

subscriptions (used for security updates) then I quickly set about promoting a message that security should be “free” in the cloud. There’s nothing like threatening someone’s bonus to get them to turn against a change. Our focus was clear within my cabal. Mark did an amazing job of turning this into the entire company focus. Rick and others set about putting in engineering effort to make it happen. Steve gave me all the firepower and cover I needed. For my part, I mainly focused on promoting Ubuntu’s cloud message, being involved in the community, highlighting targets to bring on board and trying to stop people rebuilding or getting in the way of things that the community was doing.

An outline of the play is provided in figure 225 and the result in figure 226. Within eighteen months, Ubuntu went from a small part of the operating system to dominating the cloud guest OS. My part was a minor but instrumental role and I have to applaud the marvellous teams at Canonical and within the community for making it happen. A small company of three hundred took on the might of two giant hordes but unlike the Spartans, this time we won. My proudest moment came from hearing a CIO talk about how “*the future was all RedHat and then suddenly it was all Ubuntu*”. I played a small part in that.

Figure 225 — our focus