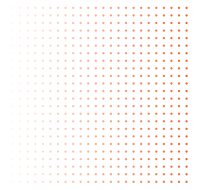


# Canonical – Technical Partner Programme



## Get ahead with Ubuntu and Canonical

As Ubuntu rapidly gains traction in homes and businesses worldwide, there is a growing demand for devices that are fully compatible with this popular open source operating system. The opportunity spans hardware (servers, desktops, notebooks, and other consumer and enterprise devices) and enterprise software. As Ubuntu deployments continue to grow, major equipment and software manufacturers are looking to capitalise on these opportunities.

To capture a quicker time to market and reduce costs, Original Equipment Manufacturers (OEMs) and their partners need components that are compatible with the very latest Ubuntu releases. The consideration for hardware and software vendors (IHVs and ISVs) feeding into the manufacturing process is how to develop, test and certify products that are fully enabled with Ubuntu.

The answer is to work in strategic partnership with Canonical, the company sponsoring the Ubuntu project. OEMs, IHVs, ISVs and peripheral manufacturers can subscribe to the Canonical Technical Partner Programme (TPP), which provides all the information, tools and training a manufacturer needs to keep products ahead of the Ubuntu development curve.

Vendors that work with Canonical via the TPP can drive original design manufacturer (ODM) and OEM customers to market quicker and with lower product development costs.

## What is the Technical Partner Programme?

The Technical Partner Programme defines a process for collaboration between Canonical and partners. It helps partners understand how Ubuntu is developed and enhanced, as well as providing access to the roadmap. Partners can share their plans for developing new hardware, enabling great support for products in Ubuntu as these products are shipped into the market.

Key elements of the TPP are:

### 1 Technical Alignment

Technical alignment is critical to guaranteeing the partner's success in the programme. It includes partner management, meetings, reviews and escalation processes that synchronise the development activities between Canonical and its partners.

To ensure the right level of technical alignment, Canonical provides:

- **A Technical Partner Manager (TPM)**  
Assigned at the beginning of the Technical Partner Programme engagement
- **An initial face-to-face meeting**  
Discuss the partner's Ubuntu strategy and pain points
- **An action plan**  
Agree collaboration and development goals on a rolling three month basis
- **Regular review meetings**  
Share plans for hardware releases and Ubuntu updates (Kernel, Xorg, alsa, and 'port support', etc.)
- **Priority support escalation for joint customers**  
Support and engineering organisations from Canonical and the partner coordinated by the TPM on technical issues

## 2 **Ubuntu compatibility for partner products**

In the past, it has been a challenge for vendors and their customers to identify and source Ubuntu compatible solutions. The TPP aids in accelerating hardware and software compatibility with Ubuntu and provides product lists and marketing support to directly address this issue.

As an example, the partner's solution can be listed as being compatible with the current Long Term Support (LTS) release of Ubuntu. As a result, joint customers will be able to purchase with confidence, safe in the knowledge that Ubuntu will be supported on final system designs.

To help partners spread the word on their Ubuntu compatible products, Canonical provides:

- **An entry in Canonical's compatible products listings**  
Assures the partner's products have been tested and are compatible with the latest Ubuntu LTS release
- **New joint revenue opportunities**  
Giving end users additional insight into the product's compatibility with Ubuntu will present new opportunities
- **Support for joint solutions**  
Proactive engineering to reduce support needs and quicker route to resolution in case of priority support escalation

## 3 **Training**

As a fast growing distribution, Ubuntu has its own unique way of working. Canonical will provide all the training necessary to understand the Ubuntu development and release processes and to get hardware components supported faster and more reliably with Ubuntu.

### **Product development resources**

Help IHVs and ISVs understand the best practices for Ubuntu software development and to teach IHVs and ISVs how to integrate these Ubuntu-optimised device drivers with upcoming Ubuntu releases or Stable Release Updates (SRUs).

To help maximise returns in the Canonical strategic relationship, the TPP provides training on:

**Working effectively with Canonical** – including how to collaborate with Canonical's engineering teams.

**Development and release processes** – including how to write a high-performance Ubuntu driver and how to accelerate bug-fixing through Canonical's Launchpad tools.

**Canonical best practices** – such as the Ubuntu SRU module backports policies.

**Canonical's certification programmes** – outlining instructions for achieving full Ubuntu compliance.

## Achieve competitive advantage with Canonical

Rapidly growing demand for Ubuntu compatible products presents a wealth of new revenue opportunities for partners. As a result, those who can deliver Ubuntu-compatible solutions will achieve significant and ongoing competitive advantage with joint customers.

Subscribing to the Canonical Technical Partner Programme will help partners to fast-track Ubuntu compatible solutions.

## Find out more

For more information about the Technical Partner Programme, please contact us at [tpp@canonical.com](mailto:tpp@canonical.com)