



DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

Jim Whitehurst
President & CEO
Red Hat

YOU ARE BEING DISRUPTED

ENGAGED BUT NOT READY

MOST LACK BOLDNESS, ABILITY TO SCALE



90%

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



Only
16%

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

The background is a deep red color with a subtle pattern of small white dots. Several white spheres of varying sizes are connected by thin, glowing red lines, creating a network-like structure. Some spheres have small red orbits around them, suggesting a celestial or orbital theme.

**BUT WHAT DOES RED HAT
KNOW ABOUT DISRUPTION?**

WE DISRUPTED AN ENTIRE INDUSTRY

LONG BEFORE THESE COMPANIES GOT STARTED



redhat.

1993

2003

TESLA



2006

U B E R

2008

2009



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



~~PLAN~~

~~PRESCRIBE~~

~~EXECUTE~~

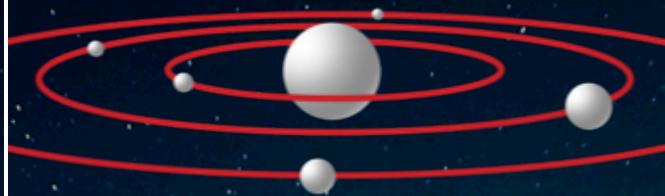
CONFIGURE



ENABLE

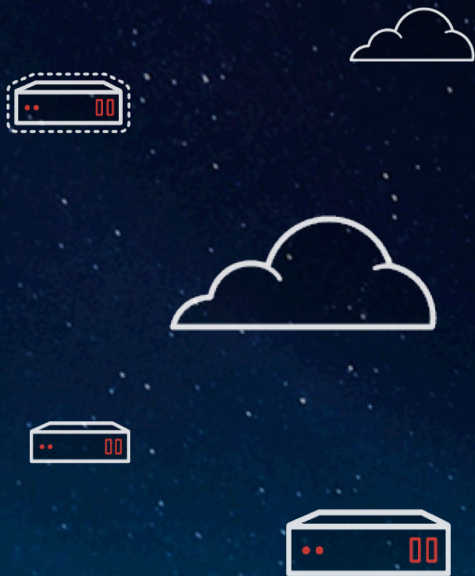


ENGAGE



CONFIGURE

YOUR ARCHITECTURE
FOR THE FUTURE



ENABLE

AGILE PROCESSES



ENGAGE

IN A COLLABORATIVE
CULTURE



CUSTOMER POSSIBILITIES

WHO WE ARE LOOKING AT



SBB CFF FFS



The background is a dark red field filled with numerous small, faint red dots. Overlaid on this are several thin, bright red lines that intersect to form a network. At various points along these lines, there are white, three-dimensional-looking spheres of different sizes. Some of these spheres have small, concentric red circles around them, suggesting orbits or paths. The overall aesthetic is technical and futuristic.

BUT HOW DO WE START?



TOP DOWN



BOTTOM UP



GO BIG

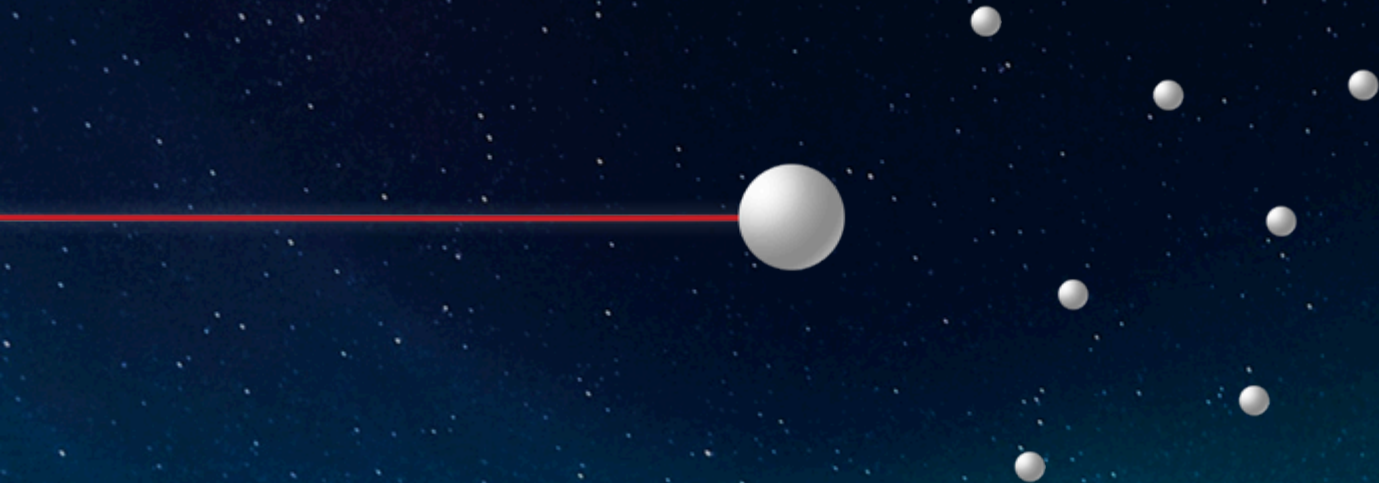


START SMALL

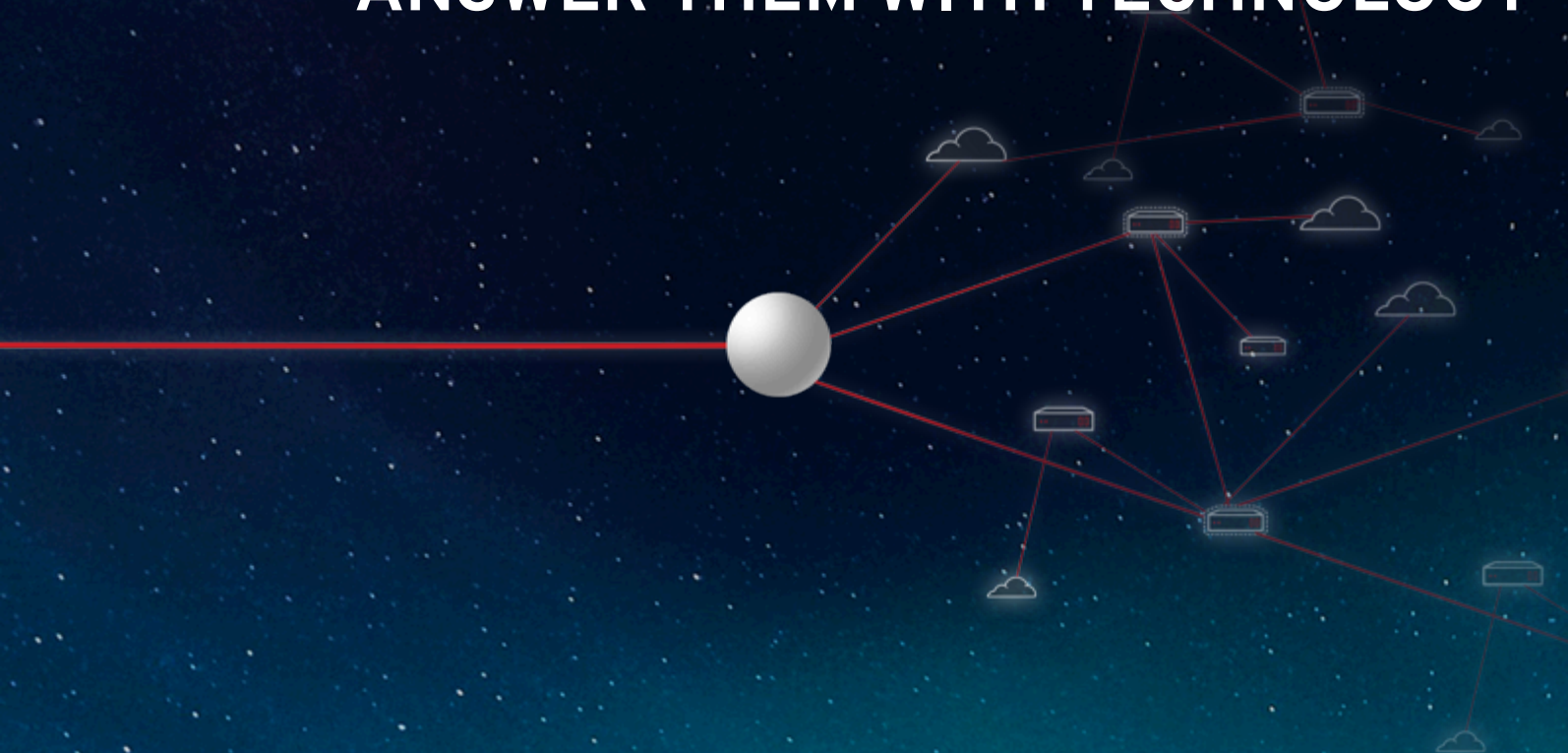
THIS IS HOW WE LEAD OUR COMPANY



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



**WE ANTICIPATE TRENDS AND
ANSWER THEM WITH TECHNOLOGY**





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