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# Is Zonbu Right for You?

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*How to Cut Costs and Reduce Ongoing Desktop Maintenance  
through Hassle-free, Hybrid Computing*

## >> Overview / Executive Summary

Introducing Zonbu: the hybrid computing solution extremely well-suited for the small business computing environment. Why? Because in today's hyper-competitive and highly fragmented business landscape, executive decision-makers in industries as diverse as consulting, construction, manufacturing and real estate are eager to contain costs without sacrificing the productivity of their workforce. This is exactly the challenge Zonbu aims to address.

While upfront costs of desktop PCs and notebooks continue to fall, one critical factor -- the **total cost of ownership (TCO)** for the typical business-oriented PC -- is often overlooked by technology buyers. According to Jupiter Research, technology investments remain one of the most significant expenditures for any small business. But a considerable portion of that investment occurs *beyond* the initial purchase price of new PCs.

Today, your *real* cost per desktop must factor in the ongoing management necessary to keep systems running, secure, free from crippling viruses, and with continuous data back up in the event of system failure. This white paper explores these issues and provides an introduction to the affordable, hassle-free world of Zonbu.

*"It's not just the platform you pick that determines **total cost of ownership**. More importantly, it's how you manage it. A typically managed desktop PC saves about 14 percent compared with an unmanaged desktop PC, and a locked and well-managed PC can save 40 percent."*

~ Michael A. Silver, Gartner Group  
December 2005

## >> Target Audience

### US Small & Medium-sized Businesses \*

- 25M small -medium-sized businesses
- 42M employees = addressable universe
- Assume viable solution for ~50% of marketplace

Company Size	Number of Firms	Number of Employees
Self-employed	19.5M	n/a
1 to 4	2.7M	5.8M
5 to 9	1.0M	6.8M
10 to 19	660K	8.5M
20 to 99	695K	20.6M
100 to 499	330K	16.7M
Over 500	1M	56.4M
<b>TOTAL:</b>	<b>26.9M</b>	<b>115M</b>

\* Source = National Small Business Assn, 2007; US Census 2004

## >> Business Challenge

According to Jaekel & Associates, a Washington, D.C.-based IT consulting firm, total spending on desktop computing has escalated into the hundreds of billions of dollars, yet the true cost of the computing system goes far beyond the initial hardware expenditure.

As consumers, we've grown accustomed to the latest gimmicks and pricing rebates offered from both big retailers and online outlets selling the Windows-based desktop and laptop PCs. It is true that prices for new hardware continue to fall, but the relatively fixed licensing cost of the operating system – predominantly Windows – and the must-have productivity suite, Microsoft Office, have remained constants over the last several years.

At the same time, the costs for software subscriptions, such as Symantec's Norton AntiVirus, are often “hidden costs,” rarely considered in the purchase price of a new desktop or laptop PC. Nor are the increasingly costly ongoing maintenance and support costs small business customers incur just to keep employees up and running.

In fact, Jaekel estimates that over “two trillion dollars has been spent for support, administration, and end-user operations such as training, help desk, network management, upgrades, and disposal...It has become imperative for organizations to know the total cost of owning, managing, and supporting a client/server PC.”

This White Paper explores the different cost factors that comprise Total Cost of Ownership (TCO) for desktop PCs in the small and medium-sized business environment. The secondary

objective is to outline how Zonbu is uniquely suited to help key decision-makers not only contain their upfront investments in new technology, but maintain that efficiency over time.

Quite simply, the key objectives outlined by many of today's leading-edge small businesses are to contain or even **reduce the initial technology cost outlay, without sacrificing the range of desktop computing tasks** required by your dynamic business environment.

## >> Calculating TCO

To really drill down on the “Business Challenge” as outlined above, we first must understand all the components, and then analyze their respective impact on overall cost of ownership over time. For purposes of this white paper we focus on the following four major categories:

- *Hardware costs* – the physical PC itself, plus monitor, keyboard, additional peripherals;
- *Software costs* – the applications required to do your job (eg. Microsoft Office);
- *Data backup and storage costs* – infrastructure to enable disaster recovery or remote access to desktop data;
- *IT Administration* – which also includes the “hidden costs” associated with Anti-virus subscriptions, software updates and upgrades as well as desktop troubleshooting

With those factors in mind, examine how the typical Windows-based PC stacks up against a comparably equipped Zonbu-powered PC.

Cost per Desktop	Windows-based PC	Zonbu-Powered PC
Hardware	\$23	\$15
Software	\$41	\$0
Backup / Storage	\$98	\$19.95 - Subscription
IT Administration	\$250 *	Included in Subscription
<b>Total per Month:</b>	<b>\$416</b>	<b>\$34.95</b>

- **Hardware:** Zonbu can easily run on virtually any low-end or refurbished PC with minimal system requirements (eg 512MB RAM, 50GB HD) vs. the more expensive PC system requirements necessary to run Microsoft Windows Vista. NOTE: For purposes of comparison, we've assumed the upfront hardware is averaged over a 36-month period (read more on typical life cycle below).
- **Software:** The Zonbu desktop operating system and applications suite are “open source” software, meaning there's *no Microsoft licensing fee* factored into the hardware cost of a new PC. Furthermore, with OpenOffice pre-installed, there's no need to pay for an additional Microsoft Office license. And because Zonbu is linux-

based, there's no need for additional anti-virus software.

- **Backup / Storage:** A monthly subscription to **Zonbu PLUS** costs less than \$1/day for automatic data back-up and up to 100GB of secure online storage. Plus, there's no network storage infrastructure required as data is stored securely via the Web.
- **IT Administration:** Real unforeseen costs stem from ongoing maintenance and upkeep of the desktop environment. With Zonbu, all software updates and upgrades are handled seamlessly in the background, while support issues are diminished by a simple one-click reset to restore default settings without risk of data loss.

Interestingly enough, there are two additional trends at play that have an impact on the typical PC's life expectancy--that is, the amount of time it is used before being upgraded. First is the decreasing hardware cost, making new PCs appear more affordable and therefore more expendable. Second is the increasing cost and complexity of desktop support and maintenance in the age of Internet-centric computing. Lower upfront costs and higher maintenance costs –driven in part by virus-plagued, spyware-mauled PCs – mean businesses are upgrading their systems faster than ever before.

Just a few years ago, the average life expectancy of a business PC was nearly five years; today, it has been reduced to just over 3 years. But what typically happens to that equipment? Many small businesses have “old” hardware just lying around and chances are it would be more than capable of running Zonbu and thus performing like new. And it costs nothing to try. Anyone can download and install the Zonbu open source edition for free. Just visit the web site ([www.zonbu.com](http://www.zonbu.com)) and click the “Get Zonbu link”.

## >> Intro to Hybrid Computing

Zonbu is the world's first truly “hybrid” computing experience – one part desktop operating system and one part Web OS. Think of the hybrid approach as “hassle-free” computing. Why? Because Zonbu just plain works – it is a system that virtually manages itself, sparing businesses the pain and hassle of ongoing desktop management.

Based on the ever-reliable Linux platform, the Zonbu desktop interface provides an intuitive, easy-to-use interface that is instantly familiar to users of Windows XP. All software applications are pre-installed along with the OS and pre-configured to work right away with nothing more to download, configure, install or update—ever. Zonbu pushes transparent software upgrades as soon as they become available so the system is always up-to-date with the latest applications, features, security patches and fixes.

*[Zonbu] is ahead of the Software as a Service curve and providing a product that is "basically a services offering that is closer to what you might get from a cable company than what you would typically get from a typical PC company"*

~ Noted PC analyst, Rob Enderle speaking to Linux Insider, 11/07  
<http://www.linuxinsider.com/story/60555.html>

To simplify ongoing management and maintenance, the system is effectively “locked down” to protect against viruses and spyware, as well as prevent corruption of the basic desktop configuration. All local data is automatically and instantaneously synchronized with Zonbu's complementary web-based services for data storage. The unique Web OS allows for remote access from any PC with a browser and a high-speed Internet connection. Users can simply sign in for the ability to access, edit and share any of the documents and files from their Zonbu PC from anywhere. Together the combination of a robust desktop environment, location independent webtop and truly hassle-free service makes Zonbu a truly pioneering cloud-assisted computing experience.

According to Henry Kingman, executive editor of Ziff Davis Enterprise's DeviceForge group and contributing writer for Linux Devices.com, Zonbu “may well be delivering the best desktop experience available today.” To learn more about what press and analysts have been writing about Zonbu, visit: [http://www.zonbu.com/why\\_zonbu/reviews.htm](http://www.zonbu.com/why_zonbu/reviews.htm)

## **>> Solution: Why Small Businesses Choose Zonbu (it's the TCO)**

Quite simply, Zonbu makes great sense for small businesses. If you look at the typical computer-based tasks performed in your office or work site, chances are that balance of time spent would look familiar across people and functions:

- Email and Calendaring
- Instant Messaging and Skype
- Word processing and document editing
- Spreadsheets & presentations
- Web Search for research, product news, etc
- Online shopping / purchasing
- Possibly CRM (software-as-a-service)

Well, you can do all that (and more) with Zonbu. And with all the benefits of a hassle-free computing experience – automatic software updates and upgrades, transparent backup, one-click system resets—Zonbu is particularly well-suited for any small business computing environment. Once you try Zonbu, you'll agree that Zonbu makes the sensible choice for affordable, reliable, hassle-free small business computing.

## >> Summary

### Key Benefits Include:

- **Lower upfront investment:** Zonbu helps you lower and ultimately manage costs across 3 critical categories: hardware, software, and services, including subscription-based services such as anti-virus protection, online backup and data storage, or remote access. Zonbu is the all-in-one solution.
- **Instant gratification:** With nothing more to buy, download, install, configure, update or renew, Zonbu is ready to roll on day-one. Because Zonbu has built upon the security and reliability of a robust, linux-based desktop OS, and carefully selected the best-in-class software applications, the system is ready for whatever task your small business demands.
- **Always up-to-date:** automatic software updates and upgrades, seamlessly managed by Zonbu – what could be better? Regularly-scheduled update packages are transparently downloaded in background so as not to disturb or annoy desktop users.
- **Disaster-proof solution:** even if computer hardware is lost, stolen or damaged beyond repair, Zonbu ensures that the data on your systems remains intact, always up-to-date safely in the cloud. Just replace the hardware, log in to Zonbu and presto – instant recovery.

To learn more about how Zonbu is uniquely tailored to meet the needs of your small business, please visit our website at: <http://www.zonbu.com>.