



# PANEL DISCUSSION

**MARCO BILL-PETER**

VP CUSTOMER EXPERIENCE AND ENGAGEMENT  
RED HAT

# TECHNOLOGY IS PART OF EVERYTHING

MOBILE

BANKING

EDUCATION

MEDICINE

TOYS

SOCIAL MEDIA

CARS

# ARE THESE YOUR CHALLENGES?



52%

1. DEVELOPING A CLOUD STRATEGY

2. BUILDING NEW APPS QUICKLY



42%



39%

3. OPTIMIZING AND MODERNIZING EXISTING I.T

# PARTNER ECOSYSTEM

## CLOUD PARTNERS



## TECH PARTNERS

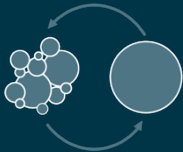


## SI PARTNERS



# 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



# THANK YOU



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