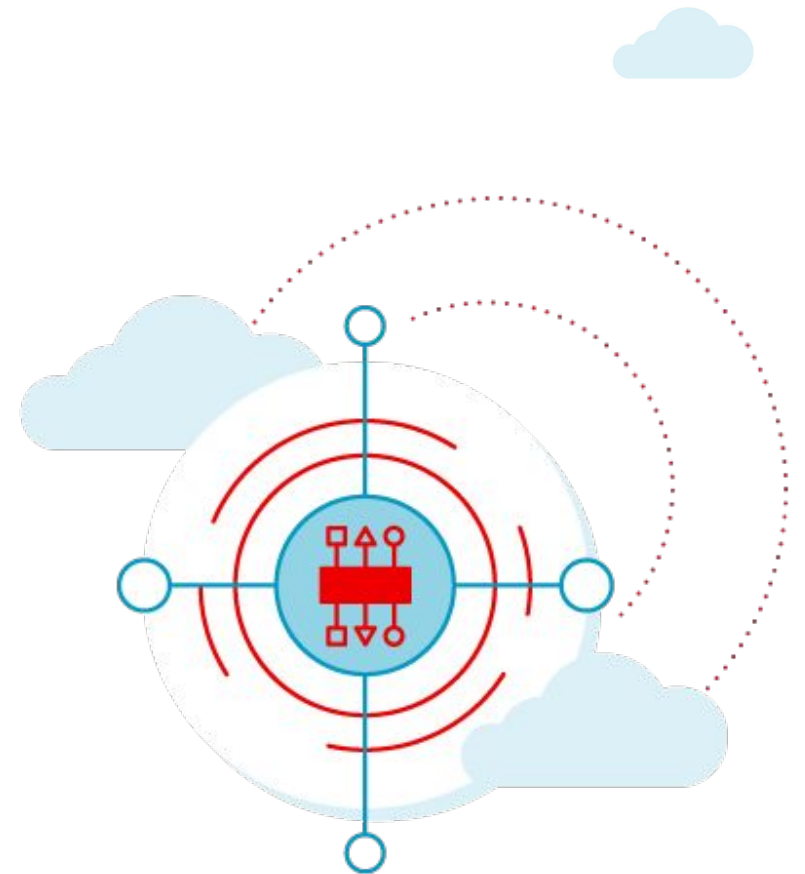




Open Tour 2022

Technology - so what?
Sorry techies, it is all about People and Culture!

Peer Kjelder Rasmussen
Nordic Transformation Lead







Peer Kjelder Rasmussen

Nordic Transformation Lead

Previous roles include VP of Development at TDC, CIO at SOS international, trusted advisor for Private equity funds and start-up / entrepreneur.



Rasmus Schioenning

EMEA FSI Transformation Sales Lead

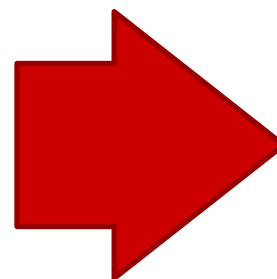
20+ year within Business transformation. Previous roles include Big4 consultancy for banks, Fintech founder and start-up / entrepreneur

The reality...

“More than 70% of digital transformations fail”*

Organizations are making technology investments and getting limited results because they aren't prepared to **change their behaviors.**

What is missing?!



The baristas!



(psst! – the people who ‘make’ the culture)



Nutrition Facts
Servings per container
Serving size 1/2 cup (130g)
Calories 30
% Daily Value*
Total Fat 0g 0%
Sodium 0g 0%
Total Sugar 0g 0%
Total Fiber 7g 7%
Total Protein 2g 2%
Total Fat 0g 0%
Sodium 0g 0%
Total Sugar 0g 0%
Total Fiber 7g 7%
Total Protein 2g 2%
Total Fat 0g 0%
Sodium 0g 0%
Total Sugar 0g 0%
Total Fiber 7g 7%
Total Protein 2g 2%

We grow our organic tomatoes in California's sunny San Joaquin Valley under the tender care of farmers passionate about organic agriculture, and can them within 8 hours for the best flavor. Our founder's commitment to organic agriculture led to our name, a nod to John Muir, "Father of the National Parks."

"WHEN WE TRY TO PICK OUT ANYTHING OF THIS WE FIND IT HITCHED TO EVERYTHING ELSE IN THE UNIVERSE."

John Muir



TIP
Diced tomatoes are often the "hero ingredient" in chilis, soups, and pasta - where distinct chunks of tomatoes help dictate flavor and texture.

Recycling symbol
NON-BPA LINING
FOR MORE INFORMATION VISIT MUIRGEN.COM/FAQS
QUESTIONS OR COMMENTS? 1-800-612-6348
©SMALL PLANET FOODS 308404040

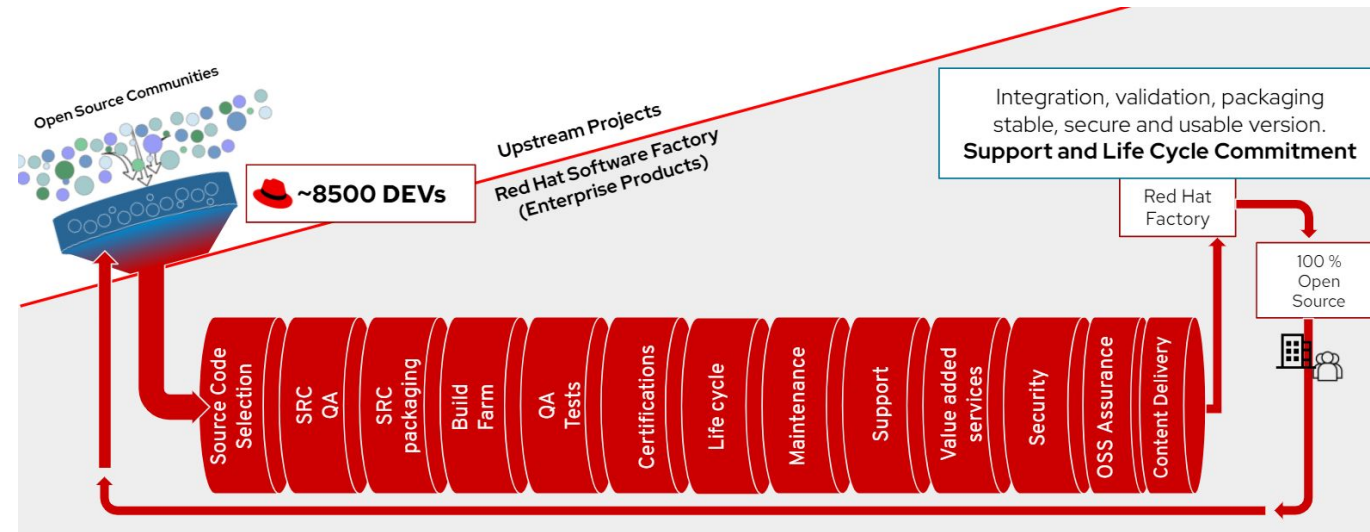
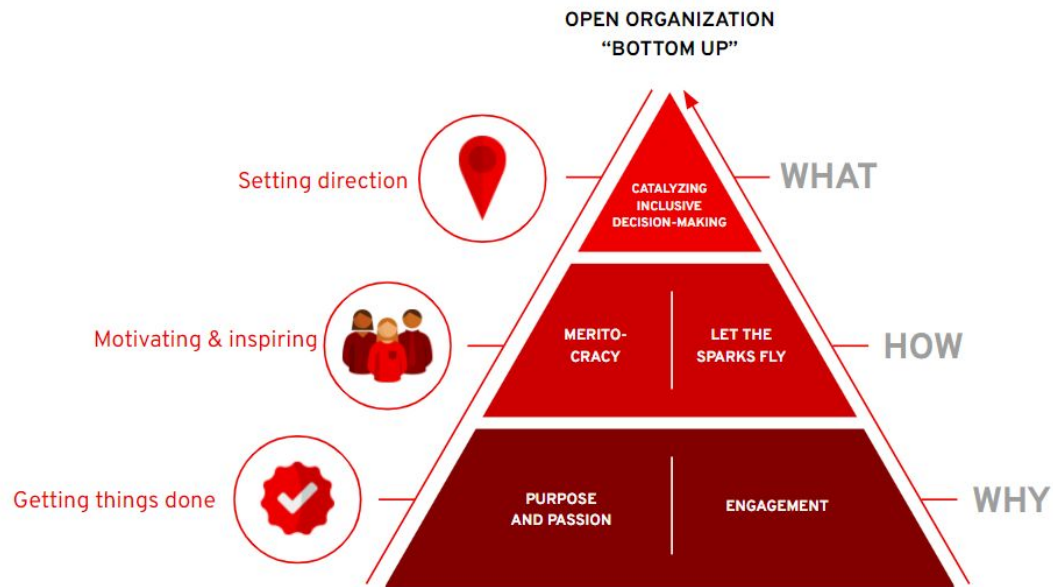
Culture on a can?

Red Hat is the company with this culture

CONFIDENTIAL designator

Open Organization - accelerate
change and innovation

We walk our talk



What we aspire to be

"To be the **catalyst** in communities of customers, contributors, and partners **creating better technology** the open source way"

(Red Hat Mission statement)

2.06

Peer Kjelder Rasmussen

CIO, Group IT



A few highlights from the real world!

Strategic motivation

- ▶ Unable to deliver on customer promises (fast enough?)
- ▶ Heavy legacy burden and tech debt
- ▶ Difficult to attract Talent

Organizational challenges

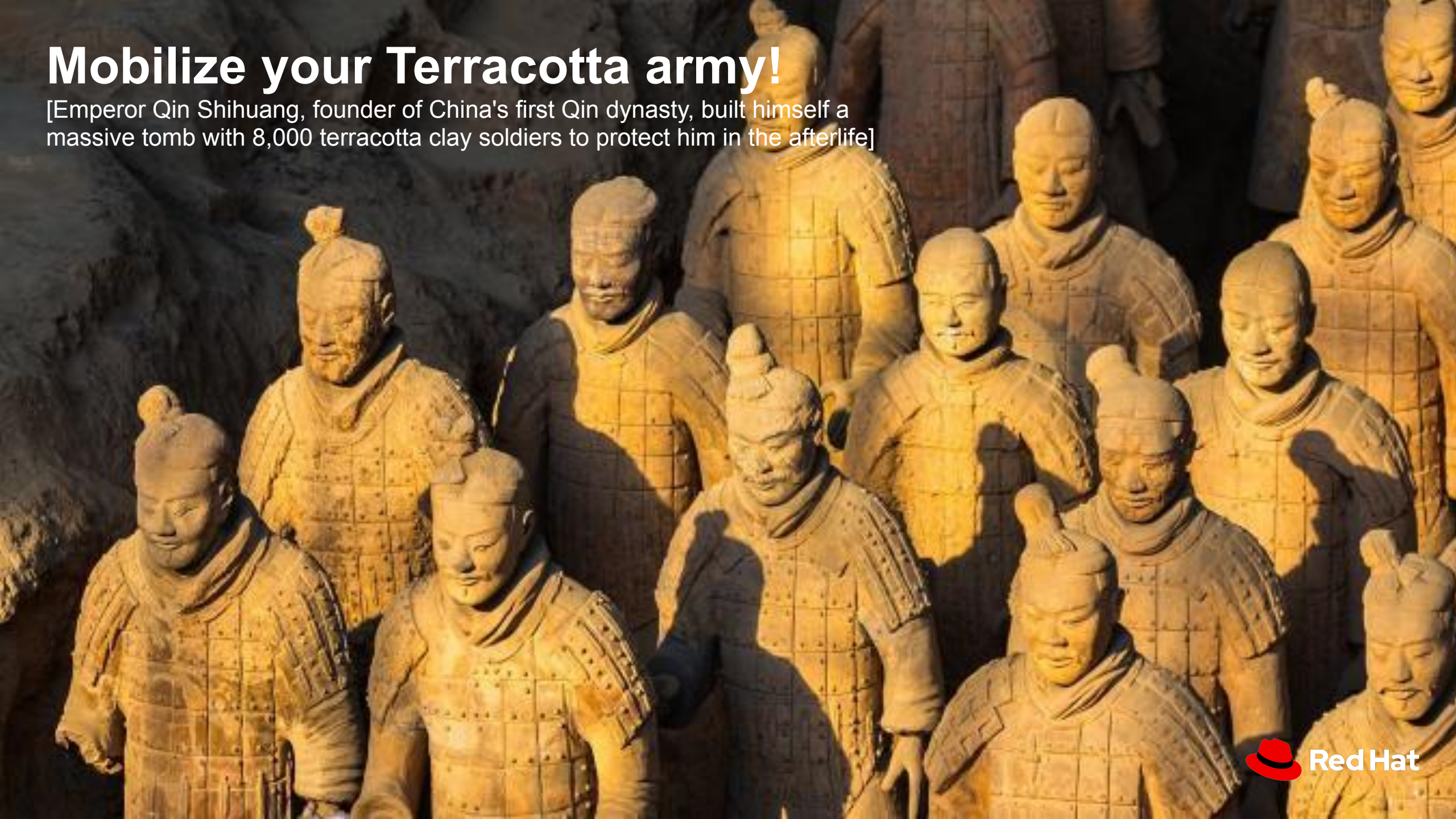
- ▶ Disconnect between business and IT (shadow IT and low trust)
- ▶ Siloed IT function with broken processes
- ▶ Previous failed attempts of transformation
- ▶ Low employee satisfaction and Talent loss

Key success factors

- ▶ Secure future-proof architecture
- ▶ Increase speed of execution
- ▶ Lower cost!
- ▶ Ramp up technical skills internally to capture opportunities and drive innovation
- ▶ Improve collaboration with both customers, partners and internally

Mobilize your Terracotta army!

[Emperor Qin Shihuang, founder of China's first Qin dynasty, built himself a massive tomb with 8,000 terracotta clay soldiers to protect him in the afterlife]



Red Hat Open Innovation Labs – Kick starting your new heart beat



Show us.

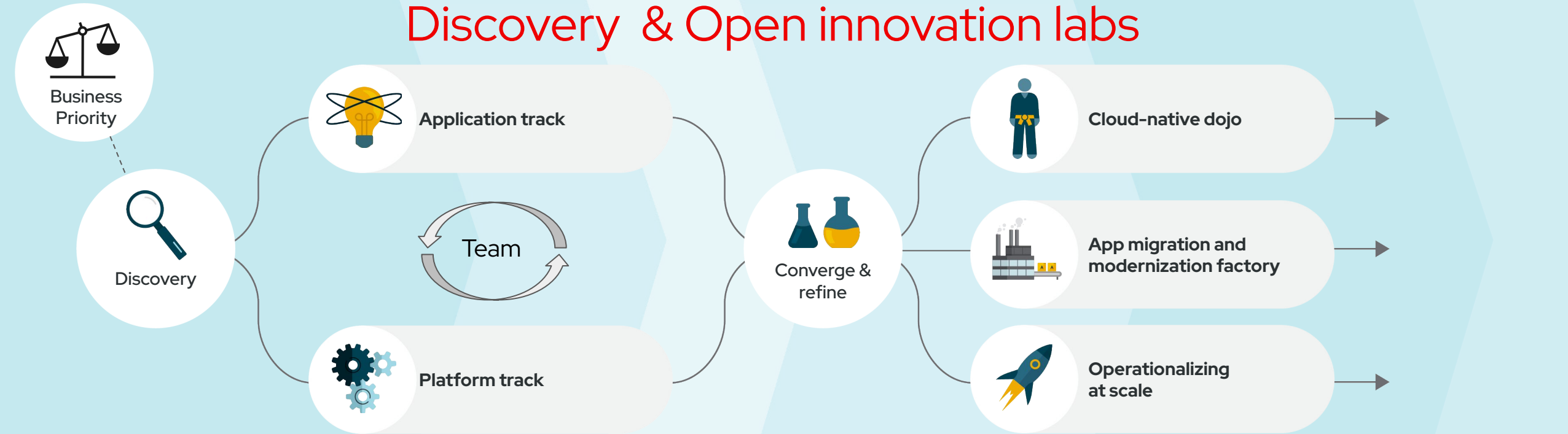
We need to experience Red Hat technology and culture in a tangible, hands-on way ...

Red Hat Strategic Advisory Board
2015



Our methodology - Accelerating your change

Discovery & Open innovation labs

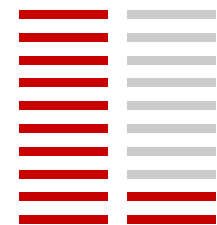
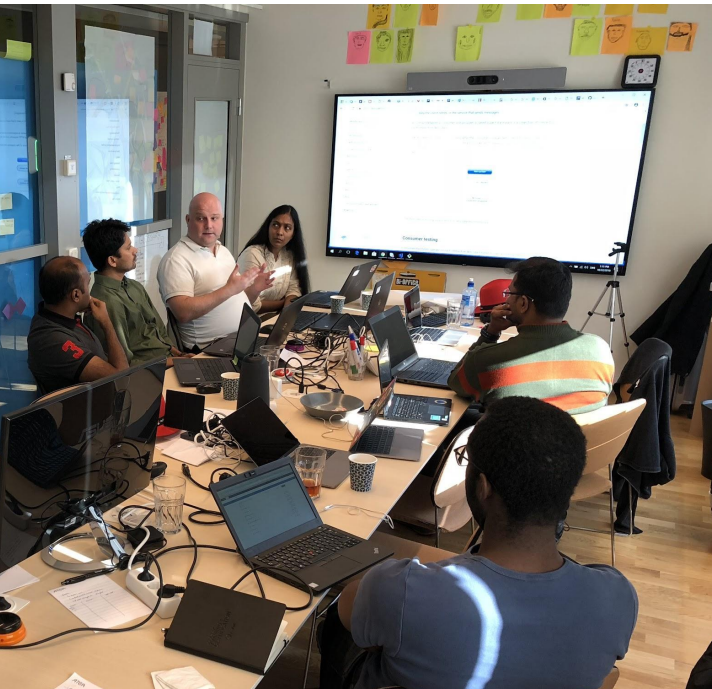


Upskilling the individual - Curriculum / Path for your role

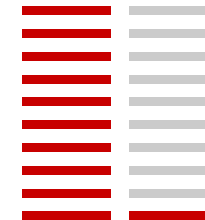


We empowers product teams (**people**) to deliver through
New ways of working (**culture/process**)

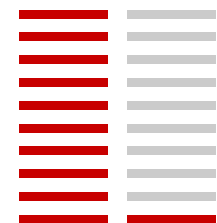
CONFIDENTIAL Designator



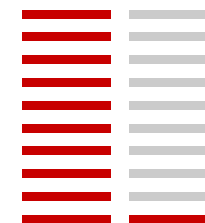
81%
TIME TO MARKET
From 38 to 7 weeks



95%
CRITICAL BUG FIX LEAD TIME
From 10 hour to 30 min



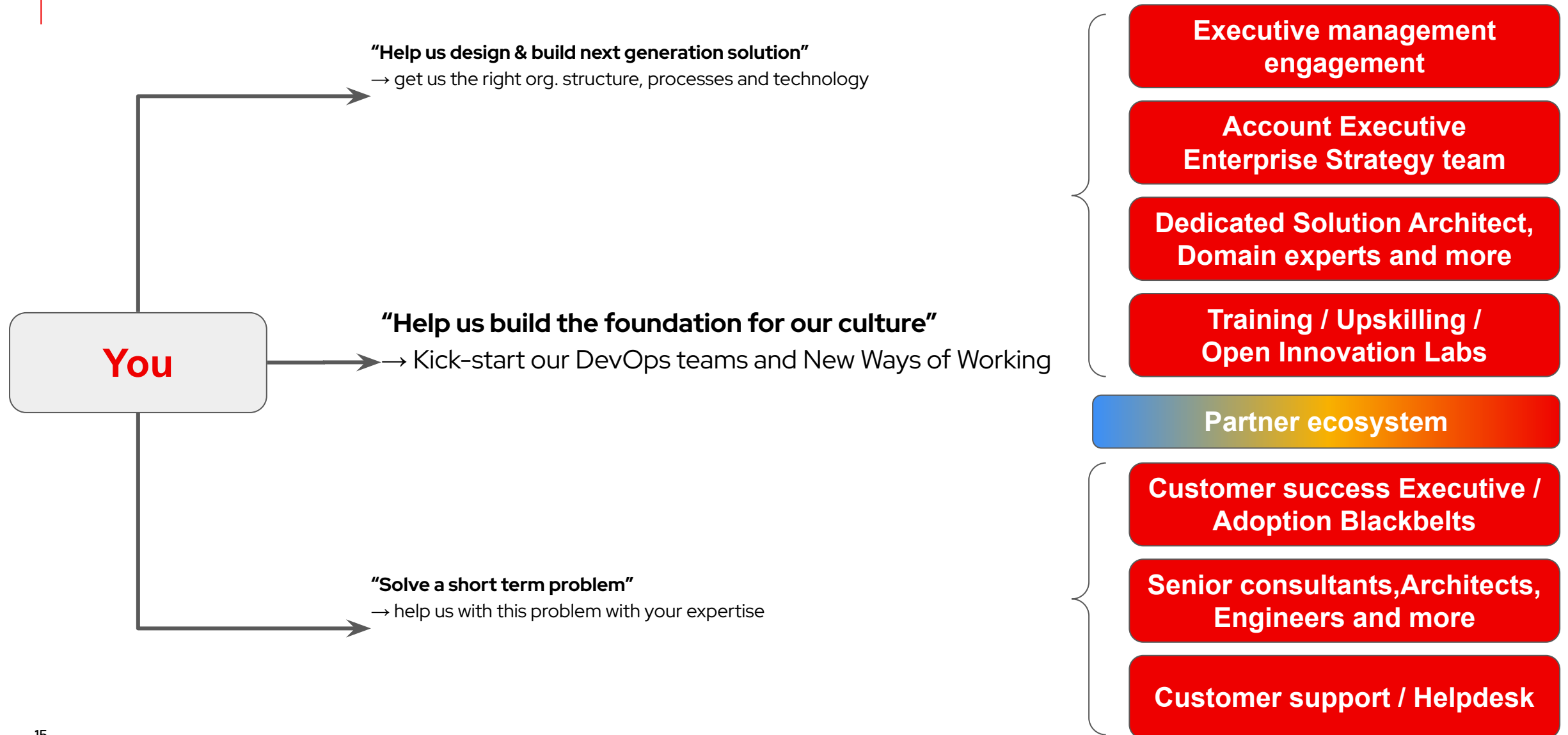
97%
FUNCTIONALITY DONE CONFIRMATION
From 4 weeks to 4,5 hours



97%
NEW FEATURE TESTING LEAD TIME
From 8 weeks to 8 hours

Partnership with Red Hat based on your situation

CONFIDENTIAL designator



Key advice for enabling cross organizational collaboration

Communication is key to build trust and transparency

- Be as clear and transparent as possible and openly share difficulties and dilemmas.
- Losing **trust** is the main risk for failure!

Make it a point to always be close to the customers to understand them.

- Increase the meaningful dialogue with you customers as soon as possible to understand what drives value for them

Be very honest about the state of point of departure

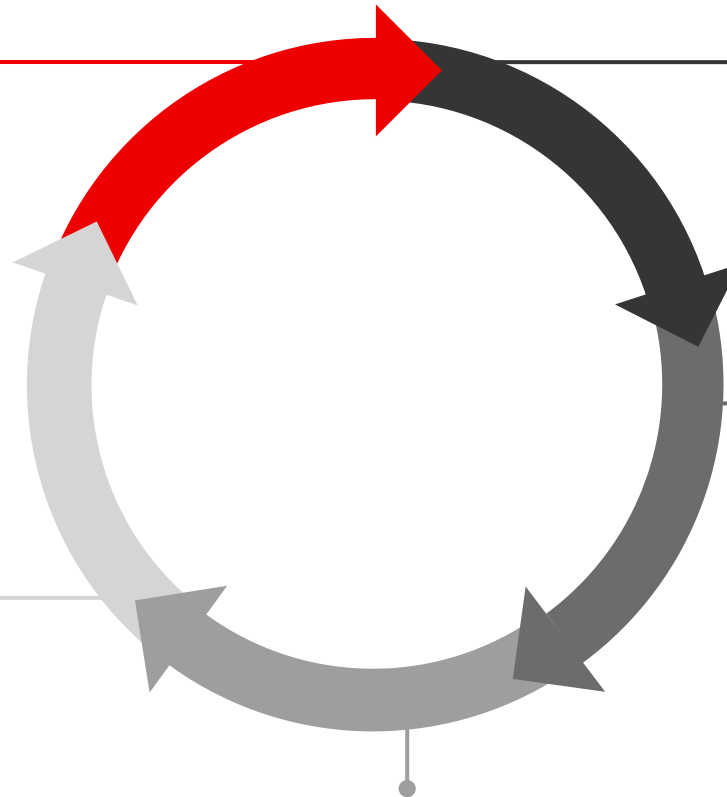
- Both the good and the bad

Create clarity on strategic outcomes, business benefits, overview and roadmaps

- Build one shared masterplan based on desired strategic direction, business benefits and most of all customer value

Use 'Skill gaps analysis' to promote learning as a key strategic capability for success

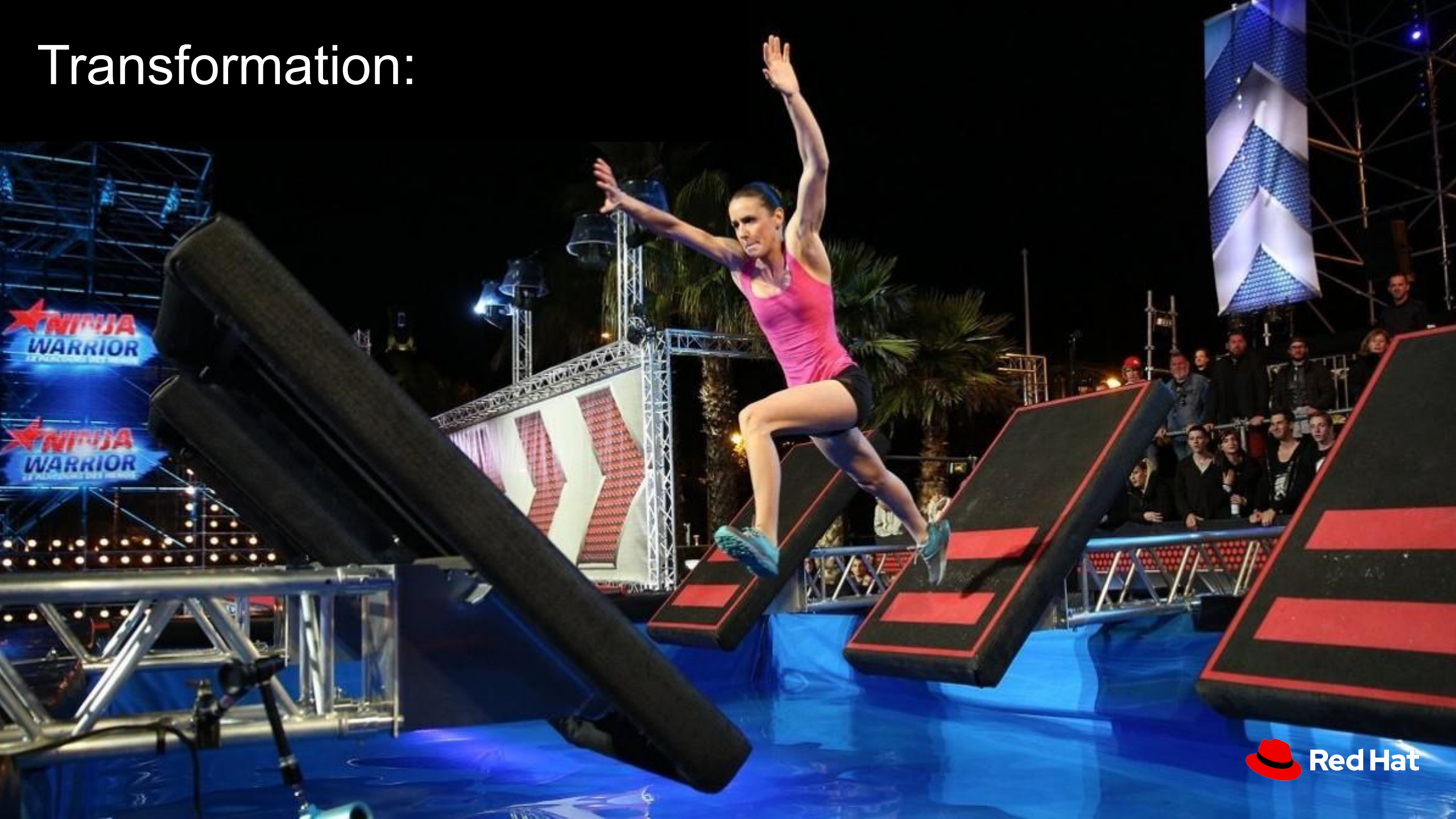
- Ensure to highlight that the company is making an investment in their talent





Just start!
... and fail fast!

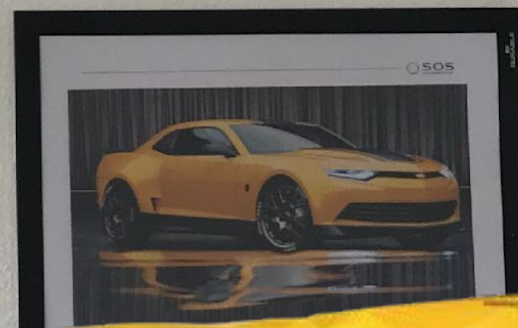
Transformation:









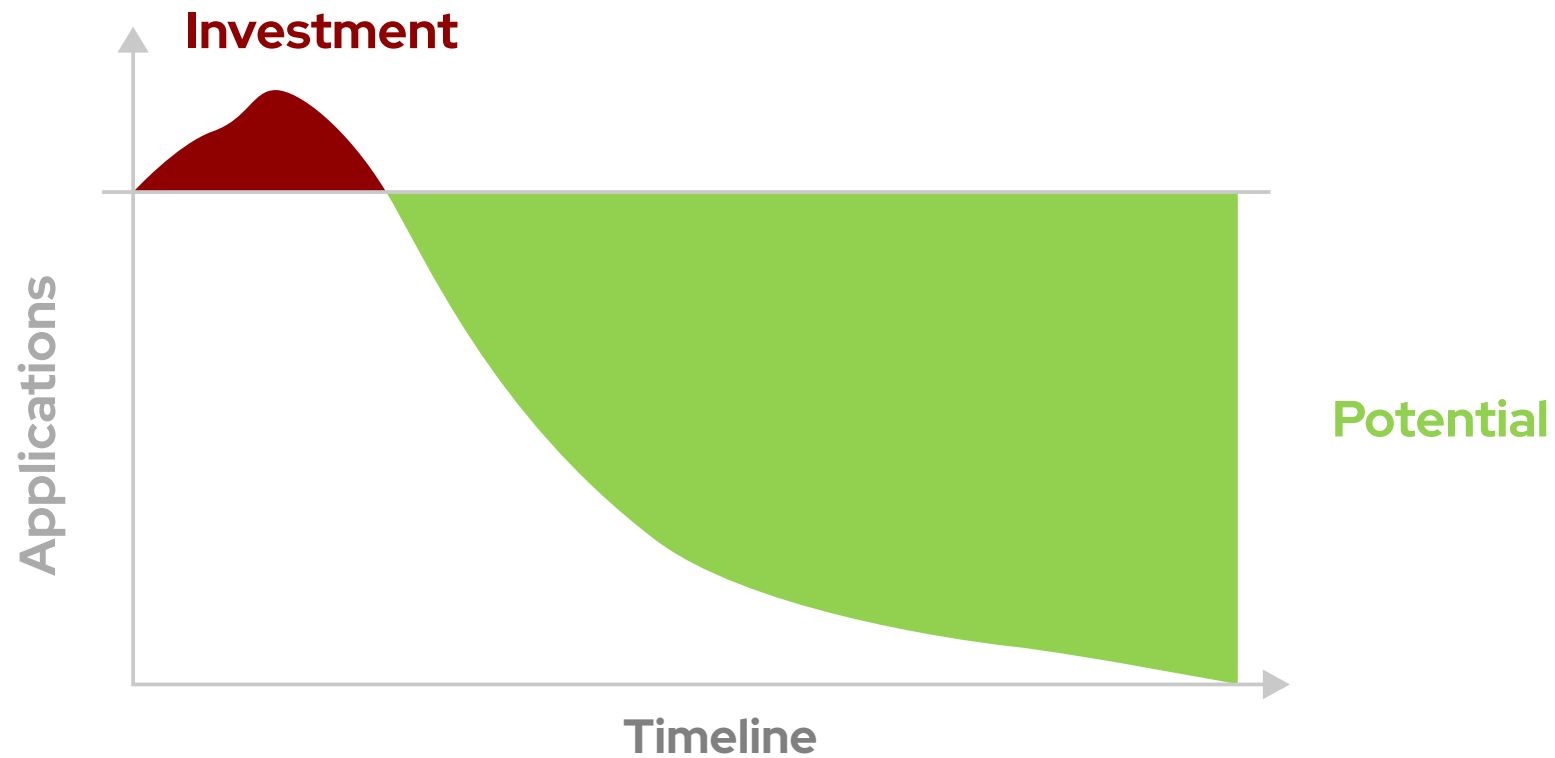




You are not just investing in technology...

You are investing in your **PEOPLE** to build
a **TEAM** to win ALL the future races!

Change takes time - and cost money!



**BE BRAVE ENOUGH
TO SUCK AT
SOMETHING NEW.**

Red Hat team

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EMEA FSI transformation Lead

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"To be the **catalyst** in
communities of customers,
contributors, and partners
creating better technology
the open source way"

(Red Hat Mission statement)