

# ubuntu<sup>®</sup>

Did you know?  
You're not an  
**Ubuntu Pro?**

CANONICAL





## Did you know? **There's more to Ubuntu. Scale faster, securely**

Almost 1 million new virtual machines are launched every day on Ubuntu. So you know about Ubuntu already - or you think you do.

Obviously, developers love the free version of Ubuntu for what it lets them do. It's reliable and easy to use - giving you access to thousands of applications at the click of a button. It consistently runs everywhere from your desktop to the cloud or to your Internet of Things devices.

Ubuntu is the most popular operating system in the cloud. In fact, 70 percent of virtual machines running in the public cloud are on Ubuntu.

It's the go-to platform for scale-out and next-generation workloads. But of course, you knew all that.

But maybe you don't know Ubuntu Pro. If you want that power to code a killer product, you need to be safe.

And that is what Ubuntu Pro gives you.

# Did you know?

## Your Ubuntu journey has just begun

“ I can only show you the door.  
You’re the one that has to walk  
through it ”

**Morpheus, The Matrix**

Free your mind (so you can focus  
on building the tech that powers  
your business)? Sounds  
tempting, right?



92% of companies' IT environment is at least somewhat in the cloud today. Hands-off integration means it's never been easier to get started.

Ubuntu Pro for Azure is the most comprehensive open-source security and Azure compliance. Watch your cloud integration and runtime performance soar - no contract necessary.

### **With Canonical's Ubuntu Pro + Service private offer, you:**

- Can retire on your MACC agreement with Microsoft. If your organization has a Microsoft Azure Commitment to Consume (MACC), Canonical's private offer in Microsoft's Azure Marketplace will help you retire quota on this commitment.
- Get a flexible price plan aligned with Azure's pay-as-you-go model.
- Have Canonical expertise at your disposal 24/7 to assist you in your project, whether it involves compliance, application architecture, optimisation or streamlining operations at scale.

# Did you know?

## You need top-level security, right now

“ We’re in. ”

**Any hacker in every movie, ever**

Cybercrime has increased by 600% since the beginning of the pandemic of 2020-2021. The cost of ransomware attacks is estimated to be around \$6 trillion in 2021 alone<sup>1</sup>. That's bad news... and enterprise companies that don't stay safe have a lot to lose.



But even the biggest names in tech, like Zoom, Facebook, Twitch<sup>2</sup> and more have suffered data breaches in the last two years. The stakes keep ratcheting up.

For developers helping leading-edge companies by using the astonishing capabilities of apps from around the Internet, there's a real risk-reward calculation. Maybe that risk is keeping you up at night.

**With your private offer of Ubuntu for Azure, Canonical handles your security behind the scenes, so you can focus on activities that add value to your business.**

- Automatically get security patches for hundreds of open source applications, including Apache Kafka, MongoDB, RabbitMQ, Redis and NodeJS.
- Increase automation and reduce downtime with our Livepatch service, including critical kernel security fixes in seconds without rebooting.
- Get extended security maintenance (ESM) with security updates for Ubuntu LTS releases, which provides a fail-safe environment.

<sup>1</sup> Source: <https://purplesec.us/resources/cyber-security-statistics/>

<sup>2</sup> Source: <https://www.upguard.com/blog/biggest-data-breaches>

## Did you know? You can scale your business, fast

“ I’m just having a couple of problems with it. ”

“ What kind of operating system does it use? ”

### The IT Crowd

In a world that’s fast-moving to multi-platform computing, freedom can be extremely important.



### With Ubuntu Pro, choose your machine from general-purpose to high-performance computing.

- Find support for an optimized version of Ubuntu Pro across a wide range of computing solutions available as Azure virtual machines. Whatever specialized machine you are looking for (storage, compute, memory, high-performance computing), Canonical (the publisher of Ubuntu) and Microsoft collaborate to create an optimized Ubuntu Pro image.
- Speed your projects from the beginning - Ubuntu provides 26,000+ source packages—and counting— dwarfing RHEL, which only has 1,800. That gives you a much broader footprint of support for workloads.
- Ubuntu Pro also supports the broadest set of architectures on which enterprises can base workloads.

## Did you know? Ubuntu Pro guarantees compliance

“What do I do? System Architecture. Networking and Security. No one in this house can touch me on that. But does anyone appreciate that ”  
**Silicon Valley**



Innovation and compliance must go together. But with over 21,000 published standards on ISO alone, companies need to prepare accordingly.

A failed compliance audit imposes a financial penalty, but losing the money isn't the worst of it. There are service delays as you need to fix your compliance problem. Then, there's that black mark on the company's reputation...

**That's rough. But with Ubuntu Pro, all of the complexity of compliance gets really simple. You get the tools you need to take care of business properly:**

- All compliance features essential in regulated environments like FedRAMP, HIPAA, PCI, ISO and DISA STIGs
- Access to FIPS-certified modules to meet Common Criteria.

## Did you know? You can upgrade to Pro today

“Change is the essential  
process of all existence.”

**Star Trek**



Now, you have the choice. No other platform has Ubuntu Pro's level of security, performance and platform integration.

And with Canonical private offer on Microsoft Marketplace, you get 24/7 support and 10 years of standard maintenance.

So, here's one last reason to go for Pro, right now:

**An exclusive, private offer, just for you.**

**Sign up for Ubuntu Pro today** <https://ubuntu.com/azure/pro>

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