DISRUPTION IS A MATTER OF WHEN, NOT IF

JUST ASK SAAS-FEE SWISS ALPINE SKI RESORT

2015

▽ Revenue

▽ Skier days

▽ Hotel stays

2016

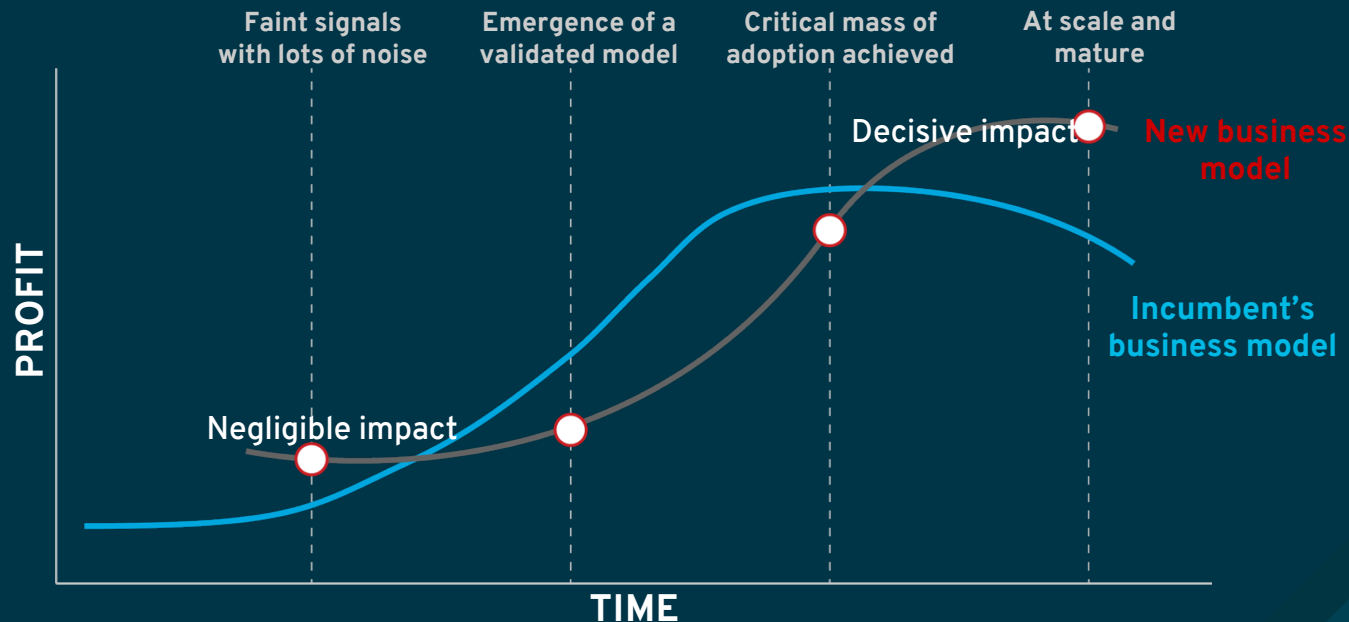Hammerdeal initiative

~~CHF 1050~~

Saisonkarte
1 Jahre

CHF 222

2017

△ ~1 Year revenue OVERNIGHT

△ 45% Hotel stays

Photo source: http://www.saas-fee.ch/en/wintercard/

2

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DISRUPTION
YOU MAY NOT REALIZE IT UNTIL IT'S TOO LATE

"First
they ignore you,
then
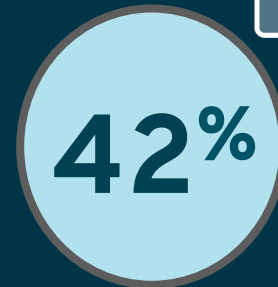they laugh at you,
then they fight you,
then you win."

-Ghandi

Faint signals with lots of noise

Emergence of a validated model

Critical mass of adoption achieved

At scale and mature

Decisive impact

New business model

Incumbent's business model

Negligible impact

PROFIT

TIME

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LET'S TALK IT - ARE THESE YOUR CHALLENGES?

52%

1. DEVELOPING A CLOUD STRATEGY

2. BUILDING NEW APPS QUICKLY

42%

39%

3. OPTIMIZING AND MODERNIZING EXISTING I.T

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SHIFTING YOUR TECHNOLOGY INVESTMENT
IS REALLY ABOUT BEING ABLE TO DO MORE, FASTER

Optimize the IT you have

Integrate apps, data, and processes

Add and manage cloud infrastructure
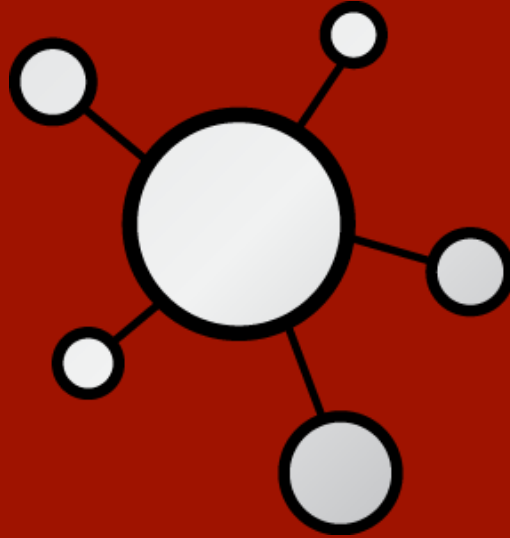
Build more modern applications

EFFICIENCY   **PRODUCTIVITY**   **AGILITY**   **SPEED**

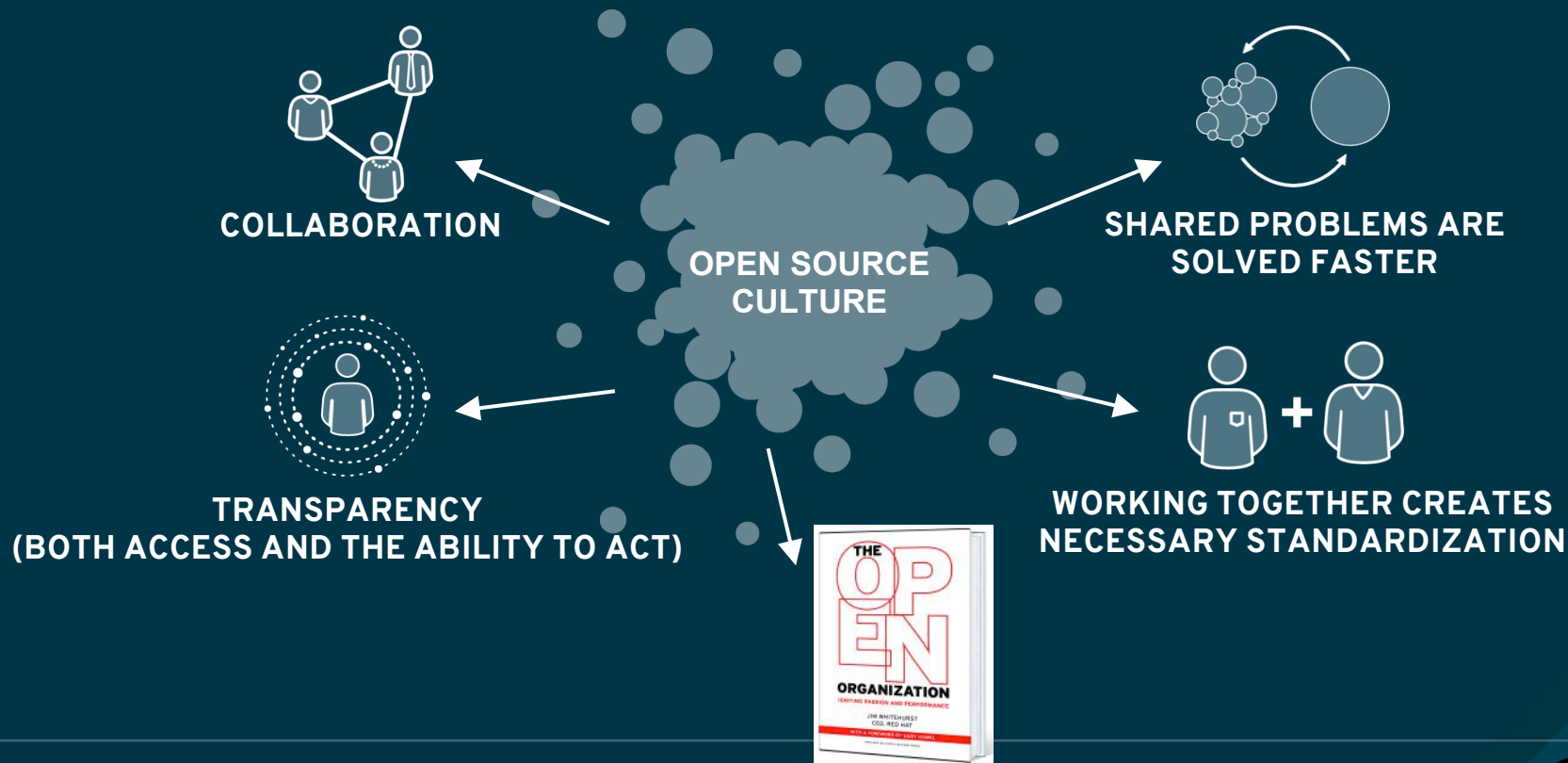redhat.

OPEN SOURCE IS EVERYWHERE
INCLUDING ENTERPRISE ORGANIZATIONS

"Open-source software (OSS) industry saturation is complete: Today, 95% of mainstream IT organizations leverage nontrivial open-source software assets within their mission-critical IT portfolios — whether they know it or not."

GARTNER
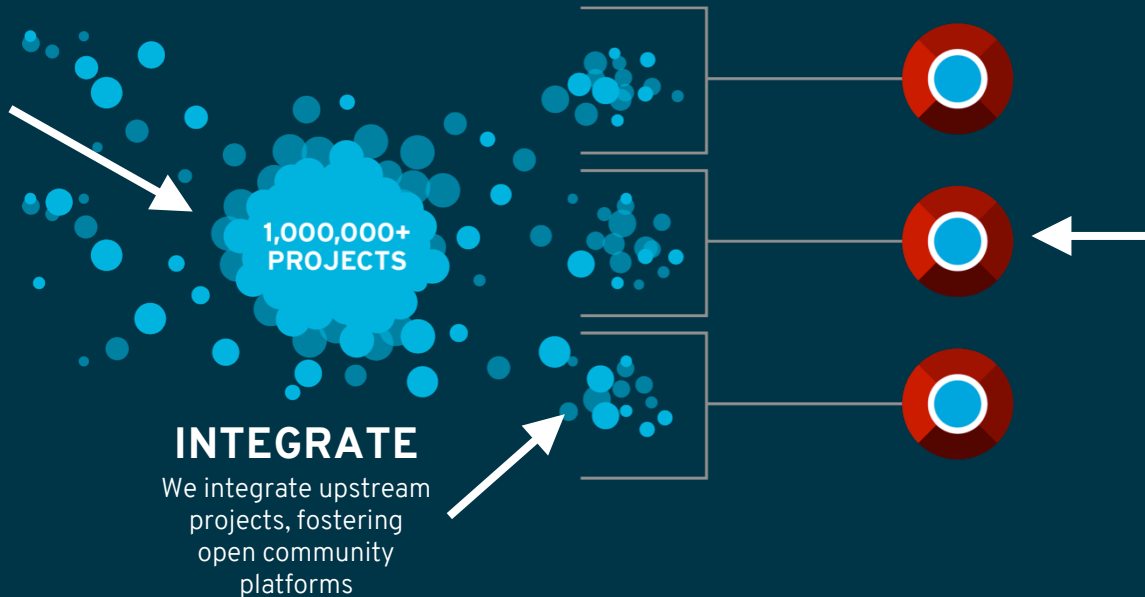*HYPE CYCLE FOR OPEN SOURCE SOFTWARE 2016*
MARK DRIVER
11 JUL 2016

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HOW WE DEVELOP PRODUCTS

FROM COMMUNITY TO COMMERCIAL

PARTICIPATE

We join (and sometimes create) community upstream projects

1,000,000+ PROJECTS

STABILIZE

We commercialize these platforms with a rich ecosystem of services & certifications

INTEGRATE

We integrate upstream projects, fostering open community platforms

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OUR SUBSCRIPTION MODEL

DELIVERS CONTINUOUS VALUE

CUSTOMER PORTAL

Award-winning knowledgebase of solutions, docs, & technical guidance

KNOWLEDGE

Our expertise, plus the added knowledge of customers, partners, & communities

WORLD WIDE

We have support centers & offices across the globe, and materials in multiple languages

CERTIFICATION

Employers recognize the value of Red Hat training & certification
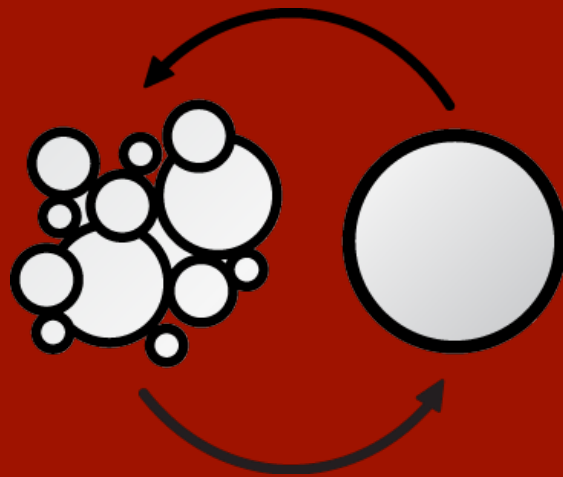
PRODUCT SECURITY

Dedicated teams of experts monitor, identify, & remediate potential threats

EXTENDED LIFE CYCLE

Extended life phase or extended life cycle support subscriptions may be available

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REFINING THE PROCESS

LOOK AT PROCESSES ACROSS THE ORGANIZATION

DEVELOPMENT, BUSINESS, AUTOMATION, & SECURITY

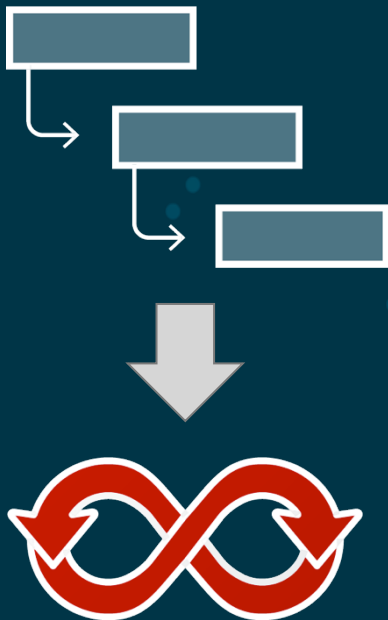**DEVELOPMENT PROCESSES**

BUSINESS PROCESSES

AUTOMATION PROCESSES

SECURITY PROCESSES

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CHANGE YOUR DEVELOPMENT PROCESSES

AGILE, SCRUM, DEVOPs, CI/CD, & THE MODERN APP LIFE CYCLE

1. **Open your culture.** Transparency, collaboration and consistency are requirements.

2. **Automate as much as you can.** Eliminating manual tasks gives you time to innovate.

3. **Get the right platform.** Containers are the best way to package apps for DevOps, and container platforms provide the needed automation.

TAKE A NEW APPROACH
BIG BENEFITS, SMALL STEPS

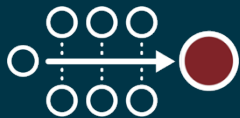| TRADITIONAL		DEVOPS
Maybe	CULTURE OF INNOVATION	Yes, infectiously
Probably not	AGILITY	Definitely
Slow	SPEED TO VALUE	Fast
Months to years	DEV LIFE CYCLE	1-3 months
Team of teams	PEOPLE NEEDED	Small team
Very high	INFRASTRUCTURE COST	None
DANGER	RISK	Low

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BENEFITS OF MODERN BUSINESS PROCESSES

BRING CONSISTENCY, COLLABORATION, & BETTER DECISIONS

IMPROVED ORCHESTRATION

Between front-end web applications and back-end systems to increase efficiency and availability

INCREASED AUTOMATION

Centralize and control processes to make manual tasks and decisions consistent
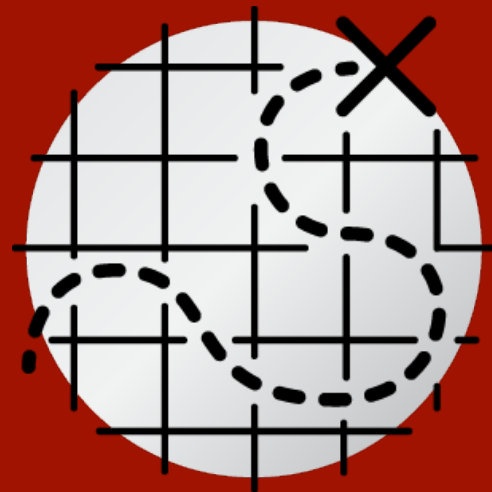
ENABLED LOB

Let line of business (LoB) users participate in app development directly

DEEPER ANALYSIS

Collect and analyze data so you can present business metrics and recommended actions

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THE FUTURE IS HYBRID & MULTICLOUD

DEVELOPER ENVIRONMENT & TOOLING
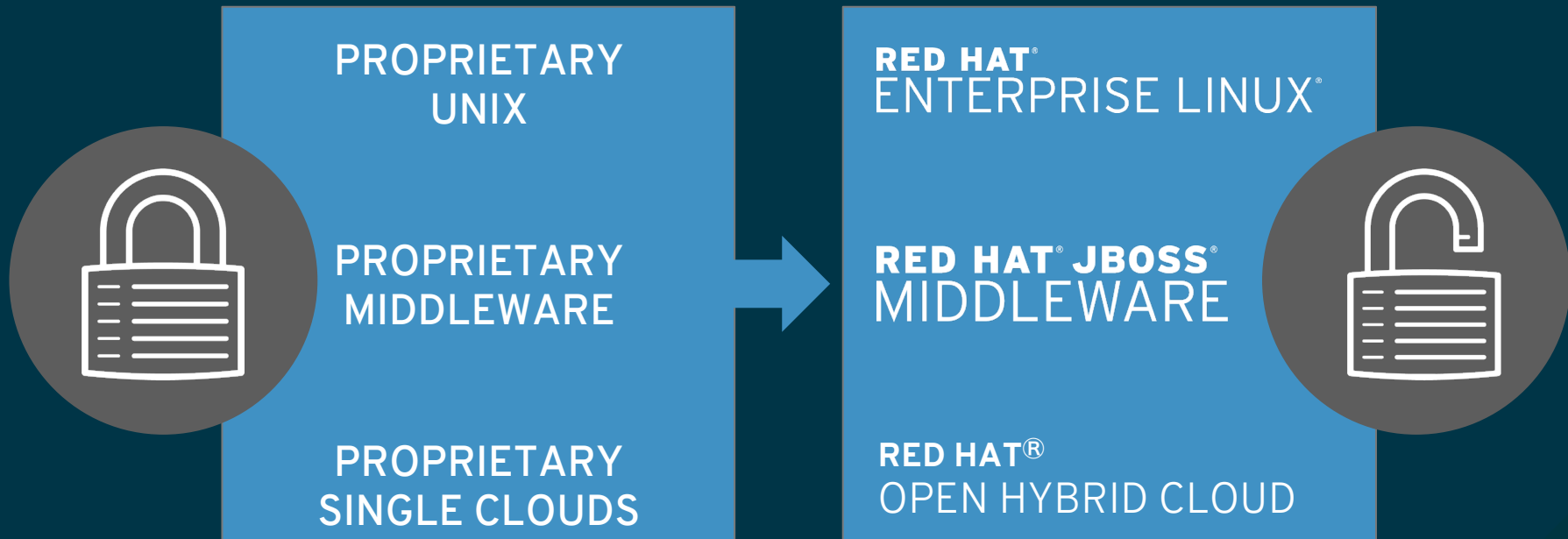
MIDDLEWARE

CONTAINER PLATFORM

TRADITIONAL OS **VIRTUALIZATION** **PRIVATE CLOUD** **PUBLIC CLOUD**

LINUX FOUNDATION (OS PLATFORM)

SOFTWARE-DEFINED STORAGE

MANAGEMENT & AUTOMATION

17

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62% OF ORGS WILL BE MULTICLOUD

BUT INTEGRATION LEVELS VARY

20.4%

38.4%

12.6%

28.6%

- Will focus primarily on a single cloud environment

- Will have multiple different cloud environments, but little to no interoperability between the environments

- Will have multiple cloud environments to migrate workloads or data between cloud environments

- Will have multiple cloud environments where the delivery of a single business function across the different cloud environments is seamless

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WE'VE MADE THIS MOVE TO OPEN BEFORE

PROPRIETARY
UNIX

PROPRIETARY
MIDDLEWARE

PROPRIETARY
SINGLE CLOUDS

RED HAT®
ENTERPRISE LINUX®

RED HAT® **JBOSS**®
MIDDLEWARE

RED HAT®
OPEN HYBRID CLOUD

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WHY GO IT ALONE?

PARTNERS + COMMUNITIES + CUSTOMERS

BUILDING THE FUTURE OF TECHNOLOGY, TOGETHER

IaaS

CLOUD

MOBILE

Google

Swisscom

Linux kernel

Dell

Six Group

OpenShift Origin

Apache Project

Barclays

PaaS

DATA & ANALYTICS

MANAGEMENT & AUTOMATION

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SIX GROUP DRIVES FORWARD DEVOPS STRATEGY

Bring products and functions to market faster without sacrificing quality

Improve performance, reliability, and stability while reducing administrative work and cutting costs

Modernizing IT infrastructure + implementing DevOps strategy

RED HAT®
ENTERPRISE LINUX®

RED HAT® JBOSS®
ENTERPRISE APPLICATION PLATFORM

RED HAT®
OPENSHIFT
Container Platform

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