

# When it comes to cloud and scale out, Ubuntu has the winning model

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So, the basic values of of Ubuntu Server: freely available, provide developers access to the latest technology through a regular cadence of releases and optimise for cloud and scale out have been in place for years. Both adoption and revenue confirm it is the right strategy long term. Enterprises are evolving and starting to adopt Ubuntu and the model of restricting access to bits unless money is paid is now drawing to a close. Others are begrudgingly starting to accept this and trying to evolve their business models to compete with the momentum of Ubuntu.

We welcome it, after all, where is the fun in winning if you have no one to beat?

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## Links:

[1] <http://www.tuxmachines.org/taxonomy/term/121>

[2] <https://blog.canonical.com/2014/02/20/when-it-comes-to-cloud-and-scale-out-ubuntu-has-the-winning-model/>