ubuntu

Charm Partner Programme

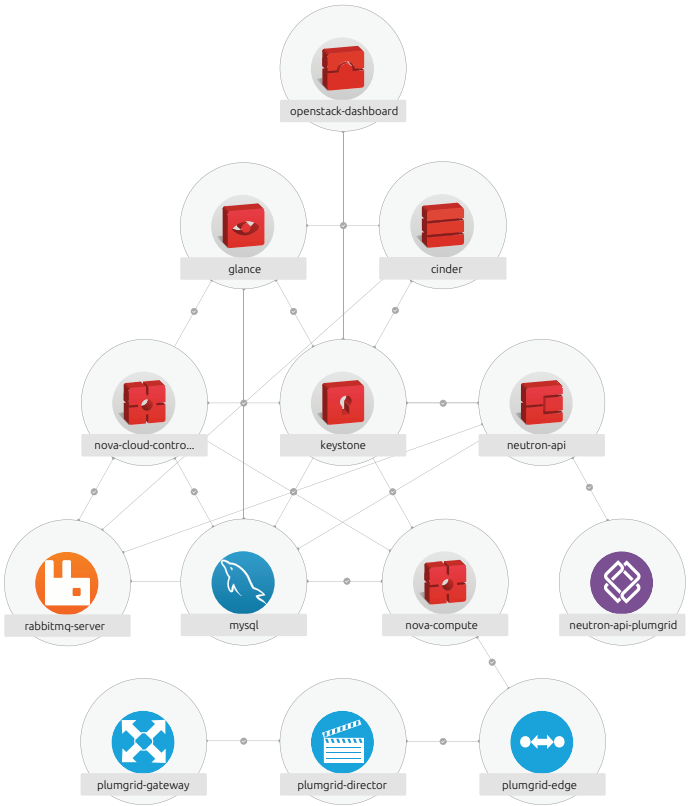
Harness the power of Juju, the application modelling tool

If you're an ISV focused on the cloud or big data, you'll know how difficult it can sometimes be for your customers to realise the full value of your software. Juju, the award-winning application modelling tool from Canonical, automates and accelerates the deployment, scaling and integration of distributed applications in virtually any public or private cloud. It also works on bare-metal. By creating a Juju Charm for your software, you can make it easy for administrators and DevOps teams to integrate it into hundreds of other solutions. And the Charm Partner Programme (CPP), is the best way to accomplish this.

Charms are sets of scripts that encapsulate application lifecycle operations. They can be written in any language or leverage any configuration management tool. The Juju Charm Store already has nearly 300 applications to choose from.

Once a Charm has been created, anyone can use it to unleash the full power of your software. Juju Charms can also be combined; if your software is commonly deployed with other applications, as many are, a customer can create a model to deploy all their apps together with one click. All the detailed parameter setting is handled by Juju. The rapid scaling of the entire environment becomes trivial.

Learn more about Juju at ubuntu.com/juju



Basic OpenStack Cloud Bundle with PLUMgrid Open Networking Suite (ONS)

Helping you to help your customers

Our Charm Partner Programme makes it easy for you to create charms and models that your customers can use to gain instant value from your software. The benefits include:

- Expanded distribution channels and new revenue streams: Charms enable deployment on a huge range of platforms including most public clouds such as AWS, Azure, Google Cloud, IBM Softlayer, Joyent and more, plus bare metal x86, IBM POWER8 and ARM machines
- Support and training: Learn how to write charms, and ensure that your charms meet high quality standards
- Benchmarking and Performance Testing: Use Juju's integrated benchmarking solution to review how your application performs on various clouds and recommend best practices to your customers
- Cloud Compliance Testing via our Continuous Integration (CI): Leverage our Cloud Weather Reporting tool to identify if your application behaves as expected on all clouds
- Enablement of multi-vendor turnkey solutions: Get introduced to other partners of the ecosystem to model higher level solutions addressing bigger challenges
- Joint marketing opportunities and Ubuntu website promotion

Tap into the leading cloud ecosystem

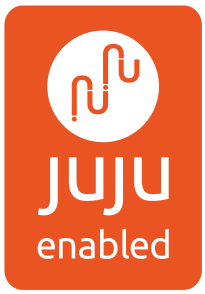
Ubuntu is the world's favourite operating system in the cloud. It is used in 70% of public cloud workloads, and in over 65% of large scale OpenStack deployments. As such, it represents a tremendous revenue opportunity for solution providers. By joining the Charm Partner Programme, you can exploit the cost and speed benefits that have made Ubuntu and its ecosystem a mainstay in the age of the cloud.

Learn more about Ubuntu and the cloud at ubuntu.com/cloud

How the programme works

Members of the Charm Partner Programme receive red carpet access to Juju engineers and training. Once you have joined the programme, you will receive a welcome email that includes introductory documentation to Juju and Charm designs. You will also be offered a tailored charm training and design session led by a member of our Juju Ecosystem team. This person will assist you throughout the charming process and guide you through to approval and a recommended charm. A recommended charm has been through rigorous testing and can be trusted to "just work." Recommended charms are also featured more prominently within the Juju Charm Store.

Lastly, the 'Juju Enabled' stamp is only available to our official partners who have a recommended charm available in the the Juju Charm Store. It serves to recognise our partners as being part of the one of the world's fastest growing cloud ecosystems, as well as validating to your users that the charm version of your solution is reliable, repeatable, scalable – and just a click away.



Backed by Canonical

Ubuntu is an open source operating system that is transforming the way millions of people and businesses use desktops, mobile devices, the server and the cloud. Canonical is the company behind Ubuntu, providing strategic guidance and driving its adoption.

In addition to the Charm Partner Programme, our cloud partner programmes include:

- OpenStack Interoperability Lab (OIL): An integration lab in which we test our cloud partners' hardware and software products in a multitude of Ubuntu OpenStack configurations, currently working with over 3,500 combinations per month
- VNF Performance Interoperability Lab (V-PIL): Rigorously test Virtual Network Functions (VNF) performance and interoperability before deploying in live network architecture
- Certified Public Cloud: We provide optimised Ubuntu images, management and commercial support to the world's biggest clouds
- Reseller Programme: Resellers and systems integrators can expand their service portfolios with Ubuntu Advantage – management and support for Ubuntu

Enrol today

To start the enrolment process today, please email: charmpartners@canonical.com or visit: partners.ubuntu.com/contact-us

To learn more about Juju and Charms, please visit: jujucharms.com

© Canonical Limited 2015. Ubuntu, Kubuntu, Canonical and their associated logos are the registered trademarks of Canonical Limited. All other trademarks are the properties of their respective owners. Any information referred to in this document may change without notice and Canonical will not be held responsible for any such changes.

Canonical Limited, Registered in England and Wales, Company number 110334C
Registered Office: 12 - 14 Finch Road, Douglas, Isle of Man, IM99 1TT VAT Registration: GB 003 2322 47

CANONICAL