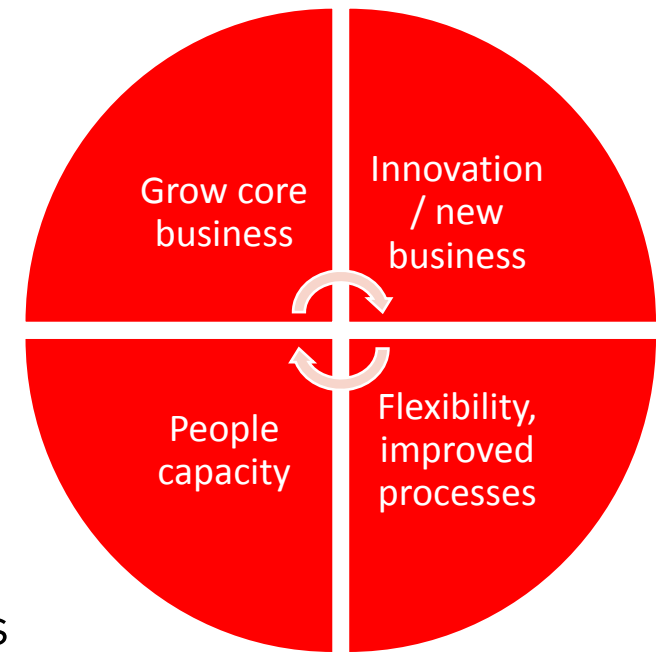


# The new “normal” for IT

Daniela Liskova  
Red Hat, Central Eastern Europe Distribution

# Customer-centric view

- Global pandemic impact and demand for new services
- Digital engagement with end-customers
- Shift to more flexible business models and online scale
- More options to reach the same solution
  - Price / time to market / cost of people / SLAs / security risks
- Each customer needs different approach
  - Business needs / people skills / capacity for new projects
- Huge IT evolution in last 10 years:
  - IT shift from “support” to “business enablement” role
  - “Testing to production” shrunk to weeks/days from years
  - New private cloud and public cloud options
  - Shift to SaaS model, pay-as-you-go or reserved capacity options
  - Demand for upskilling: new SaaS services raise weekly



# Today's IT role: enable business

- New applications
- New features
- Fast production
- Data analysis
- AI/ML models



# Customer challenges

## Many disconnected IT silos

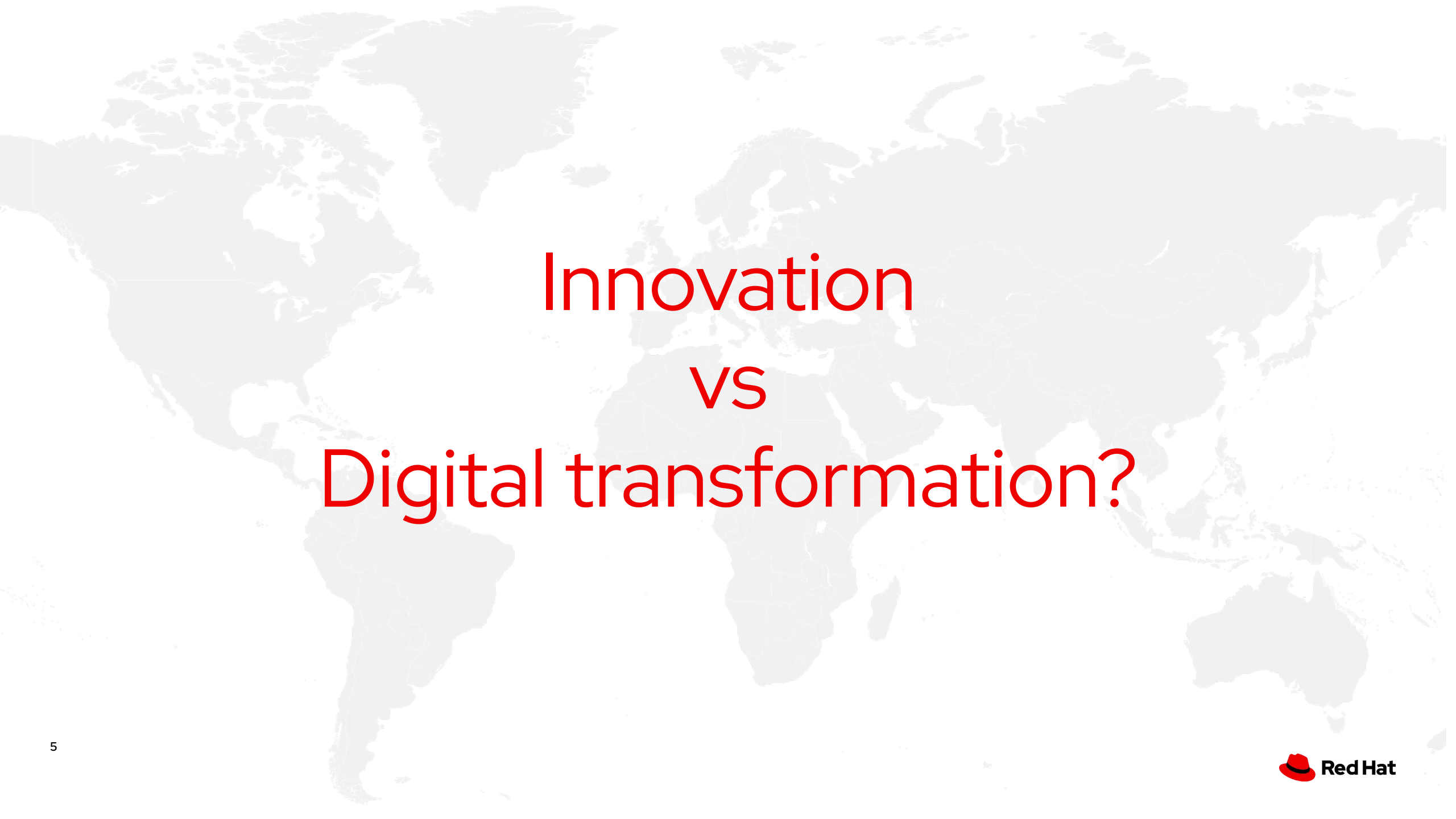
- Various teams disconnected
- Various versions of systems
- Historical applications and processes
- Disconnected data in various applications
- Mix of operating systems
- Mix of platforms
- Mix public cloud providers

## Employee overload

- Large project backlog
- Reactive vs Productive work
- Will for changes
- Manual tasks

## Keep up with new trends

- Innovation requires Leadership decision, dedicated team and new skills
- Technical upskilling vs utilization on project
- Long-term decisions vs hot projects
- Wide portfolio of products and SaaS services with similar features, hard to compare

A light gray world map serves as the background for the slide, showing the outlines of continents and countries.

# Innovation vs Digital transformation?

# How can business use technology today



## Healthcare

- Diagnosis speed and accuracy with ML models
- X-Ray ML analysis
- New smart health devices (diabetes)
- Kinetic IoT sensors



## Financial services

- Automated tasks and validation, personalization
- Secure online services
- Fraud detection
- ML-based exchange systems (incl. crypto-currencies)



## Telco

- Insights into customer behaviour
- Better customer experience
- Optimized network performance (5G)
- Improved threat detection



## Insurance

- Automated claims processing and handling
- Usage-based insurance services and customized offers



## Automotive

- Engines / fuel optimization
- Improved supply chains
- Predictive maintenance
- Autonomous driving

# How can business use technology today



## Logistics

- Notifications, predictions, based on ww traffic
- Optimized delivery based on real-time analytics



## Retail

- High demand peaks
- Point-of-sale devices
- Omnichannel communication
- Flexible sales (stores, online)
- Stock & supply chain
- Customer data
- Social responsibility, Green retailing



## Manufacturing

- IoT / sensor data analysis and usage
- Parts quality control
- SW driven production
- Configuration for multi-tier production lines
- Design, simulations, prototyping



## Government

- Digitalization and categorization of documents
- Collaboration (data exchange, API)
- COVID forced remote work
- Control of grant applications



## Energy, oil, gas

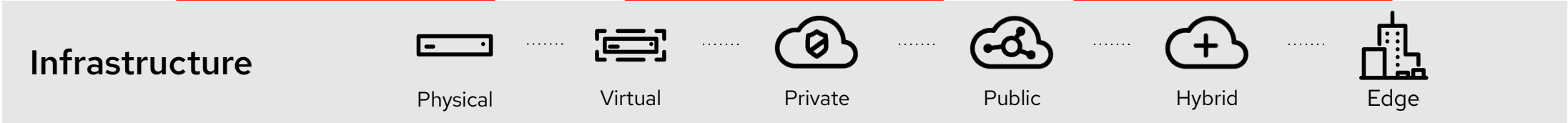
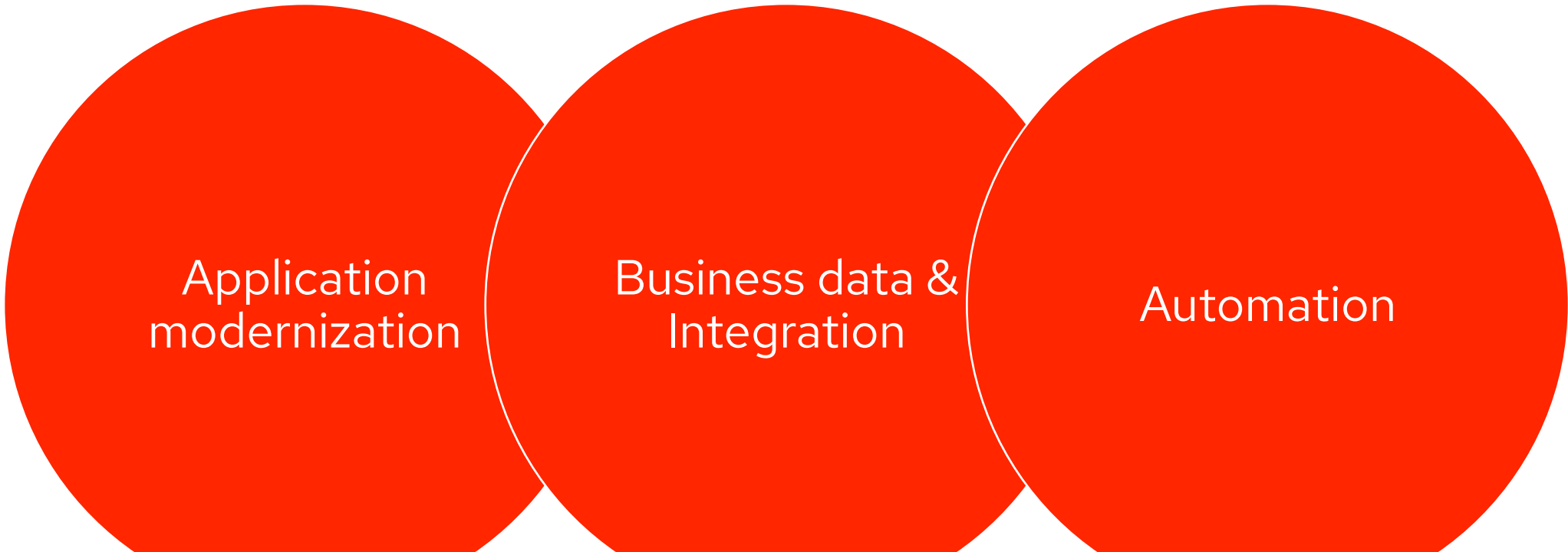
- Predictive maintenance
- Optimize field operations and safety
- Energy trading
- Illegal collection

# What can you offer with Red Hat?



# Red Hat offering

*What is Red Hat known for?  
What Customers care about?  
How can we help customers?*



# How to sell Red Hat technology

## **Advice on Infrastructure optimization (business as usual?)**

- Upgrade and simplify customers' server environment
- Understand today's and planned datacenter, private cloud and public cloud usage

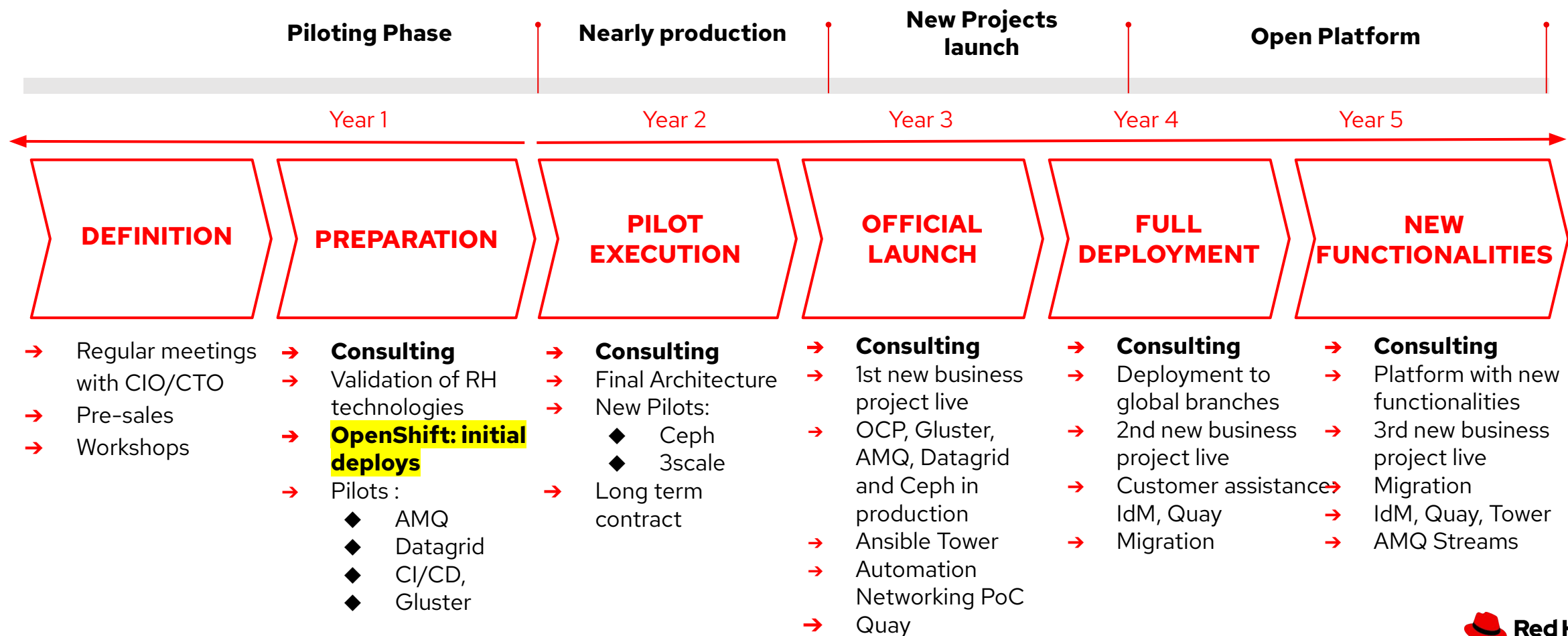
## **Help with Application modernization**

- All existing applications, frequency of usage, # users and usage peaks, security risks, future scale
- Identify backlog/wish list for new projects and applications
- Educate about new cool data use-cases, AI/ML options, application integration and database options

## **Design new optimized architecture**

- Optimized architecture with flexible Application platform (onpremise / cloud / edge)
- Migration plan for concrete Applications
- Design new App lifecycle management incl CI/CD, DevOps practises, cloud-native apps
- Automize admin routine
- Leverage Red Hat Professional Services

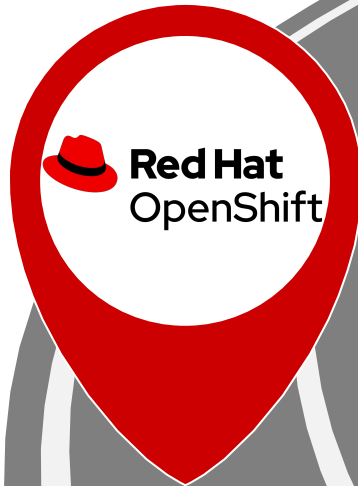
# Example: Customer business development in 5 years



# The paths to Application Modernization

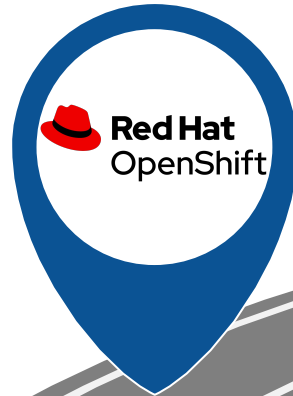
## Path #1: Virtualize - Rehost Application Server to OpenShift

"Lift, and shift" Java application on App Server to JBoss or WebSphere on OpenShift



## Path #2: Containerize - Replatform to Containers/Kubernetes

"Lift, tinker, and shift" workloads from WebSphere/EAP to OpenShift containers



## Path #4: Retire & Replace

A ground-up rebuild, keeping the legacy application up-and-running, whilst a new version of the application is developed, leveraging a Cloud Native development approach



## Path #3: Refactor

Staged approach: individually replace/develop application's services as microservices



## Path #3+: Refactor Plus

Staged approach: individually replace/develop application's services as microservices, incorporating more advanced capabilities into applications, such as AI/ML and event driven approaches



# Red Hat OpenShift delivers hybrid cloud consistency and flexibility



Traditional  
N-tier apps



Cloud-native  
apps



Data, analytics,  
and AI/ML



ISV packaged  
apps

Communities of Innovation | Ecosystems of Solutions



## Red Hat OpenShift

Secure & Automated Infrastructure and Operations



Physical



Virtual



Private cloud



Public cloud



Edge

**Hybrid and Multi-cloud**

# Public cloud: YoY fast growing market

# What and how to sell Red Hat in Public clouds?

- Leaders Azure and AWS grow 25-30% YoY
- Majority = Open source workloads: Ubuntu, Centos, RHEL, Data and Database services
- Red Hat offers Managed services in **AWS, Azure, Google** and **IBM cloud**
- Recent Summit news: enhancements for API management, data services, and open source cloud database services

## Business Opportunity for you:

- Design Hybrid Cloud architecture
- Host or manage PaaS or SaaS for your customers
- Get into new Data / Analytics / dtb projects, to leverage cloud scale & peaks coverage
- Design and pilot new distributed Applications with high scalability in cloud
- Get rebates thru Microsoft / Amazon partner programs deploying RH technology

# Thank you

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.



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