
OSS Push and Pull in Thailand

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ICT-PC July 2003

(A Low-Cost PC Project)

Low-cost PC

+ LinuxTLE 5.0

+ OfficeTLE 1.0.2

+ LEXiTRON 2.0

10,900 Baht

ICT-PC

- Desktop
 - price (VAT excluded): 10,900 baht
 - target: 1,000,000 sets
 - booking: 138,000 sets
 - Linux preloaded: 100,000 sets
 - Windows+Office preloaded: 30,000 sets (+1,490; 200-300 to CAT; 100 to preloaders)

ICT-PC

- Notebook
 - price: >19,500 baht
 - target: ? sets
 - booking: ~10,000 sets
 - Linux preloaded: <1,500 sets
 - Vendor:
 - 1st Phase (Notebook for officers): HP (withdraw)
 - 2nd Phase (Notebook for officers): DELL
 - 3rd Phase (Notebook for people): Movita, ATEC, Jade Quantum, ECS, IBM, etc.

Beyond the ICT-PC

--price war--

- Desktop PC ~20,000 -> 10,900 baht
- Printer 1,600 baht
- UPS 1,400 baht
- Internet 1 baht/hour
- MS Windows + MS Office 1,490 baht
- Notebook PC 19,500 baht
- Training 6,000 -> 4,000 baht
- Guidebook 20 baht
- ...

Free Training of LinuxTLE&OfficeTLE

(646 participants in Aug–Sept)

- TOSF.org (270)
 - Ice Solution 26
 - Burapha Univ. 26
 - Allnet 142
 - I.D.E.A Academy 76
- NECTEC (376)
 - Walk Through LinuxTLE 5.0 & OfficeTLE 1.0.2 354
 - Train the trainer 22

PC Pricing

Low-end PC (Baht)

	Brand-model	Cost	Price	Gain
CPU	DURON 1.2 GHz (BOX) +FAN (1Yrs)	1,500	1,800	300
Mother Board	GIGABYTE GA-7VKM PP VGA+SOUND+LAN (DDR)	2,200	2,450	250
RAM	KINGSTON 128/266	820	990	170
Harddrive	20GB. 5400/100	2,050	2,200	150
CD-ROM Drive	SAMSUNG 52 X	550	690	140
Floppy Drive	PANASONIC 1.44MB	250	340	90
Monitor	CRT (OEM SAMSUNG) 15"	2,850	3,150	300
Keyboard	PS-2 QTRONIX	120	190	70
Mouse	PS-2 SCROLL	90	180	90
Speaker	SAAG 220W	250	360	110
Case		550	750	200
		11,230	13,100	1,870

Source:

Cost from IRR Company

Price from www.pantipprice.com

PC Pricing

General (Baht)

	Brand-model	Cost	Price	Profit
CPU	AMD Athlon XP 2000+	2,450	3,250	800
Mother Board	GIGABYTE GA-7VT600	2,500	2,800	300
RAM	KINGSTON 256/400	1,750	1,990	240
Harddrive	40 GB. 7200/100	2,350	2,650	300
DVD-ROM Drive	LG 16X	1,320	1,620	300
Floppy Drive	PANASONIC 1.44MB	250	340	90
Monitor	CRT (OEM SAMSUNG) 17"	3,450	3,900	450
Keyboard	PS-2 QTRONIX	120	190	70
Mouse	PS-2 SCROLL	90	180	90
Speaker	SAAG 1000W. (SUBWOOFER)	790	920	130
Case		600	750	150
		15,670	18,590	2,920

Source:

Cost from IRR Company

Price from www.pantipprice.com

OS to browse the Internet (truehits.net)

Year-Month	Windows 98	Windows XP	Windows 2000	Windows 95	Windows ME	Linux	Windows NT4	Mac
2003-01	71.14%	17.42%	8.64%	1.08%	0.04%	0.08%	0.85%	0.06%
2003-02	69.70%	18.78%	8.90%	1.00%	0.04%	0.08%	0.81%	0.06%
2003-03	69.08%	20.52%	8.26%	0.83%	0.04%	0.08%	0.59%	0.06%
2003-04	66.98%	21.94%	8.92%	0.80%	0.04%	0.08%	0.69%	0.07%
2003-05	65.75%	23.38%	8.82%	0.73%	0.04%	0.08%	0.61%	0.07%
2003-06	63.70%	24.53%	9.52%	0.72%	0.04%	0.11%	0.77%	0.07%
2003-07	61.93%	26.52%	9.47%	0.66%	0.04%	0.11%	0.63%	0.07%
2003-08	60.91%	28.15%	9.02%	0.59%	0.03%	0.14%	0.55%	0.08%
2003-09	58.90%	30.03%	9.16%	0.53%	0.03%	0.15%	0.60%	0.08%

Browser to browse the Internet (truehits.net)

Year-Month	IE 6.0	IE 5.5	IE 5.0	IE 4.0	Netscape
2003-01	42.63%	28.28%	27.73%	0.11%	0.22%
2003-02	43.90%	27.69%	27.11%	0.95%	0.20%
2003-03	44.15%	28.10%	26.12%	0.86%	0.19%
2003-04	46.09%	27.45%	25.32%	0.80%	0.19%
2003-05	47.12%	26.37%	25.04%	0.72%	0.20%
2003-06	49.47%	24.69%	24.78%	0.66%	0.21%
2003-07	51.28%	23.82%	23.89%	0.58%	0.21%
2003-08	52.97%	23.38%	23.07%	0.32%	0.22%
2003-09	54.66%	22.58%	22.03%	0.24%	0.22%

Promoting OSS in Thailand

- Thai Linux 1995
- OSS dedicated Seminars/Workshops 1999
- OSS in school
 - SchoolNet Linux Server 1995
 - Train the trainer for 100 schools in 5 regions (2 teachers + 1 student / school) 2000
- OSS development contest 2001
- Thailand Open Source Federation 2002
- Plan for 50% of OSS and local SW in 5 years 2002
- Asia OSS Community 2003
- OSS Working Group in M. of ICT 2003
- ICT-PC Project 2003
- Training, Guidebook, Manual, Magazine, etc.
- ...