



# YOUR FUTURE IS BUILT ON WHAT YOU DO TODAY

How you can prepare your organization for market disruption

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# STRONGER TOGETHER

# TECHNOLOGY IS PART OF EVERYTHING

MOBILE

BANKING

EDUCATION

MEDICINE

TOYS

SOCIAL MEDIA

CARS

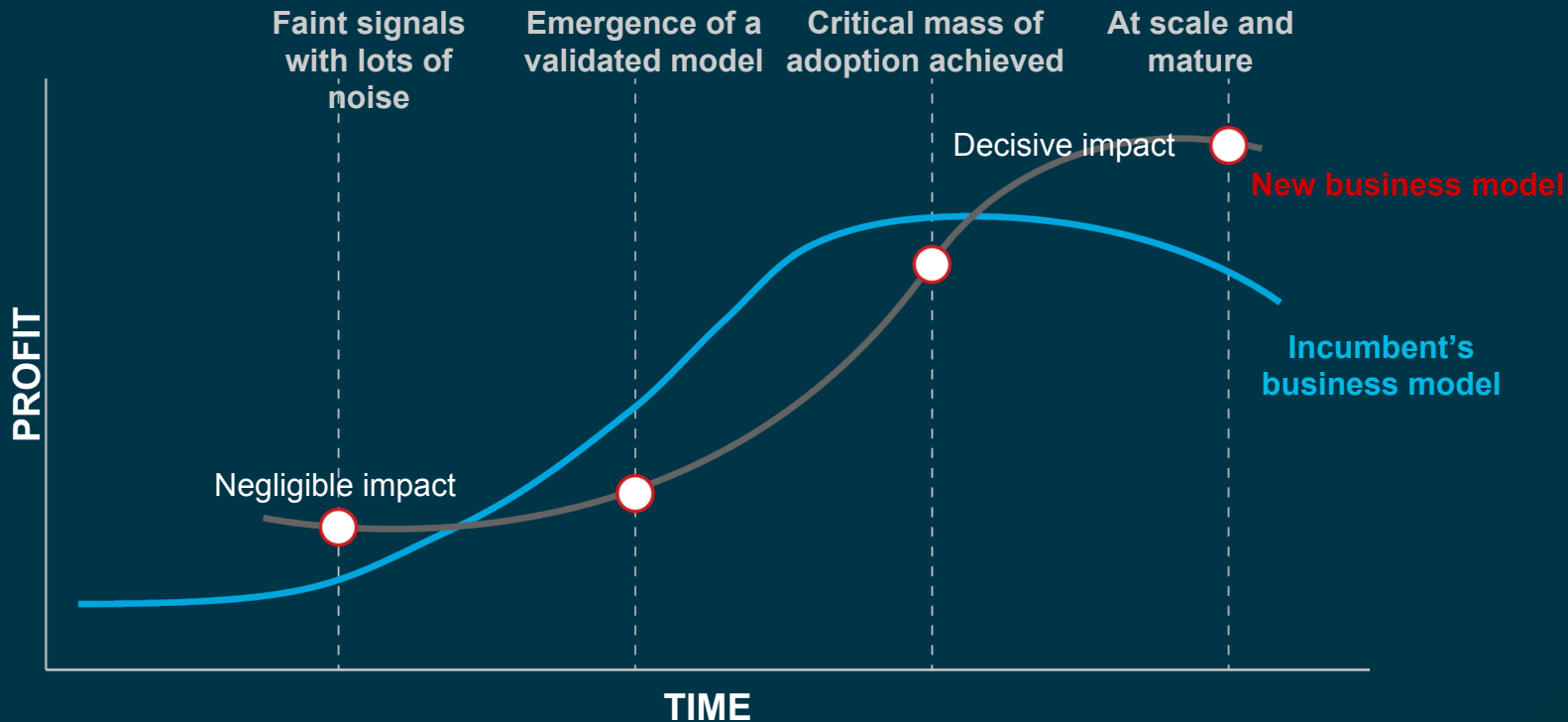


# TECHNOLOGY DISRUPTS

BUSINESSES, MARKETS, GOVERNMENT...

# AND YOU MAY NOT REALIZE IT

UNTIL IT'S TOO LATE



# DISRUPTION IS A MATTER OF WHEN, NOT IF

**Kodak**

**aMaDEUS**

 **Deutsche Bank**

**NETFLIX**

# THE LONGER YOU WAIT

THE HARDER IT IS TO CATCH UP

*"Organizations that haven't modernized their application architecture and infrastructure to support digital business will **fall further behind new entrants and fast-moving competitors.**"*

*"One striking finding is that the **top performers are building more technology in-house** than other enterprises."*

GARTNER

*Modernizing Application Architecture & Infrastructure Primer for 2017*

Elizabeth Golluscio & Anne Thomas

17 Jan 2017

**SO WHAT SHOULD WE DO?**



# ARE THESE YOUR CHALLENGES?

TOP DIGITAL TOPICS FOR RED HAT CUSTOMERS IN 2017

52%



**1. DEVELOPING A  
CLOUD STRATEGY**

42%



**2. BUILDING NEW  
APPS QUICKLY**

39%



**3. OPTIMIZING AND  
MODERNIZING  
EXISTING I.T**

# 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**

# IT TAKES MORE THAN JUST TECHNOLOGY TO MOVE THE BUSINESS FORWARD



## CULTURE

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Collaborative  
Transparent  
Open



## PROCESS

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Agile  
Continuous  
Iterative



## TECHNOLOGY

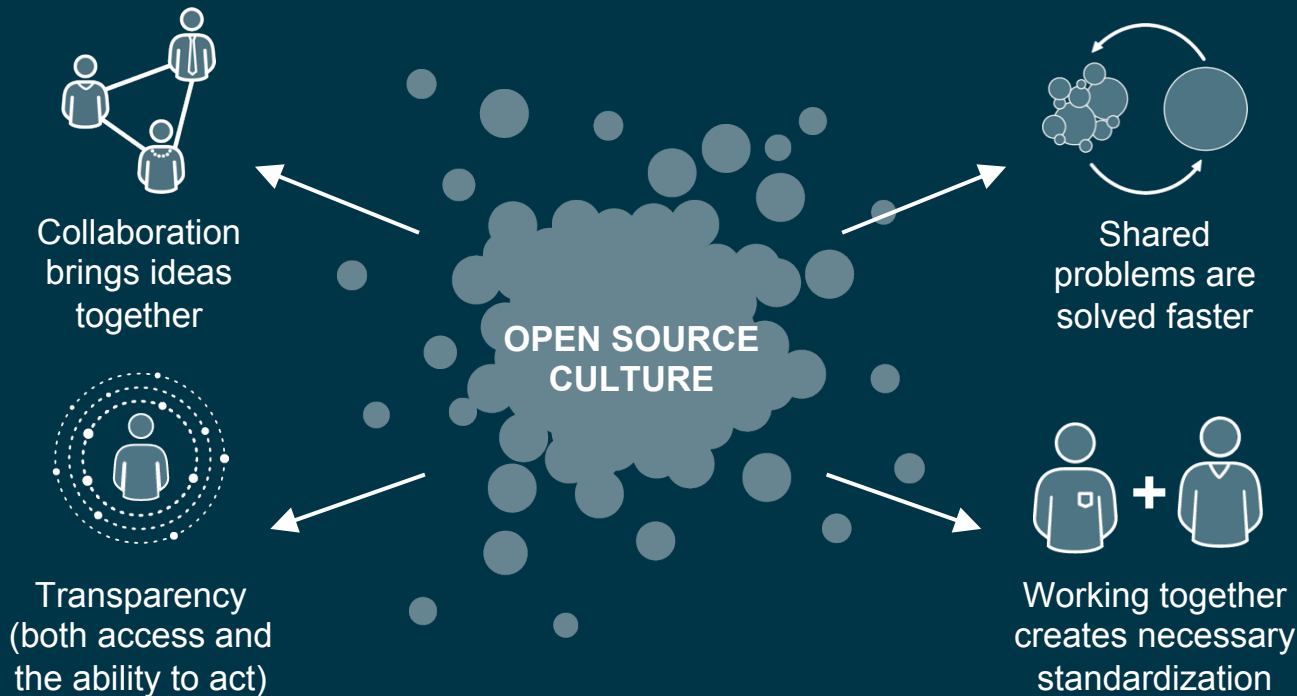
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Open source  
Hybrid  
Connected

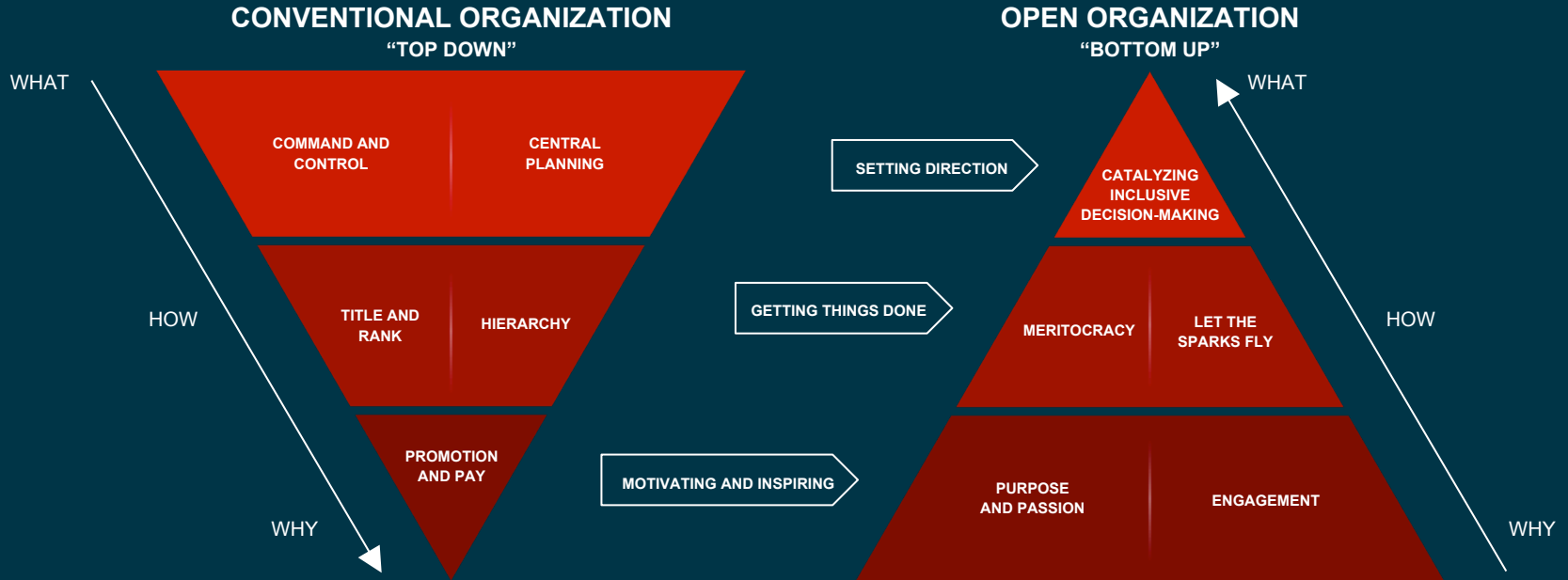
# CULTURE

# IT'S NOT JUST CODE

CULTURE IS CRITICAL



# RED HAT: THE OPEN ORGANIZATION



# WE ARE HERE TO STAY : IT'S NOT A BUZZ



# PROCESS



# LOOK AT PROCESSES ACROSS THE ORGANIZATION

DEVELOPMENT, BUSINESS, AUTOMATION, & SECURITY



**DEVELOPMENT  
PROCESSES**



**BUSINESS  
PROCESSES**



**AUTOMATION  
PROCESSES**

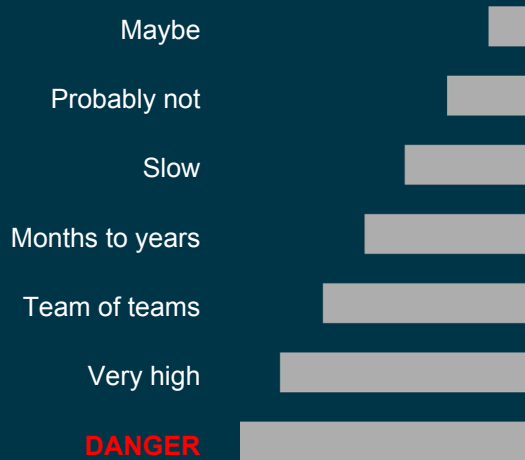


**SECURITY  
PROCESSES**

# TAKE A NEW APPROACH

BIG BENEFITS, SMALL STEPS

## TRADITIONAL



## CULTURE OF INNOVATION

### AGILITY

### SPEED TO VALUE

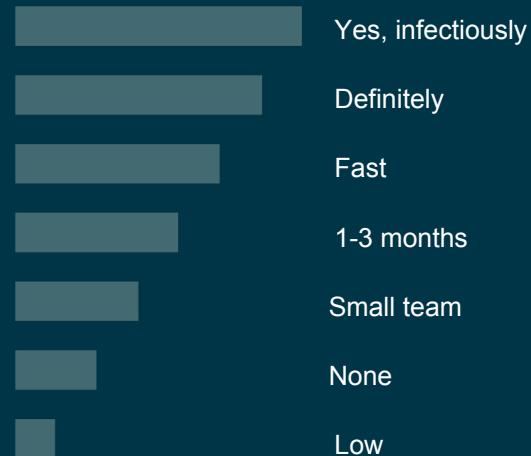
### DEV LIFE CYCLE

### PEOPLE NEEDED

### INFRASTRUCTURE COST

### RISK

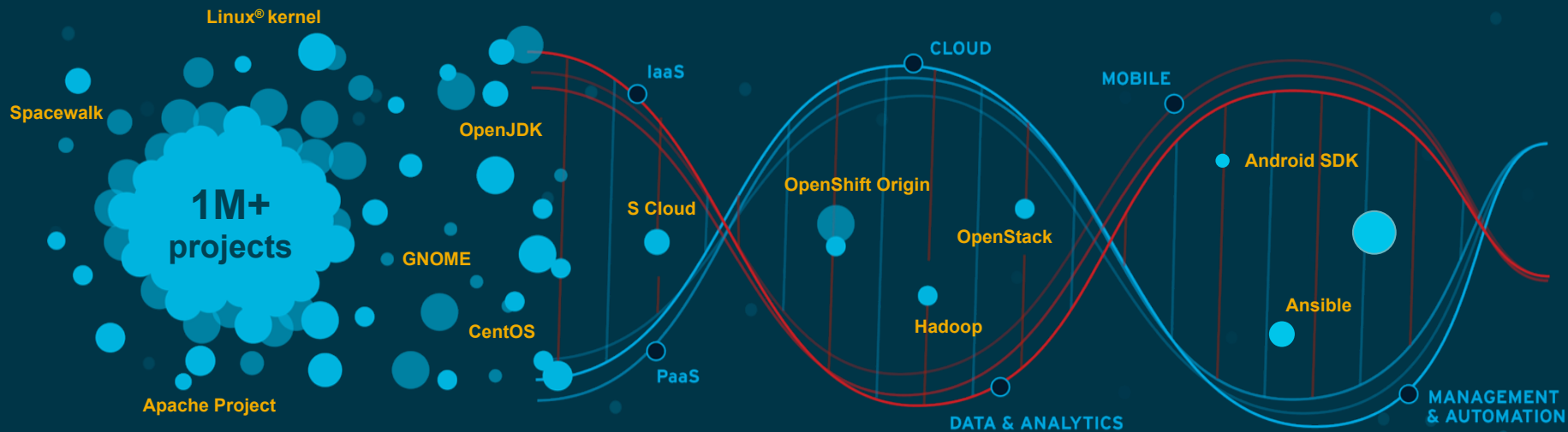
## DEVOPS



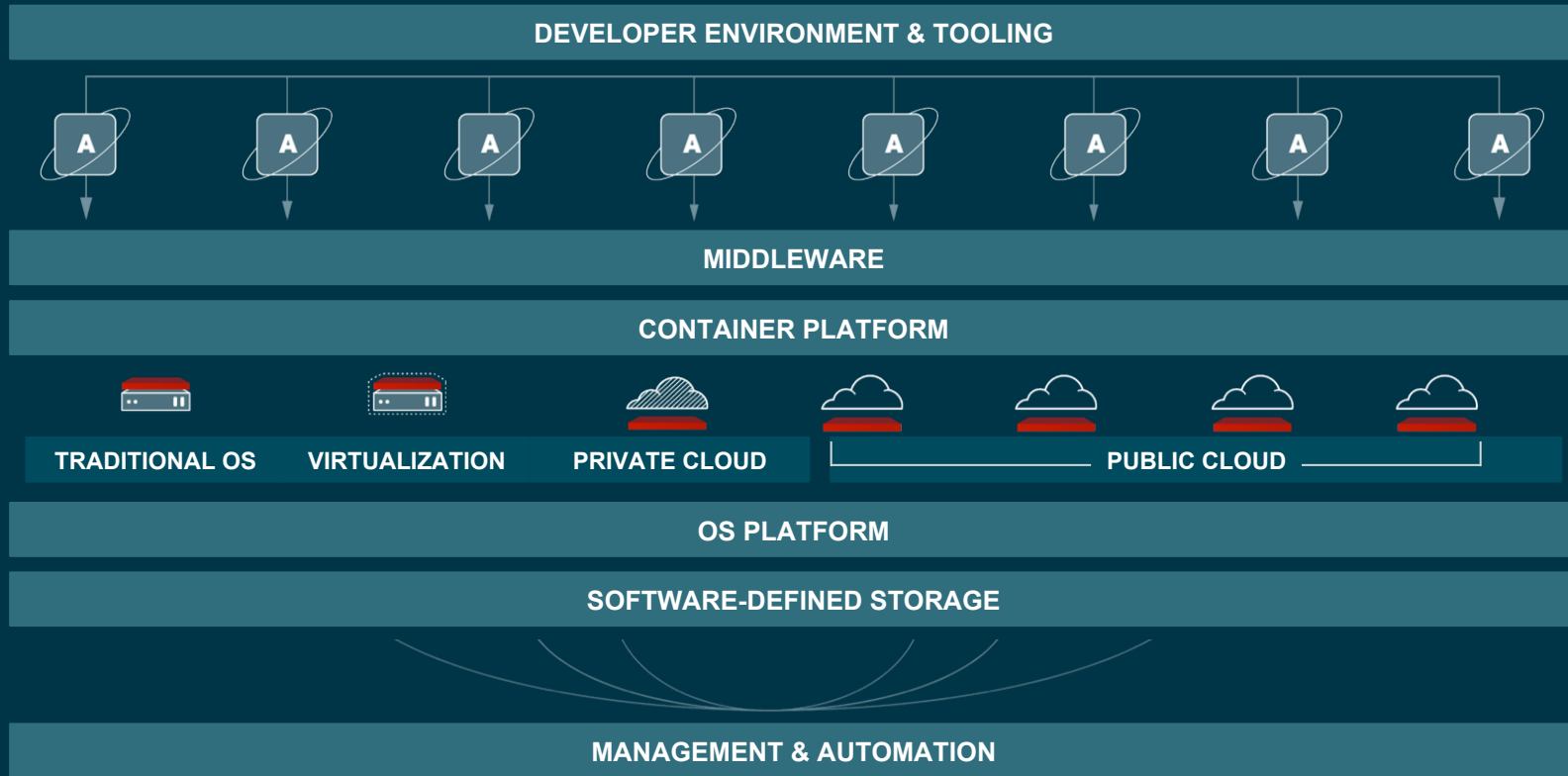
# TECHNOLOGY

# OPEN SOURCE IS THE SOURCE

## OF TECHNOLOGICAL INNOVATION



# THE FUTURE IS OPEN, HYBRID & MULTICLOUD



# CONTAINERS ARE LINUX



CONTAINERS

- Modern application platform for existing and new apps
- Portable across the hybrid cloud
- Container companies must be Linux companies

# WHY RED HAT

# TRIED. TESTED. TRUSTED.

**100%**

of airlines in the  
Fortune Global 500  
rely on Red Hat



**100%**

of telcos in the  
Fortune Global 500  
rely on Red Hat



**100%**

of healthcare  
companies in the  
Fortune Global 500  
rely on Red Hat



**100%**

of commercial  
banks in the  
Fortune 500 rely  
on Red Hat





# FROM COMMUNITY TO ENTERPRISE

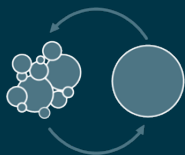
WE ARE BUILDING MODERN I.T. SOLUTIONS



RH0064-3

# 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 training  
centers & offices  
across the globe,  
and materials in  
multiple languages



## CERTIFICATIO N

Employers  
recognize the  
value of Red Hat  
training &  
certification



## PRODUCT SECURITY

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

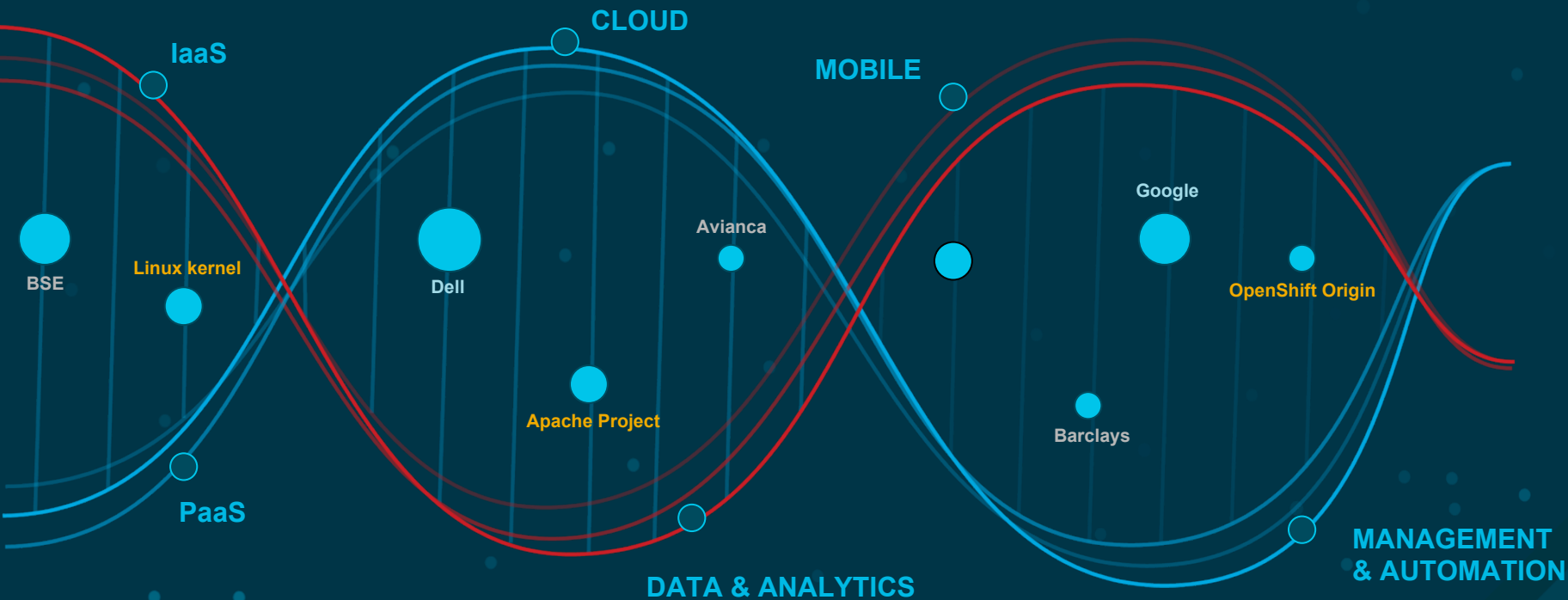


## EXTENDED LIFE CYCLE

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

# PARTNERS + COMMUNITIES + CUSTOMERS

BUILDING THE FUTURE OF TECHNOLOGY, TOGETHER



**OUR WAY  
STRONGER TOGETHER**

# COLLABORATE WITH US

DON'T JUST BUILD A SOLUTION, BECOME PART OF IT



# BMW GROUP LOOKS TO SERVICES FOR SPEED

PROCESS STORY: MICROSERVICES, CONTAINERS, DEVOPS

Point scaling handles fluctuating demand for BMW ConnectedDrive  
Delivers the reliable, continuous service drivers expect

## HOW THEY DID IT

A container-centric hybrid cloud platform + agile DevOps methodologies

# OUR APPROACH

COLLECTS AND FOCUSES THE BEST IDEAS

**BUSINESS REQUIREMENTS** DRIVE THE NEED FOR  
INNOVATION

**OPEN SOURCE** ENABLES INNOVATION

**COMMUNITIES** ARE THE CATALYST FOR INNOVATION

**RED HAT** IS A LEADER IN OPEN SOURCE INNOVATION

**COMMUNITY-POWERED INNOVATION**





**ANY APPLICATION.  
ANY ENVIRONMENT.  
NO LOCK-IN.**





# THANK YOU



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