



Canonical establishes a co-sell model with Microsoft

Creates Ubuntu offerings on the cloud using Azure Marketplace

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"It was important for us right from the get-go to partner with Microsoft to make sure that Ubuntu was very predictable and [highly] secure. We wanted it to work just as it would on a physical server in a datacenter, or on a VM, ESX, or Hyper-V."

Alex Gallagher
VP of Cloud
Canonical



Customer
Canada Goose

Products and Services
Azure Marketplace

Industry
Other

Organization Size
Medium (50 - 999 employees)

Country
India

The objective

Canonical sees India as a growing market since it makes up 8.8% of total web traffic for ubuntu.com, which is the second largest of all countries. Similarly, for Ubuntu downloads, India is the second largest market, making up 10.7 % of total downloads.

The first priority for Microsoft and Canonical was to give these businesses a great experience around security, uptime, and optimized performance.

Canonical also wanted to offer commercial products to bring value-added services to Ubuntu users, and Azure Marketplace turned out to be an ideal choice.

"We now make up around 70 percent of the Linux footprint on all hyperscale clouds. Ubuntu is used as the base of Kubernetes, so we have a strong advantage of knowing that any new version of Kubernetes will be tested on Ubuntu by default."

Alex Gallagher
VP of Cloud
Canonical



Tech approach

Ubuntu is one of the largest open-source Linux platforms, and a popular choice for developers. When cloud systems were introduced in the market, an increasing number of businesses wanted to migrate to Azure through Ubuntu.

Canonical established a co-sell model with Microsoft to create a seamless Ubuntu experience on the public cloud, and both companies have benefited immensely from the partnership.

Since India is second in the count of downloads and web traffic for Ubuntu, the same results can be expected here as observed in the United States.

"One of the things we've been very focused on is integrating natively into Azure tools and services that people use to manage virtual machines. Update Manager, Security Center, logging in, monitoring—we want Ubuntu Pro to be very aware of those tools and feel like an extension of them."

Alex Gallagher
VP of Cloud
Canonical



Key outcomes

Canonical is now interacting with thousands of enterprise customers globally and with strategic companies inside India, from GSIs to banks to large software companies.

Microsoft and Canonical have brought together an innovation platform for enterprises, enabling the following:

- Increased developer productivity with Windows Subsystem for Linux (WSL) and Ubuntu Desktop, giving coders the widest choice of modern libraries and a development environment that is the same as the production environment
- Advanced security and uptime, now and for the next 10 years, for all the open source that will be deployed
- Flexibility to scale from testing to production, with per-hour pricing available for all services, including security and support
- Compliant production environment across industries and sectors, supporting all requirements from regulated industries, governments, telecom, and finance
- Frictionless business environment, where instead of customers establishing contracts with Azure and Ubuntu separately, Canonical and Microsoft work together to better service their customers' enterprise needs

CANONICAL

Founded in 2004 in the United Kingdom, Canonical is a private company that was created alongside the Linux distribution Ubuntu to help the platform reach a wider market and offer commercial support to its customers. Canonical provides an ecosystem of tools and multiple applications across different environments—such as mainframes, containers, Internet of Things (IoT), and robotics. Over time, Ubuntu has grown to become one of the most popular Linux platforms in the public cloud.