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DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

Jim Whitehurst
President & CEO
Red Hat

YOU ARE BEING DISRUPTED

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ENGAGED BUT NOT READY

MOST LACK BOLDNESS, ABILITY TO SCALE

of companies indicate they are engaged in some form of digitization.

said their company has responded with a bold strategy and at scale.

Source: MIT Sloan Management Review, *The best response to digital disruption,* May 2017.
https://www.mckinsey.com/mgi/overview/in-the-news/the-right-response-to-digital-disruption

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BUT WHAT DOES RED HAT KNOW ABOUT DISRUPTION?

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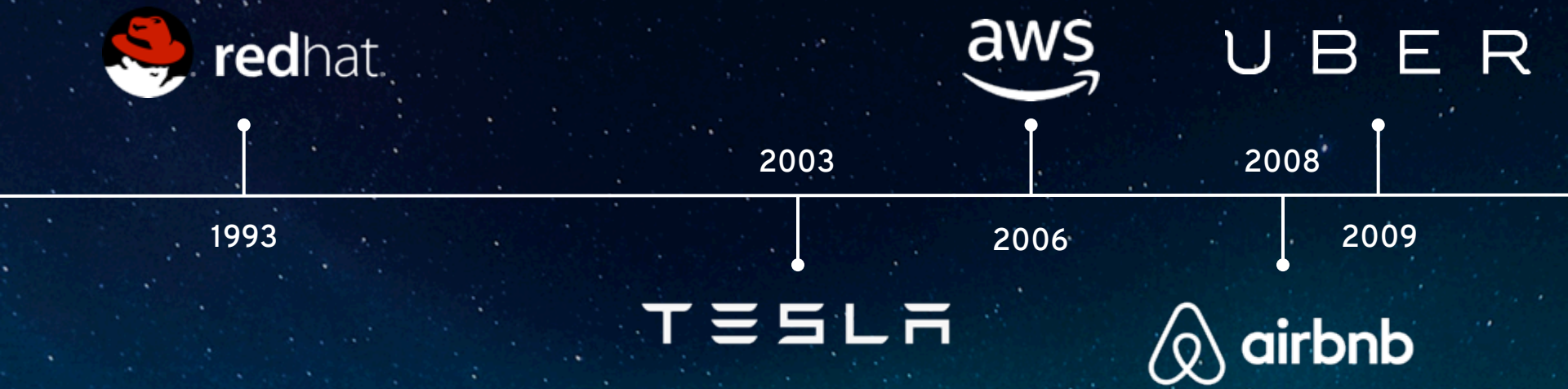
WE DISRUPTED AN ENTIRE INDUSTRY

LONG BEFORE THESE COMPANIES GOT STARTED



OPEN SOURCE DISRUPTED THE TECH INDUSTRY

WE ARE PART OF THAT REVOLUTION

"We have taken this very, very seriously and we are all-in on the notion of open source. "

"We are contributing heavily to making the cloud open source and making that real for you."

Martin Fink
former HP CTO
HP Discover | June 2015

"In the beginning, we needed to understand what open source actually meant. The natural instincts of enterprises was to try to control it, so these instincts needed to change. What we realized was that the more things opened up, the greater the opportunity would be."

Dr. Angel Diaz
IBM VP
Forbes | July 2015

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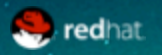
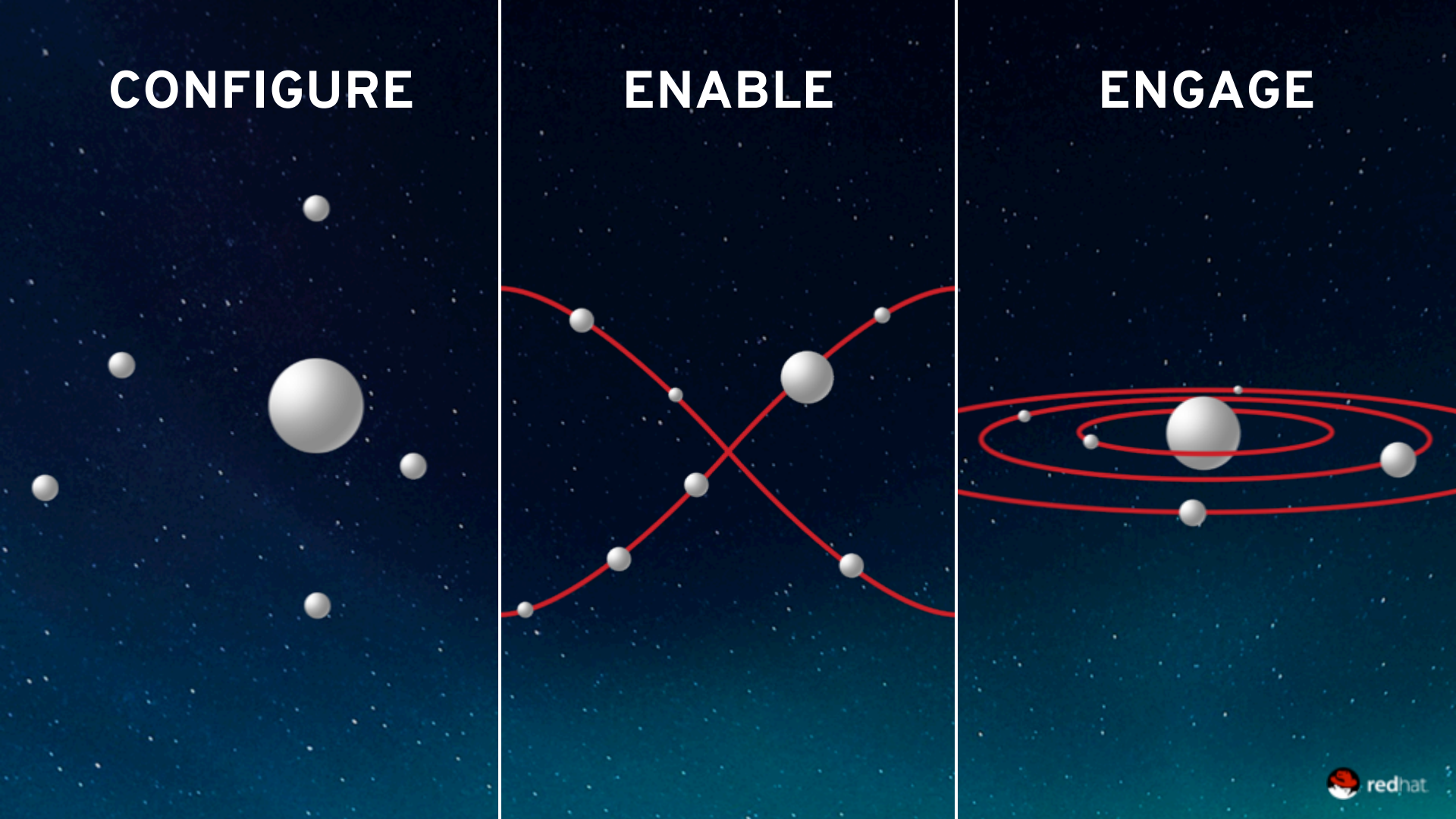
~~PLAN~~

~~PRESCRIBE~~

~~EXECUTE~~




CONFIGURE
ENABLE
ENGAGE
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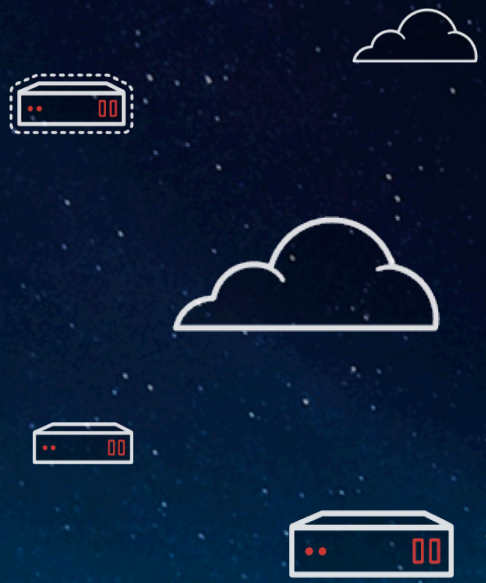
CONFIGURE

YOUR ARCHITECTURE FOR THE FUTURE



ENABLE

AGILE PROCESSES

ENGAGE

IN A COLLABORATIVE CULTURE

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CUSTOMER POSSIBILITIES

WHO WE ARE LOOKING AT

SBB CFF FFS

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BUT HOW DO WE START?

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TOP DOWN

BOTTOM UP

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GO BIG

START SMALL

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THIS IS HOW WE LEAD OUR COMPANY

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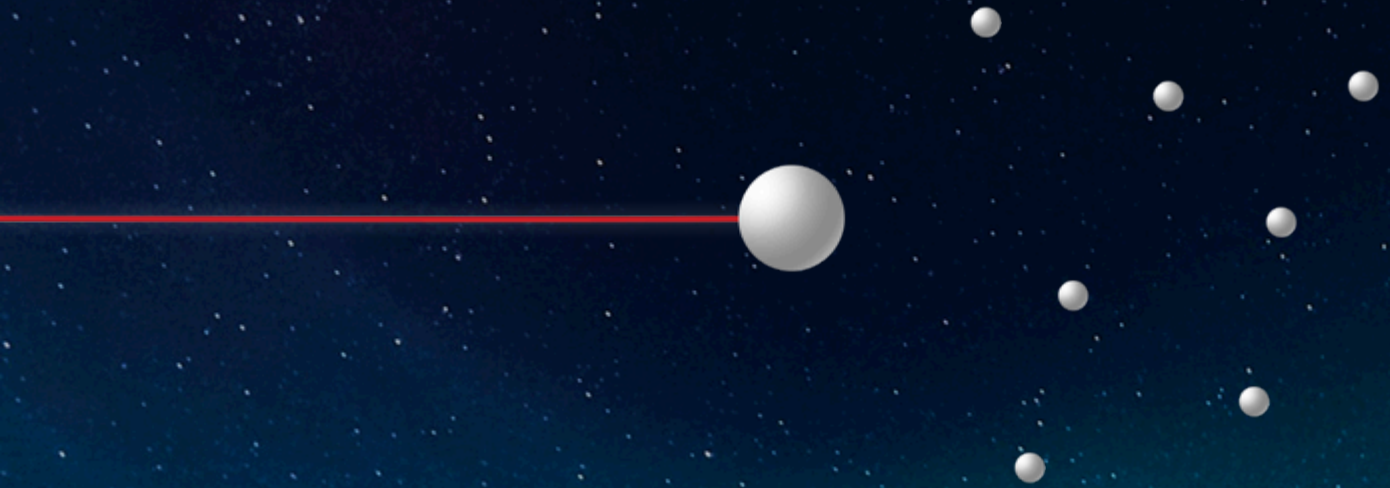
IT'S HOW WE HAVE BEEN ABLE TO PREDICT WHAT'S NEXT



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WE ANTICIPATE TRENDS AND ANSWER THEM WITH TECHNOLOGY

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