

# SCO Forum 2006

SCO TECHNOLOGY OVERVIEW >



*Sandy Gupta*



# A Look Back



**SCO OpenServer 6 Released at FORUM 2005**

# SCO Product Portfolio



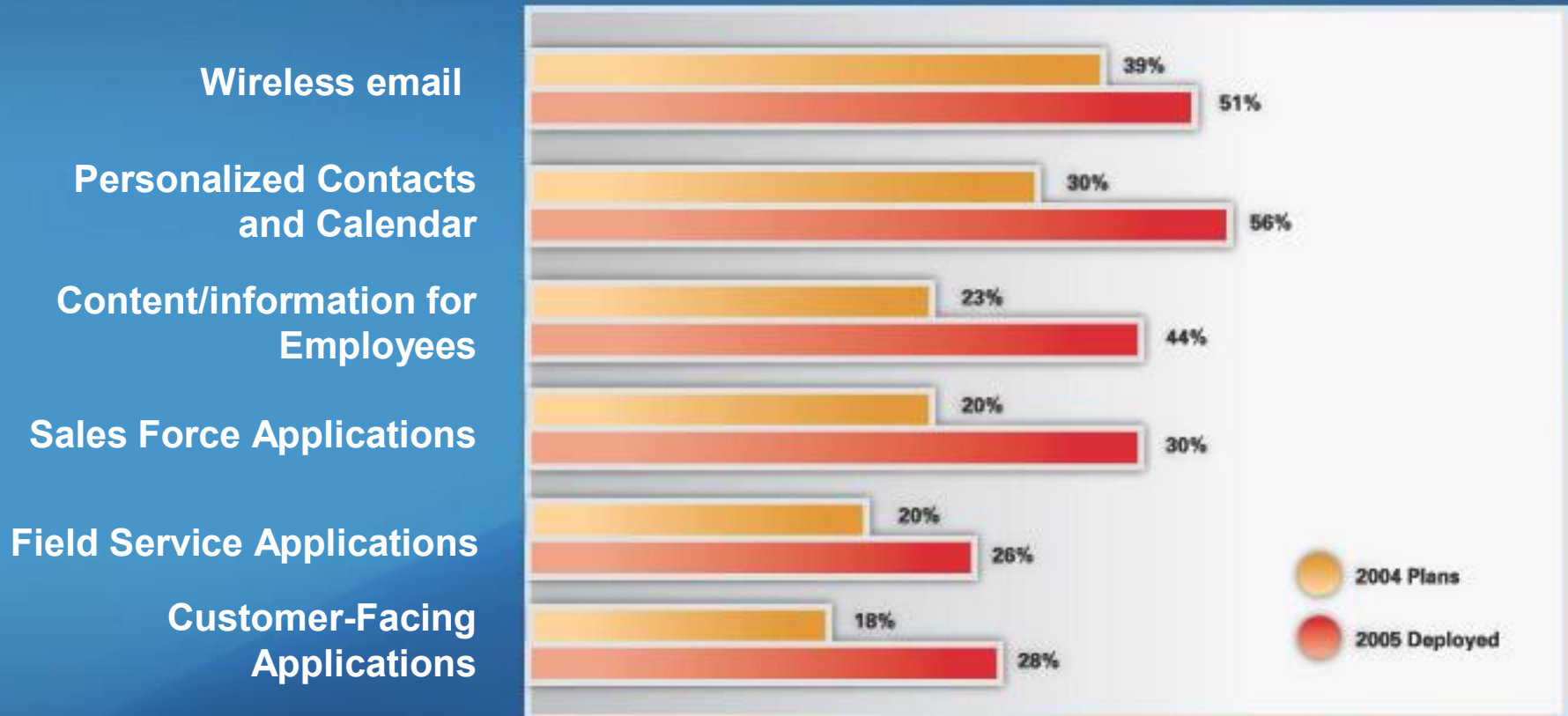
# Key IT Challenges



# 2005 – 2010 Powerful Computing in Your Hand



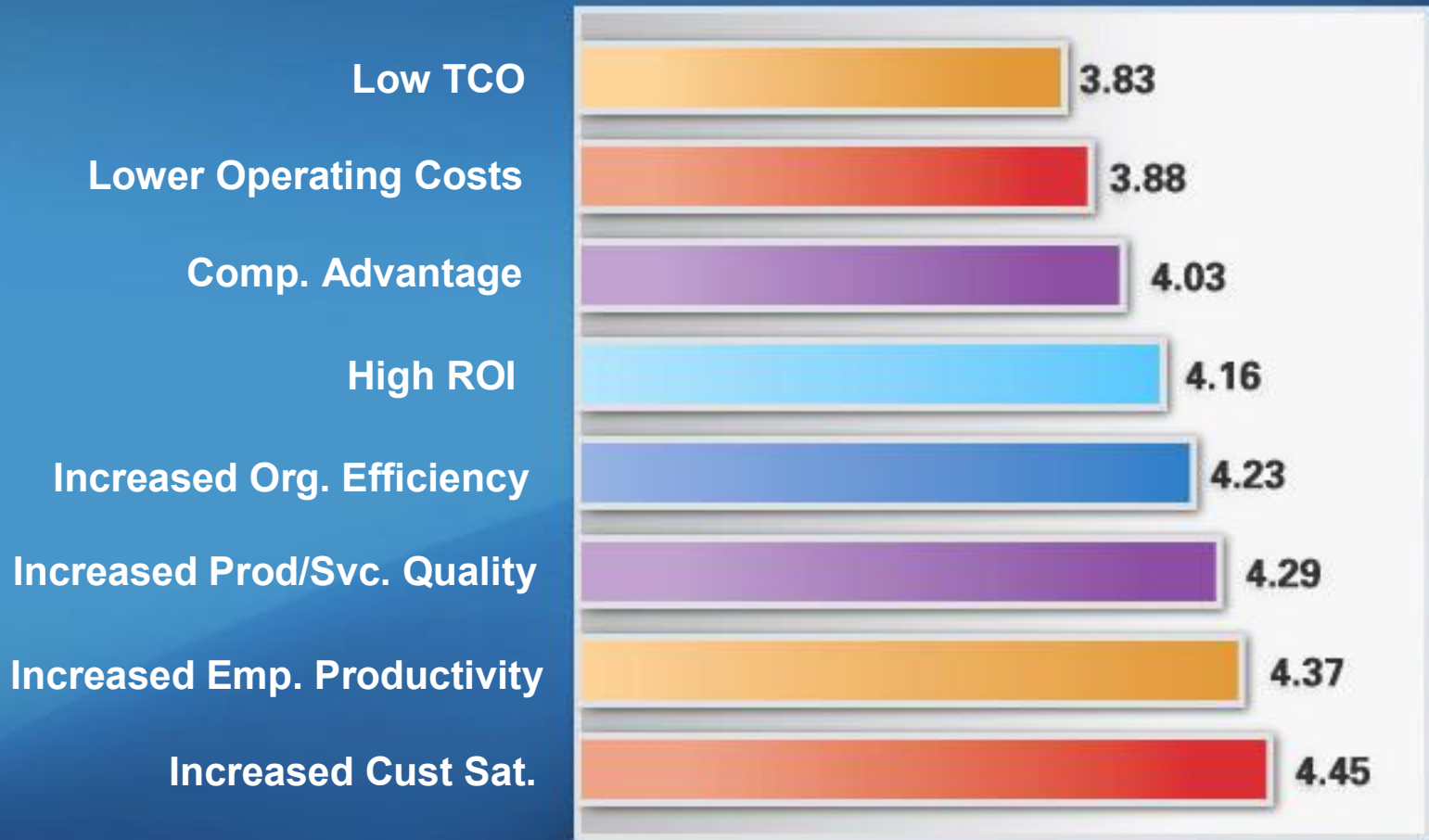
# Companies are Adopting Mobility Faster than Planned



Source: August 16, 2005, Trends "Mobile Application Adoption Leaps Forward" (Ellen Daly)

# Mobile Business Drivers

## Perceived Benefits — United States



Source: IDC

# 2006 – 2010 New Applications Too

FX Mobile

Work List History Time Sheet

Messenger Inventory Alert

Technician Status Change

Available

Communication Options Change

Wireless

File Keyboard About

Dexterra FSA

Promotion - Seasonal

Season: Fathers Day

Promotion

Nil Stock Required

Date Req: 01-Jun-03

Seas Terms

Dexterra FSA

Macys - Bothell

Acct #: 04000003

Phone: (425) 939-3456

Contact: Counter Manager

Notes

Address: 99834 North 90th, Bothell Mall, First Floor

Order: <Select Type> Add

History

PDASecure Set

Trust Digital

Power-on Password

123 1 2 3 4 5 6 7 8 9 0 = +

Tab q w e r t y u i o p [ ]

CAP a s d f g h j k l ; ' "

Shift z x c v b n m , . / <

Ctrl au | \ |

CMG Shield

CREDANT®

Mobile Guardian Shield

Device Locked

Please enter PIN.

1	2	3
4	5	6
7	8	9
0	CLR	

Forgot PIN...

Work List History Time Sheet

Messenger Alert

Technician Status Change

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File Keyboard About

Forms for Sales

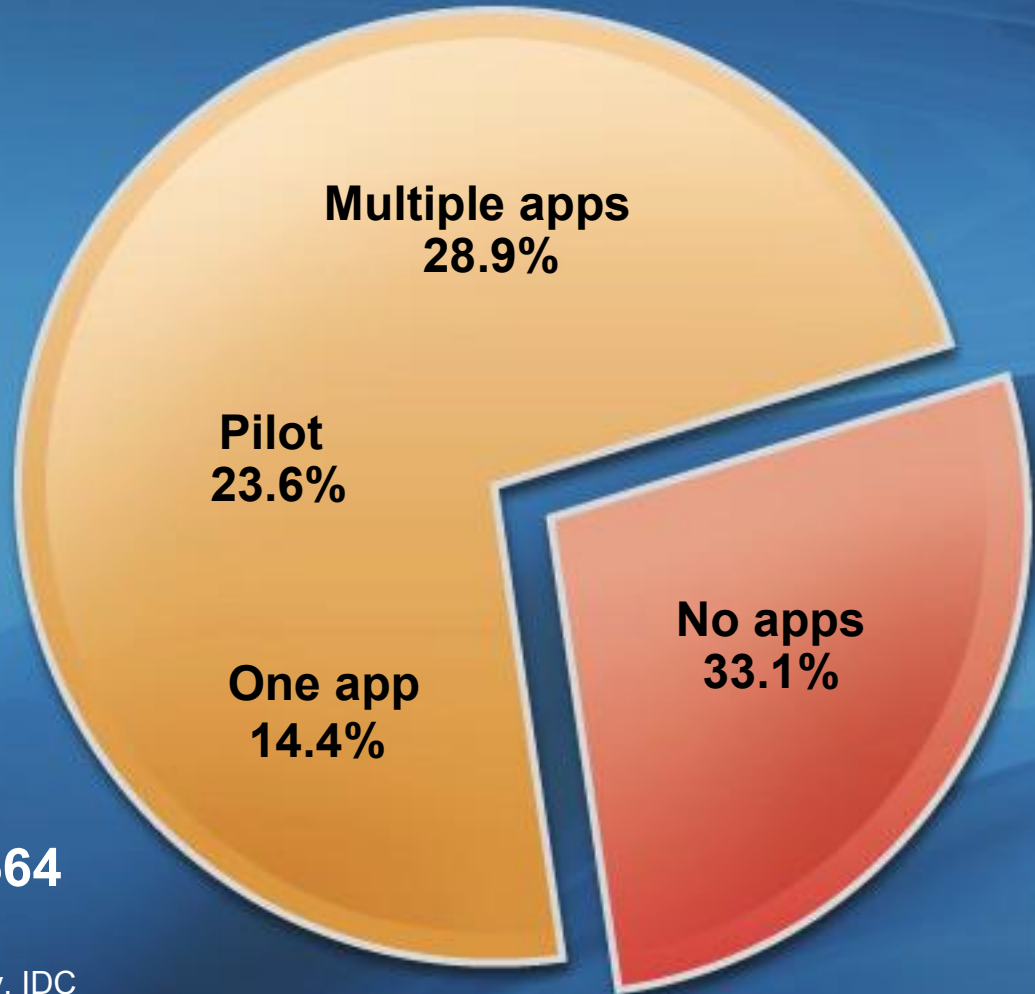
- Customer Lead Capture
- Sales Call Report
- Customer Support Request
- Customer Satisfaction Survey

Goto | Menu



# Two-thirds of Organizations are Deploying Mobile Applications

**Q:** Which of the following, would you say, best describes your organizations current stage of mobility?



**N = 564**

Source: Mobilizing the Enterprise 2005 Survey, IDC

# Mobile Solutions Today



# Mobile Solutions Today



# Mobile Solutions Today

Mini  
Desktop

Mail and  
Messaging

Extension  
of Existing  
Application

# Mobile Solutions Today

**Mini  
Desktop**

**Mail and  
Messaging**

**Extension  
of Existing  
Application**

**Standalone  
Application**

# Mobile Solutions Today

**Mini  
Desktop**

**Mail and  
Messaging**

**Extension  
of Existing  
Application**

**Pure  
Services  
Offering**

**Standalone  
Application**

# Mobile Solutions Today

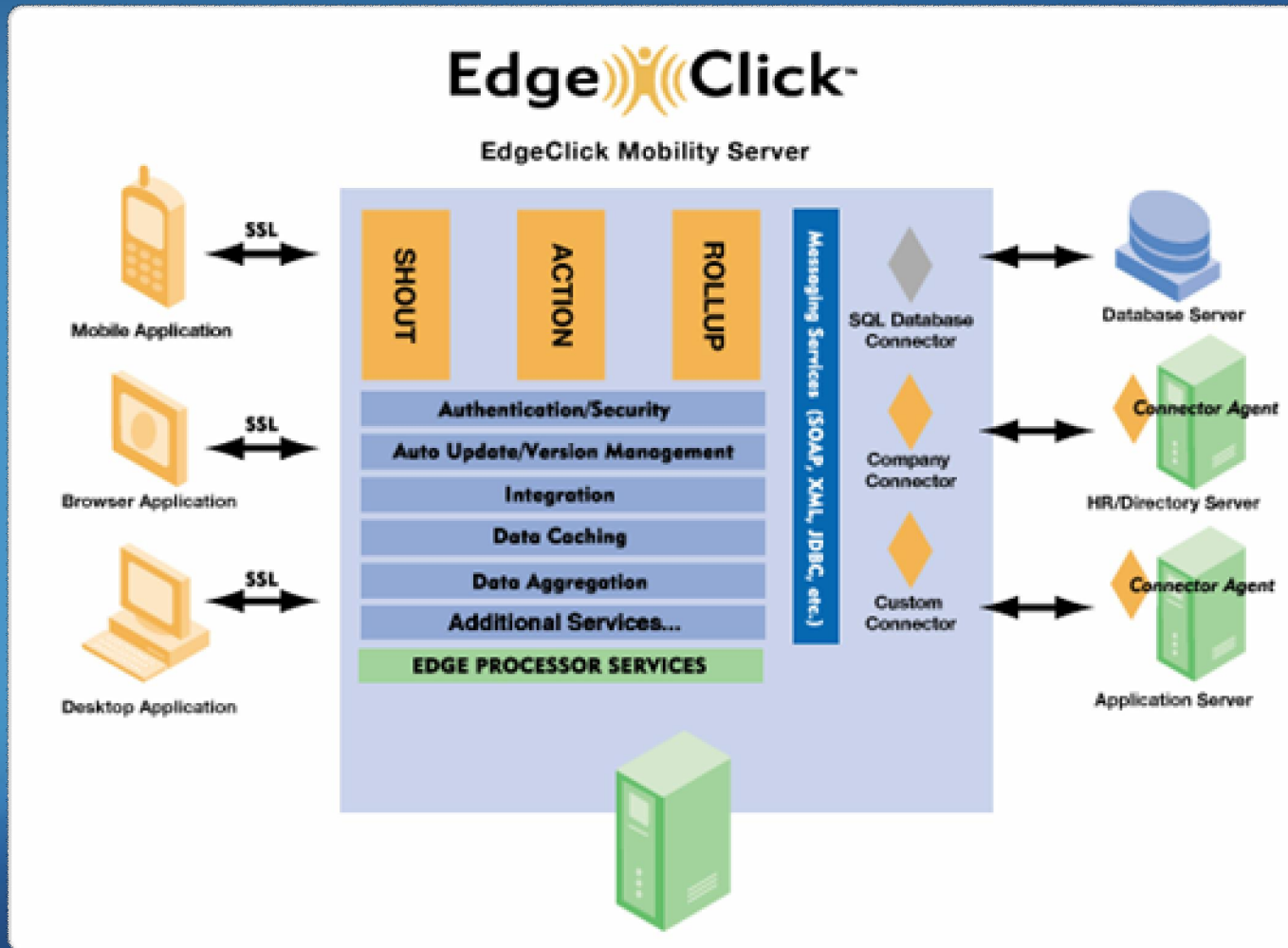


# Mobile Solutions Today

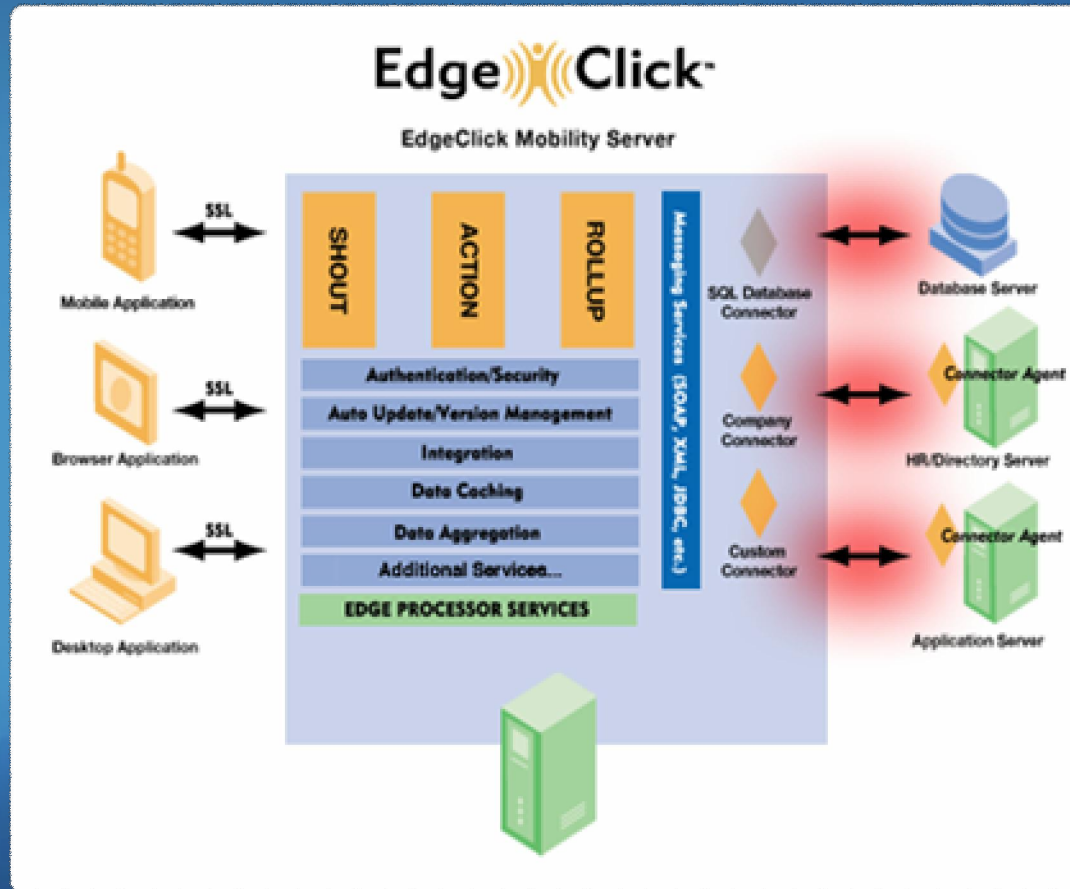




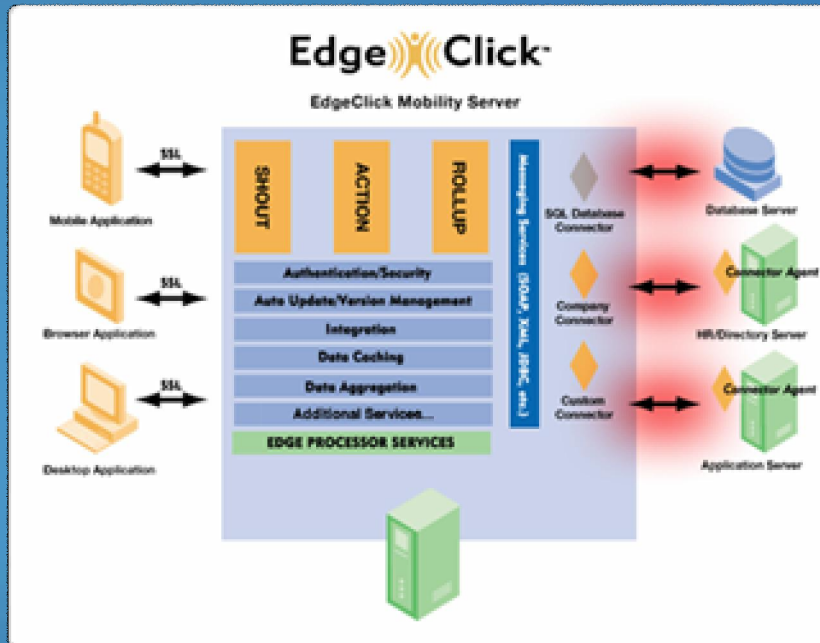
# EdgeClick Architecture



# EdgeClick Architecture



# EdgeClick Architecture



ERP

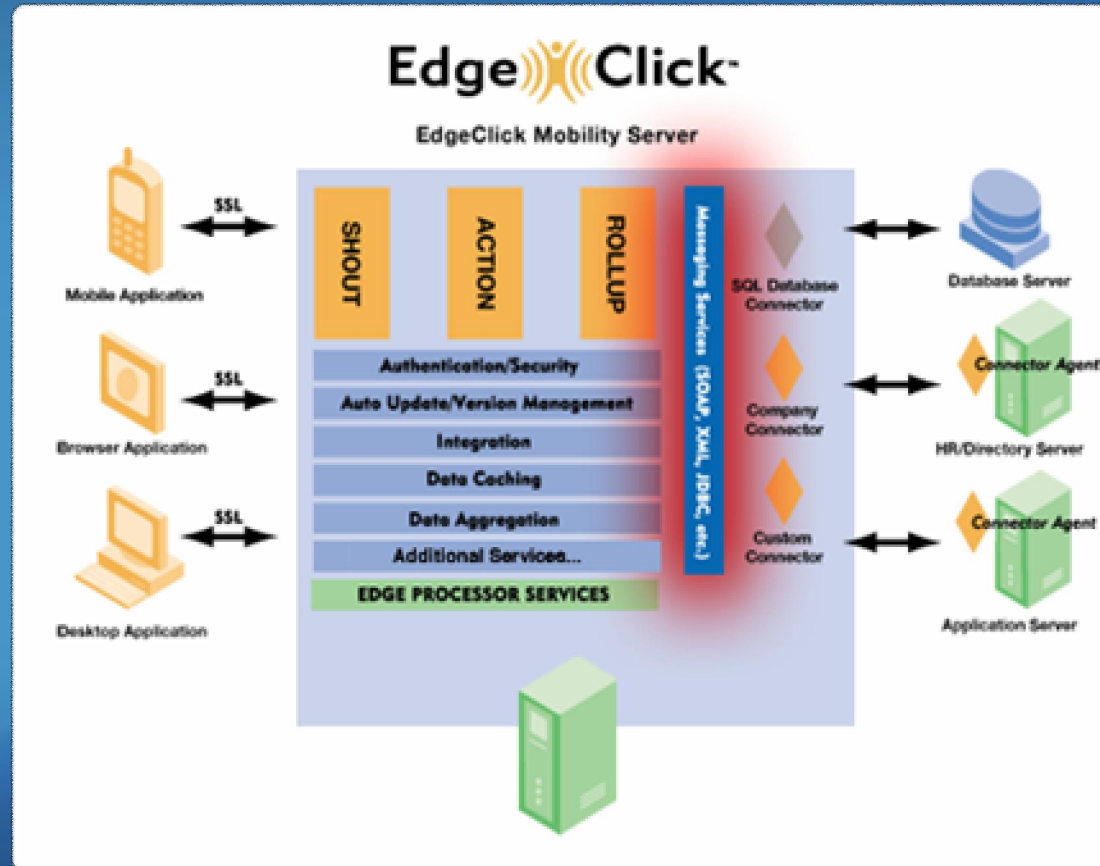


Finance

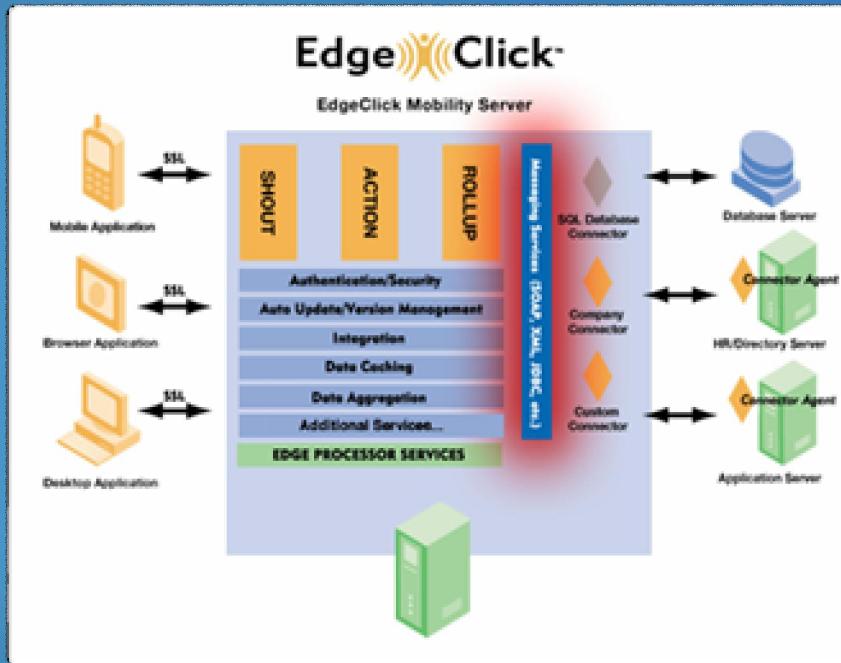


CRM

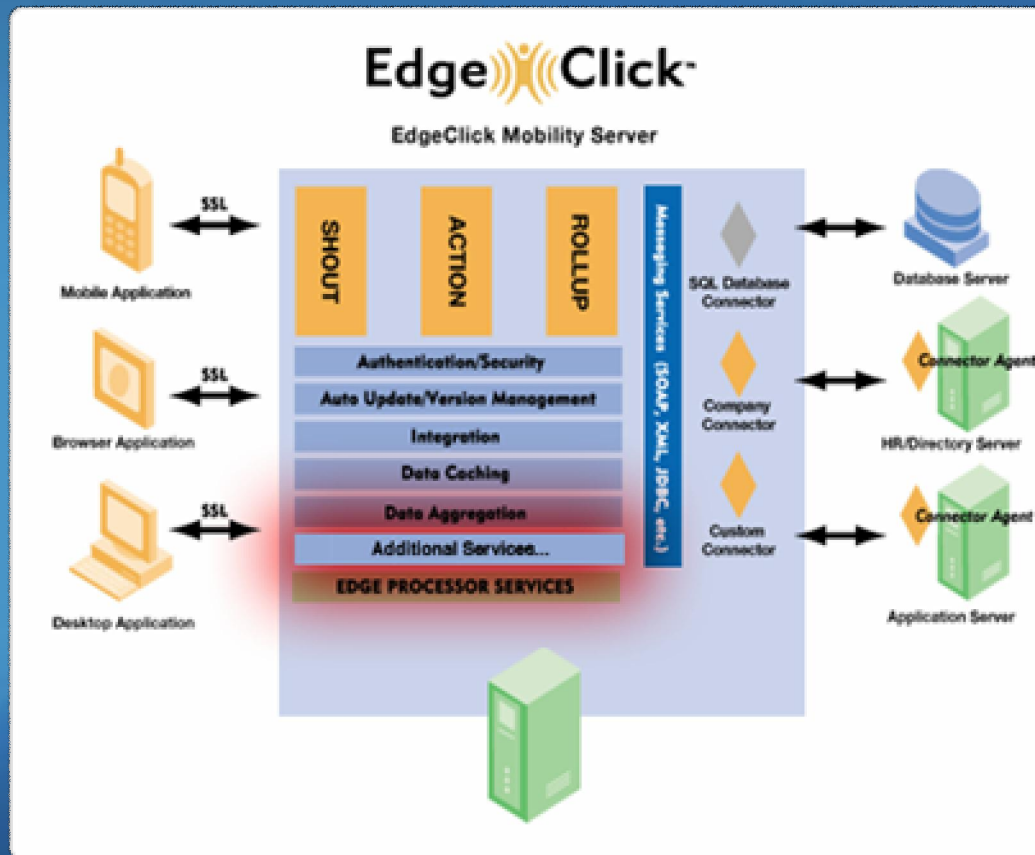
# EdgeClick Architecture



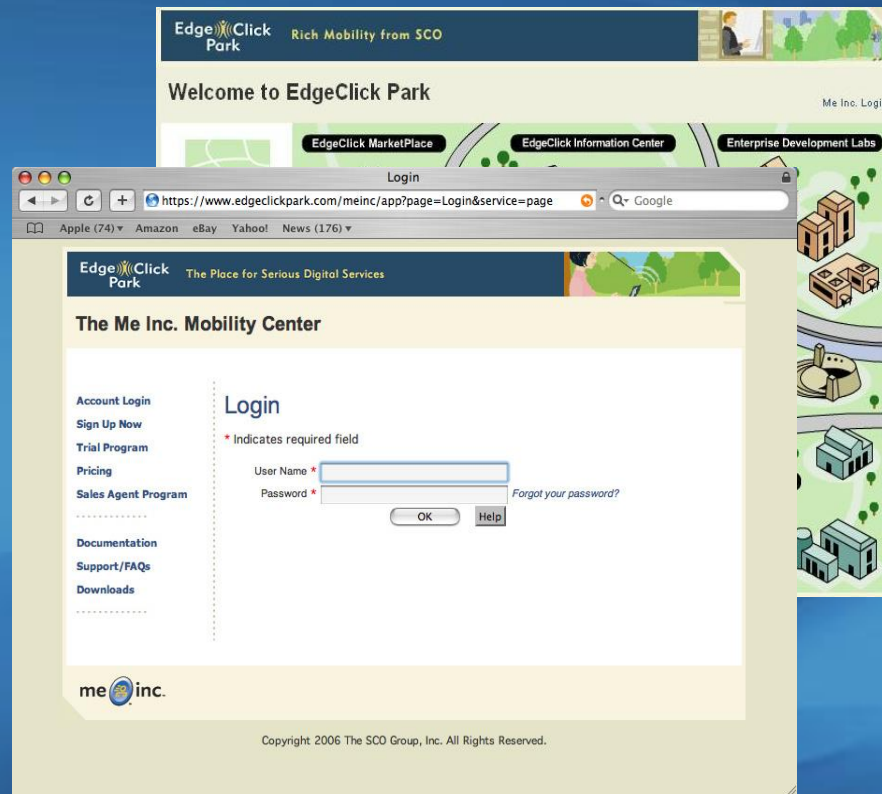
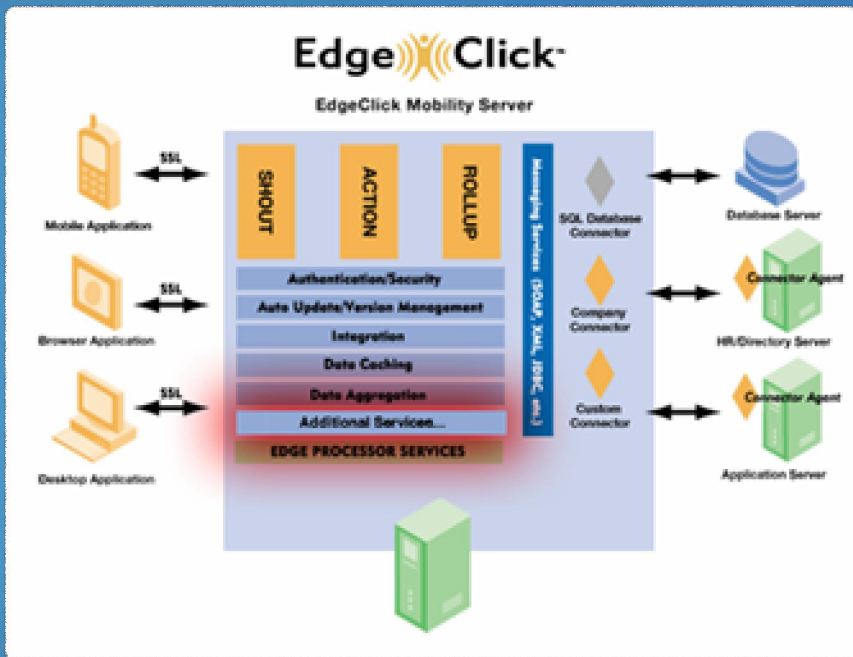
# EdgeClick Architecture



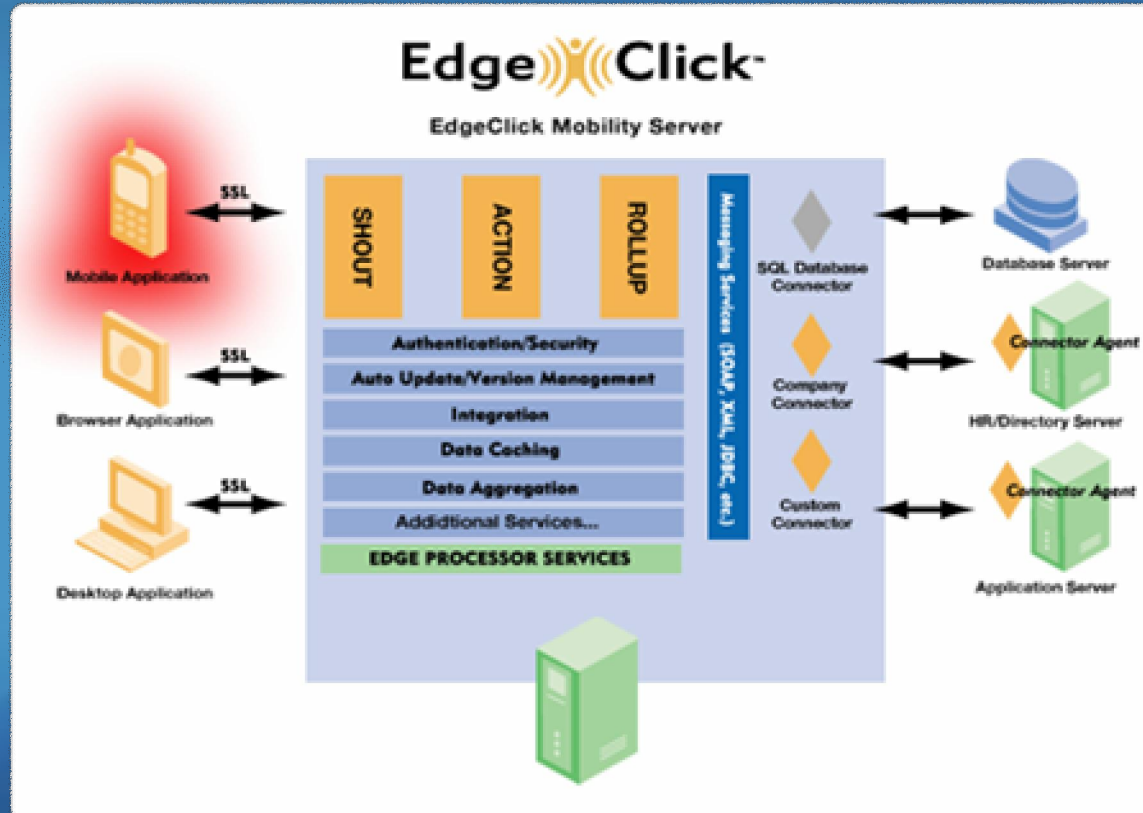
# EdgeClick Architecture



# EdgeClick Architecture

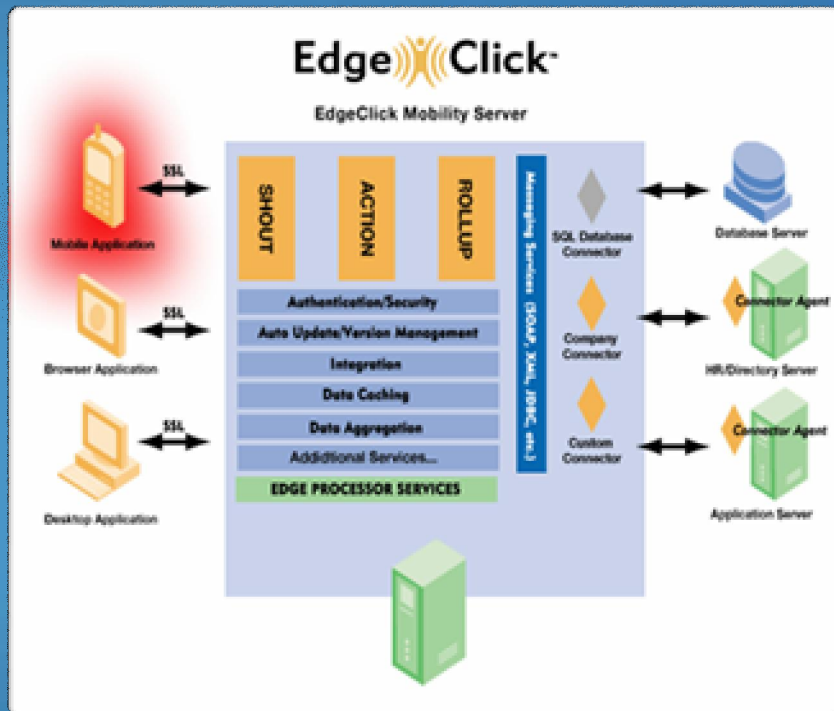


# EdgeClick Architecture





# EdgeClick Architecture



Provisioning

Connectivity

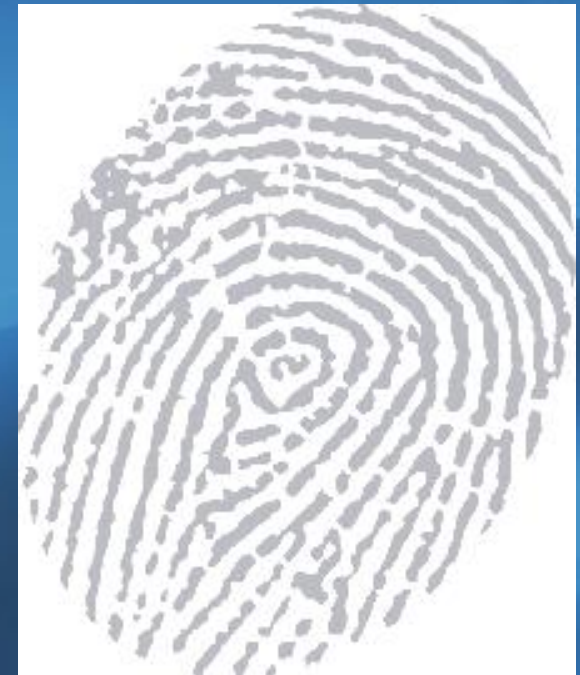
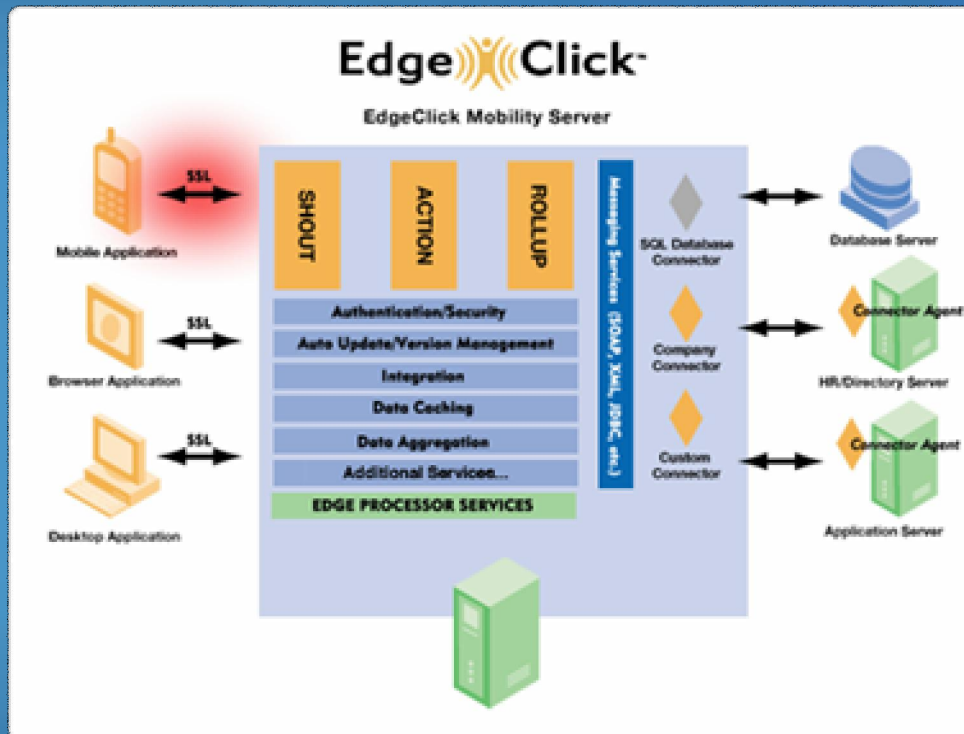
Device Abstraction Layer

Visual Studio

WTK IDE

Additional Services...

# EdgeClick Architecture



# APPLICATION MOBILIZATION

DEMO

Rainer Flucke  
Martin Batz  
Carladata



# CARLADATA – the Company

**A German provider for the automotive after market**

**More than 15 years in Business, serves a SMB market with max. 1500 potential customers**

- Niche market with limited customers – need for high-quality software on a robust application platform
- The CARLADATA software (“Carla”) delivers everything from Finance to Manufacturing and Logistics
- More than 400 installations in Germany based mainly on SCO OpenServer 6

# SCO's New Developer Program

Enable Faster  
Time to Market

Help Build  
Pipeline with  
Sales and  
Marketing



**DEVELOPER OPPORTUNITY**

Drive Awareness  
of ISV Solutions

Simplify Doing  
Business

# Announcing!!

## Partnership with Microsoft

- Easy Development for Windows Mobile
  - Visual Studio with EdgeBuilder SDK

The Microsoft logo, consisting of the word "Microsoft" in white, italicized, sans-serif font, set against a blue rectangular background.

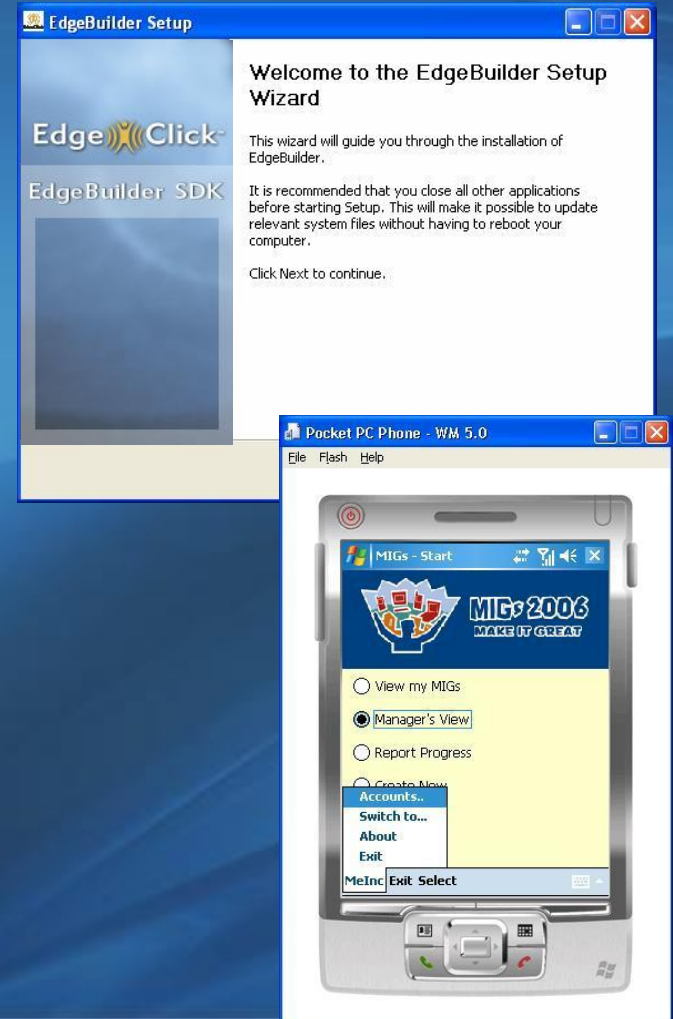
## Partnership with PALM

- Easy development for Treo devices
  - SCO's reference client platform EdgeBuilder SDK



# The EdgeBuilder SDK

- Support for Visual Studio, NetBeans and Eclipse
- Large array of libraries and sample applications
- Mobile device emulators
- Comprehensive documentation
- A growing set of application frameworks to further expedite the development process
- Post-deployment user account administration facilities



# Service Based





# PARTNER OPPORTUNITY

# PARTNER



**Ed Bjorncrantz**

Day-Timer

## DAY-TIMERS, INC.

- WELL KNOWN BRAND – 65% UNAIDED AWARENESS
- FOUNDED IN 1947 IN EAST TEXAS, PA
- SUBSIDIARY OF ACCO BRANDS CORPORATION
- RECOGNIZED LEADER IN TIME MANAGEMENT, PRODUCTIVITY, PLANNING AND ORGANIZATION
- PROVIDE CUSTOMERS W/TOOLS TO ACHIEVE WORK/LIFE BALANCE, REDUCE STRESS, ACHIEVE SUCCESS, AND TO LOOK AND FEEL PROFESSIONAL
- SUCCESSFULLY MARKETED DTO PRODUCT
  - 250k SOLD
  - DROPPED DUE TO COST OF TECH SUPPORT AND PRODUCT DEVELOPMENT NEEDS

## DAY-TIMERS TEAM

- CATALOG, E-COMMERCE, TELEMARKETING, DIRECT SELLING, DIRECT RESPONSE
- MARKETING, MERCHANDISING, PRODUCT DEVELOPMENT, ADVERTISING, CUSTOMER CONTACT CENTER
- SEPARATE RESELLER CHANNEL – SUPERSTORES, OFFICE PRODUCT CATALOGS, INDEPENDENTS, ETC.
- DAY-TIMERS TEAM
  - KEN DRUDY – DIRECTOR OF MERCHANDISING
  - JERRY WARMKESSEL – DIRECTOR CONTACT CENTER
  - GLENN LARGE – VP CONTACT CENTER/IT

## CORE DAY-TIMER® PRODUCT

- PAPER-BASED PLANNERS
  - MULTIPLE SIZES, FORMATS, DESIGNS
- SOLD TO OVER 20 MILLION CUSTOMERS
- A SUBSCRIPTION BUSINESS
  - 80% RENEWAL RATE
- USED BY TECHNOPHOBES AND TECKIES ALIKE
- MARKET HAS DECLINED
  - OUTLOOK, ENTOURAGE
  - OTHER ELECTRONIC ALTERNATIVES

## NEED FOR A SCO/D-T PARTNERSHIP

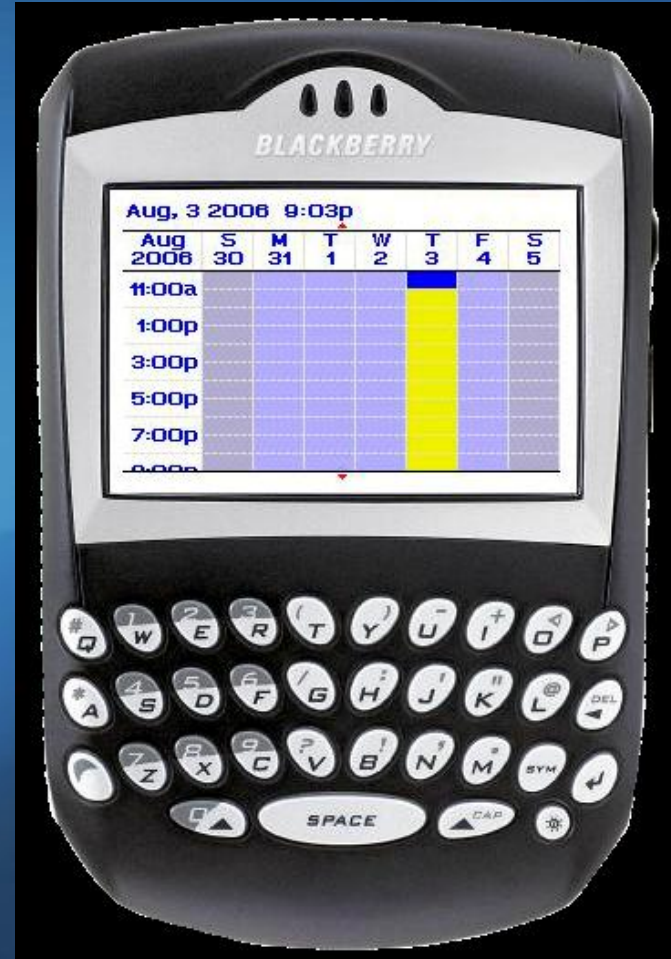
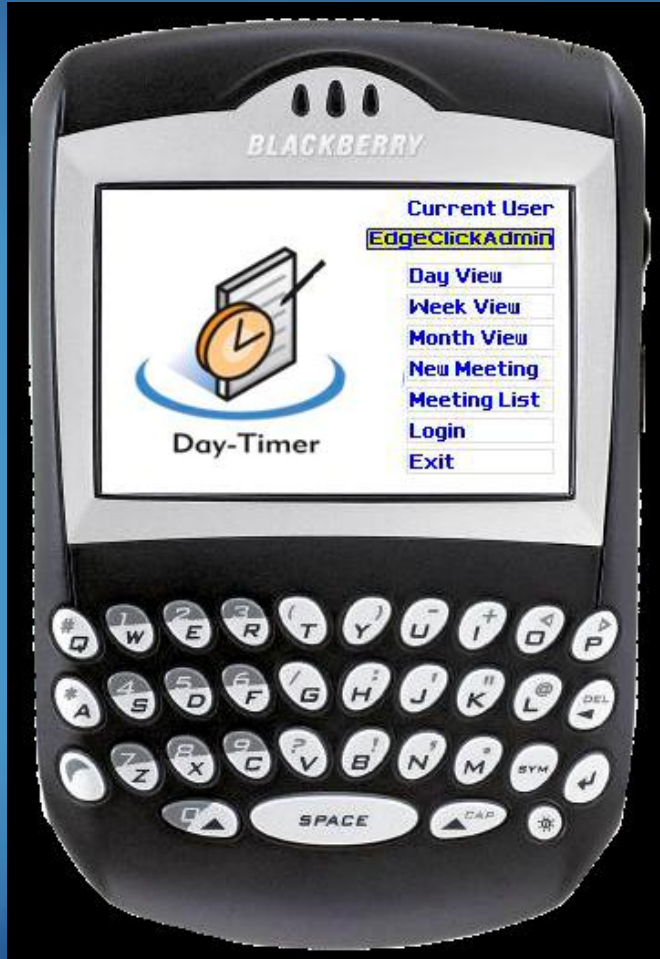
- GREAT AWARENESS OF THE D-T BRAND
- REALLY GREAT WITH THOSE OVER 50
- D-T GOAL TO DEVELOP NEW, INNOVATIVE PRODUCT
  - IDENTIFY NEW AVENUES FOR GROWTH – PLUS BUSINESS
  - REACTIVATE LAPSED CUSTOMERS
  - ATTRACT A NEW, YOUNGER AUDIENCE
- MET WITH DARL McBRIDE IN MARCH
- IDENTIFIED OPPORTUNITY
  - LEVERAGE SCO TECHNOLOGY
  - LEVERAGE D-T BRAND, MULTI-CHANNEL MARKETING
- WORKING TO DEVELOP THE DT4 SUITE OF PRODUCTIVITY TOOLS TO BE JOINTLY MARKETED AND DEVELOPED

- SCO PROVIDES
  - TECHNICAL DEVELOPMENT
  - TECHNICAL SUPPORT
  - SELLING SUPPORT
- D-T PROVIDES
  - INPUT INTO PRODUCT DESIGN AND FUNCTIONALITY
  - MULTI-CHANNEL MARKETING – CATALOG, WEB, E-MAIL, TELEMARKETING, RETAIL, DIRECT RESPONSE, NEWSLETTERS, AND OTHER ALTERNATIVE MEDIA
  - TARGETING TO VERTICAL MARKETS
  - TARGETING TO SMB, GOV'T, FAMILIES AND INDIVIDUALS

## D-T CORE PRODUCT STRATEGY

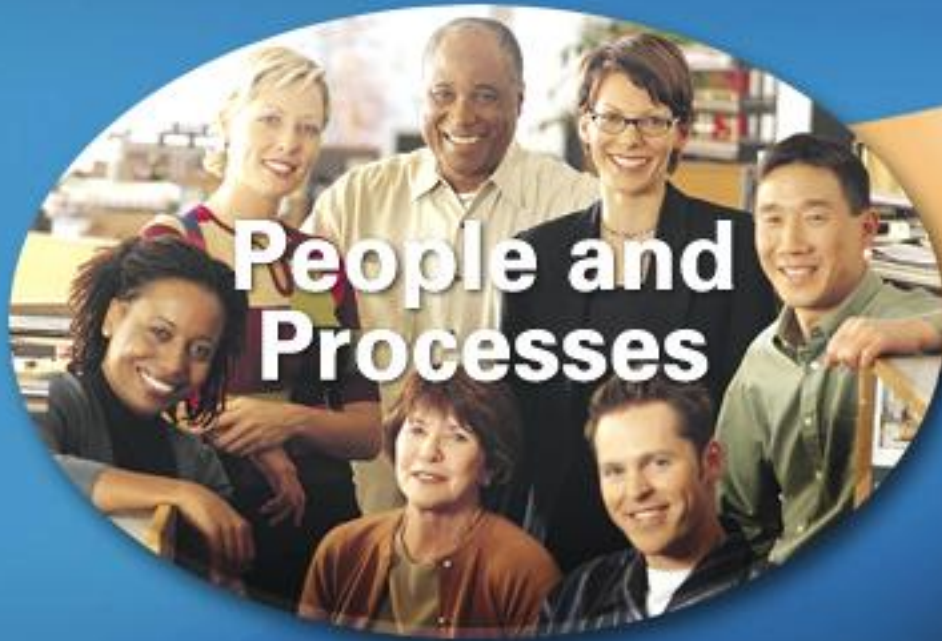
- TRADITIONAL PAPER-BASED PLANNERS
  - SUPPLEMENTED BY CALANDERS, JOURNALS, LEATHER GOODS, ORGANIZATION PRODUCTS, TRAVEL AIDS, ETC.
- PAPER-BASED PRODUCTS THAT COMPLEMENT TREOS, BLACKBERRYS, ETC.
- A NEW, TECHNOLOGY-BASED PRODUCT
  - DEVELOPED WITH TECHNOLOGY EXPERTS

# "DT4" = Mobile Automation





# Connected Business



**EdgeClick™**

**EdgeClick  
Mobility  
Server**

# PRODUCTIVITY SOLUTIONS

**DEMO**

**Chris Sontag**

General Manager, Me Inc Applications



# BRIC Population

**Brazil**



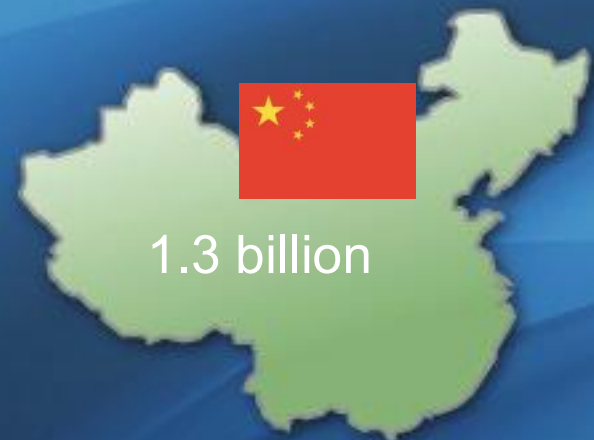
**Russia**



**India**



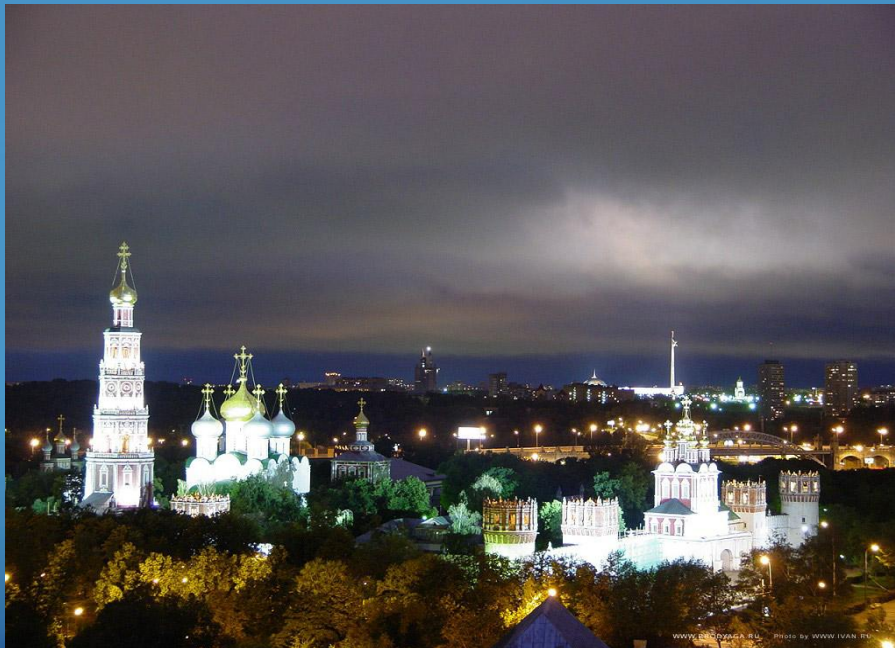
**China**



2.7 billion people

Source: World Fact Book

# Pro Business Political Reforms



# Rural e-Connectivity

- **Pilot of some large rural connectivity projects**
- **Core Banking Stack for the rural Banking**
- **Announcing!! SCO FORUM India**
- Bangalore, India
- September 17 – 19<sup>th</sup> 2006

# FORUM 2005 vs. FORUM 2006

## FORUM 2005

### Platforms

- UnixWare 7.1.4 MP2
- OpenServer 5.0.7 MP3

### Platforms

### Productivity or layered

**PARTNER OPPORTUNITY**

- SCO Office 4.2 beta for OpenServer 6
- Dialogic & Sound Drivers
- Me Inc Shout
- Me Inc HipCheck

# Recent (Q2 & Q3) UNIX Sales Wins

## Asia Pac

China Life  
China Post  
Pudong Development Bank  
Beijing Credit Union  
Communication Bank  
Commercer Banks  
LG  
Korean Govt.  
Japan Dental System  
Thailand Savings Bank

## ROW

UCO Bank  
People's Bank  
Indian Overseas Bank  
Jakarta International Airport  
Pizza Hut AU  
Commverse  
Chilean Police

## EMEA

Fujitsu-Siemens Computers  
Arnold Clark Automobiles  
FAA  
Priventa Banka  
Siemens AG  
MoD-Fleet Air Arm  
Royal Air Force  
Vanguard  
Dolland & Aitchison

## Americas

McDonalds  
Kroger  
Getronics /  
CitiFinancial  
84 Lumber  
US Navy  
Walgreens  
Web MD  
Shoe Carnival

# Announcing OpenServer 6.01!

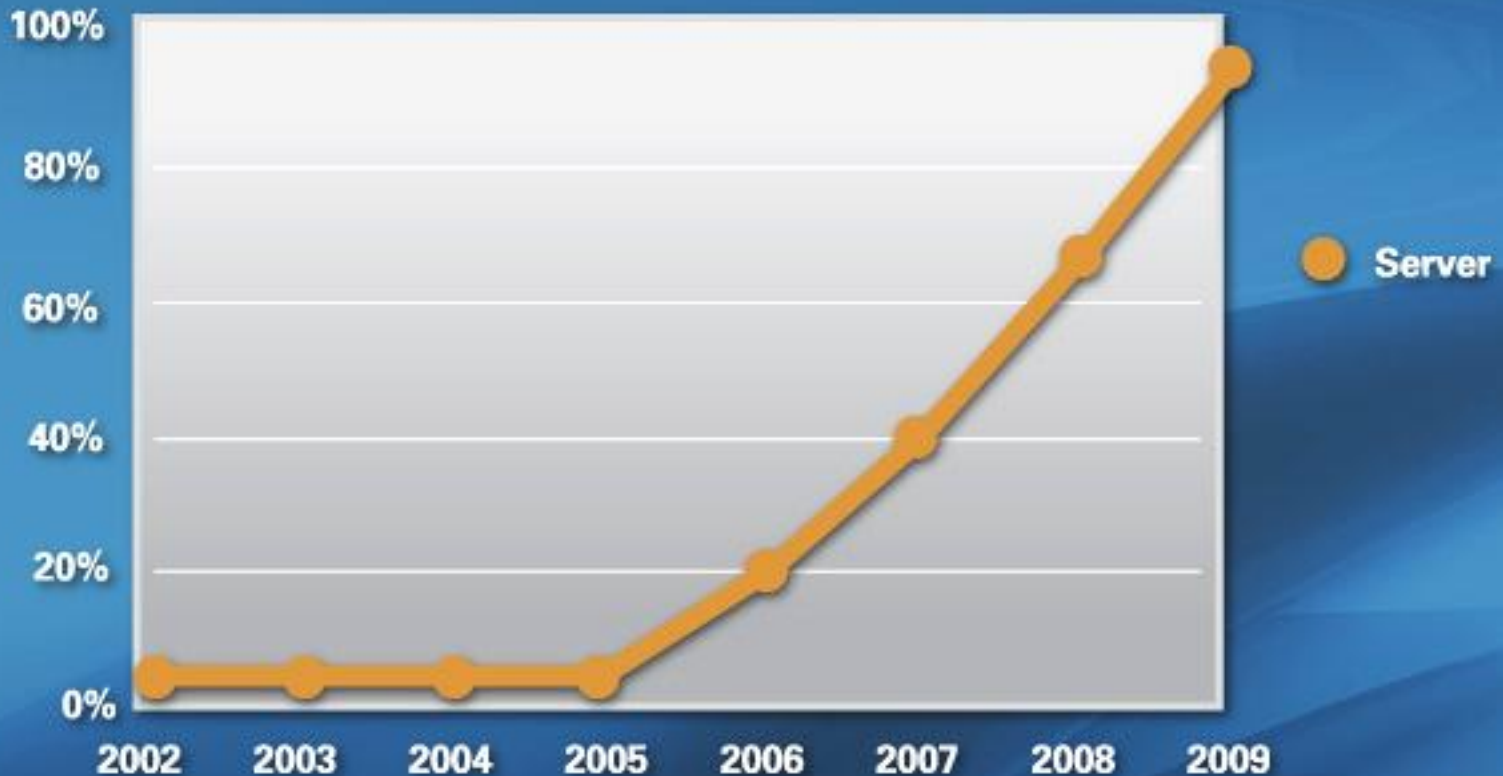
Moving OpenServer 6 product line forward





# Processor Inflections – Multi Core

Multi-core delivered for all supported operating systems!



Source: IDC

# SCO Project Fusion

**One goal of FUSION has already been reached!**

- UnixWare and OpenServer both use the same SVR5 kernel

**The second key element of FUSION relates to the inflection in processing technology:**

- Fusion will be based on a 64bit kernel
- 32-bit application support
- IPv6



# SCO Product Portfolio

**Edge)Click™**  
MOBILITY SERVER

**Edge)Click™**  
MOBILITY SERVER

**UnixWare®**  
Business Edition

**UnixWare®**  
Departmental Edition

**UnixWare®**  
Enterprise Edition

**HipCheck**

**OpenServer™**  
Enterprise Edition

**Edge)Click™**  
MOBILITY SERVER

**UnixWare®**  
Business Edition

**OpenServer™**  
Base Edition

**OpenServer™**  
Small Business Edition

**UnixWare®**  
Base Edition

**SCO**  
**MergePro**

**SCAMP**

**SCO**  
**HA Clusters**



**SCOoffice**  
SERVER

**SCO ODM**  
**SCO Mirroring**

**Shout**

**Action**

**SCO**  
**HA Clusters**

# 2006 -- A Breakout Year

## New Value Delivered to Customers

**2H2006**

- ▶ MergePRO
- ▶ HipCheck
- ▶ EdgeClick

- ▶ Me inc. Solutions
- ▶ DT4
- ▶ OpenServer 6.01
- ▶ FUSION Beta

**1H2006**

- ▶ Me Inc. Mobile Applications
- ▶ ODM / Mirroring for OpenServer 6
- ▶ SCO HA for UnixWare & OpenServer
- ▶ SCAMP
- ▶ SCOoffice 4.1 with Connector 3

**2007**

## Key Points to Remember

- **Maximize** your time at FORUM
- **Drive** UNIX upgrades and premium products
- **Enroll** in the Developer Challenge
- **Participate** in SCO's Developer Program
- **Develop** mobile applications with the EdgeBuilder SDK

# SUMMARY

- **UNIX technology and products are moving forward**
- **Mobility market is growing and pervasive in business**
- **SCO is committed to this space**
  - Ability to transact is going to be HUGE
- **Get out there and make some money!**

# SCO Forum 2006

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*Sandy Gupta*

