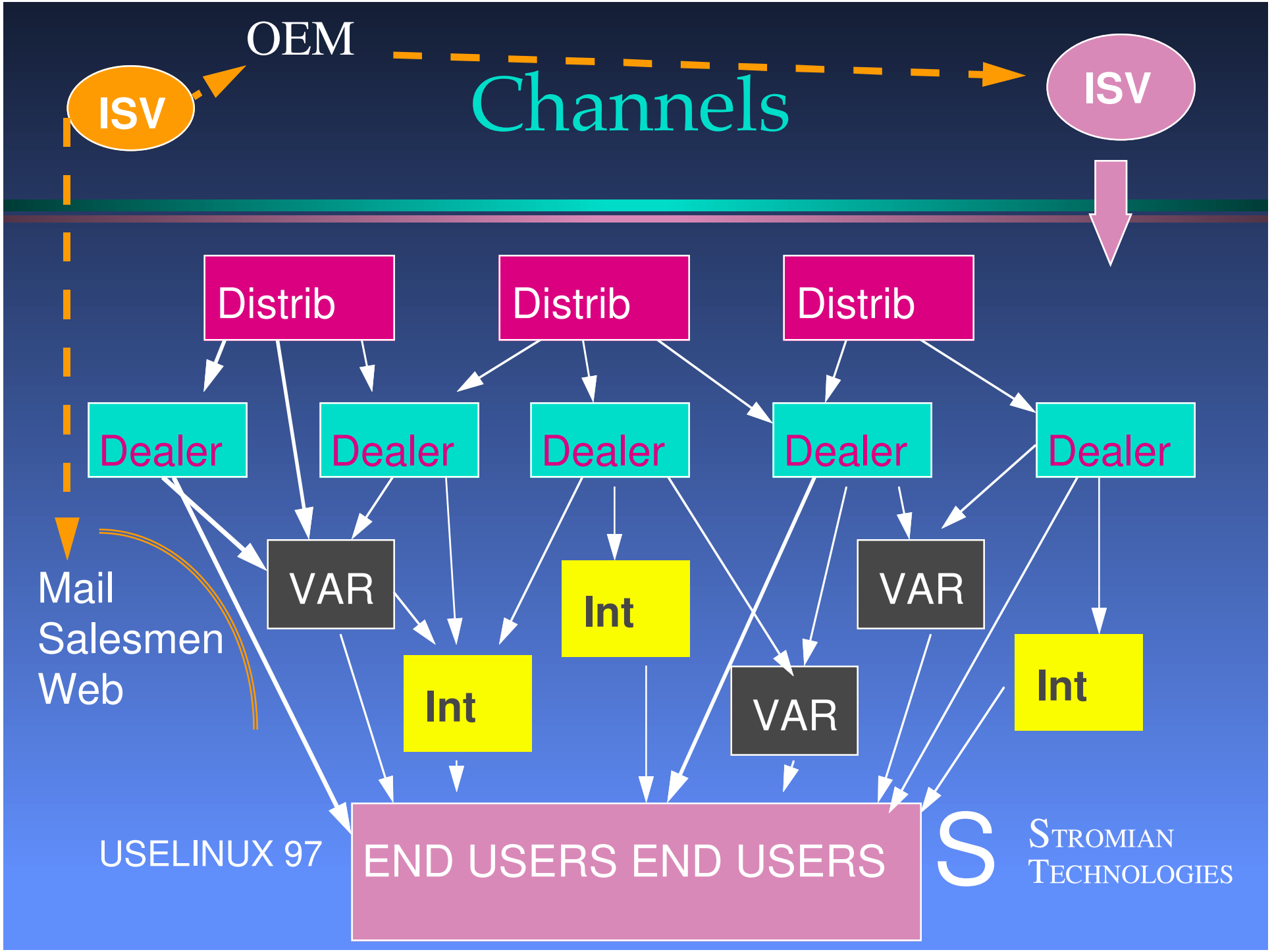
Indirect Sales

- Integrators
- VAR
- Dealers
- Distributors
- OEM


OEM
ISV
Channels
ISV
Distrib
Distrib
Distrib
Dealer
Dealer
Dealer
Dealer
Dealer
VAR
Int
VAR
Int
Int
VAR
Mail
Salesmen
Web
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END USERS END USERS
S
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Price/Discounts/Conflict

- Price Set by Market
- The Less Marketing You Do, the Less Your Share
- Avoid Channel Conflict . . . .

The Linux Market