



Why Red Hat, Why Open Source, Why Now? Fast, Flexible Future

Brian Cornell

VP and General Manager, CENE Region

THE CHANGING ROLE OF I.T. IN THE ENTERPRISE

“IT doesn’t matter.”

Nicolas G. Carr

Harvard Business Review, May 2003

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“Every organization - whether services, manufacturing or healthcare - is becoming a technology company.”

Joe McKendrick
Forbes.com, April, 2015

DIGITAL TRANSFORMATION IS A CEO PRIORITY

'We're also taking advantage of the immense business opportunities offered by digitalization'



Joe Kaeser,
CEO Siemens

'The possibilities of the digital revolution must be put to good use'



Tom Enders,
CEO Airbus

'We will lead the digital revolution sweeping through the world'



Jes Stanley,
CEO Barclays

'We felt we have to go digital in a much more proactive way'



Paul Bulcke,
CEO Nestle

DIGITAL TRANSFORMATION

Changing enterprises and entire industries in fundamental ways



New ways of developing, delivering,
and integrating applications



Modernize existing and build new
cloud-based infrastructure



More agile process
across both IT and
the business

By 2018, 67% of Global 2000 CEO's will have Digital Transformation at the center of their corporate strategy – IDC, 2016

DIFFERENT DRIVERS, SAME JOURNEY



Economic drivers

DIGITAL TRANSFORMATION

Specific industry needs



Government

Telecommunications

Retail

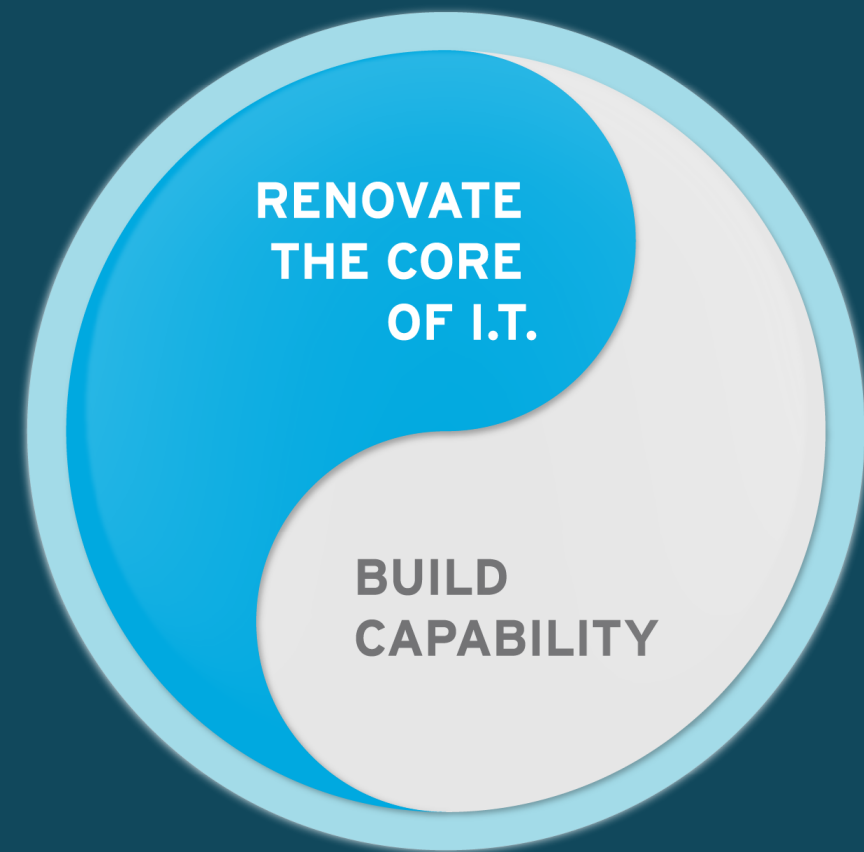
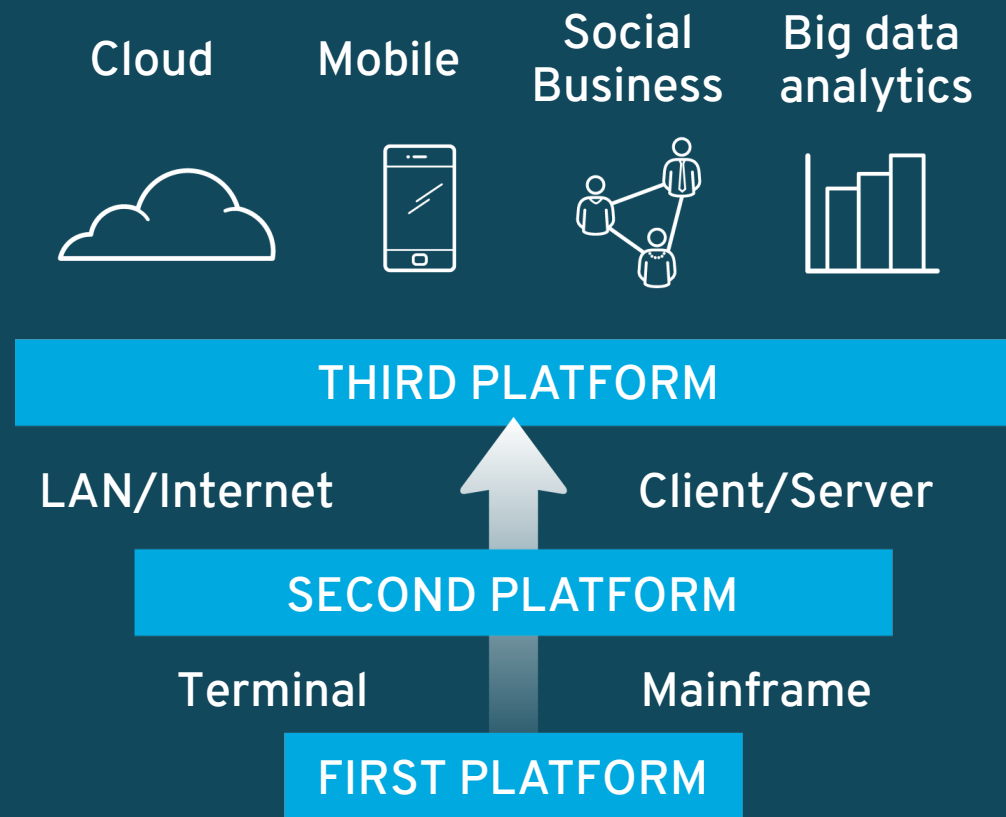
Finance

What organizations require to transform

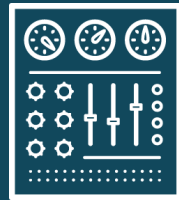
MODERN APPLICATION DEVELOPMENT AND INFRASTRUCTURE

THE JOURNEY FROM TRADITIONAL TO CLOUD-NATIVE I.T.

THIRD PLATFORM OF I.T. INNOVATION & GROWTH



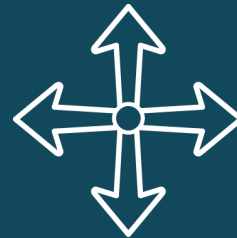
REQUIREMENTS FOR THE DIGITAL ENTERPRISE



STREAMLINED AND
AUTOMATED



PROVISIONING,
CONFIGURATION
MANAGEMENT



ELASTIC AND
SCALABLE



HYBRID CLOUD AND
CLOUD BURSTING



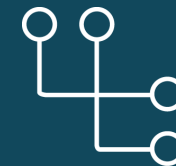
AGILE AND
RESPONSIVE



RAPID APPLICATION
DEPLOYMENT

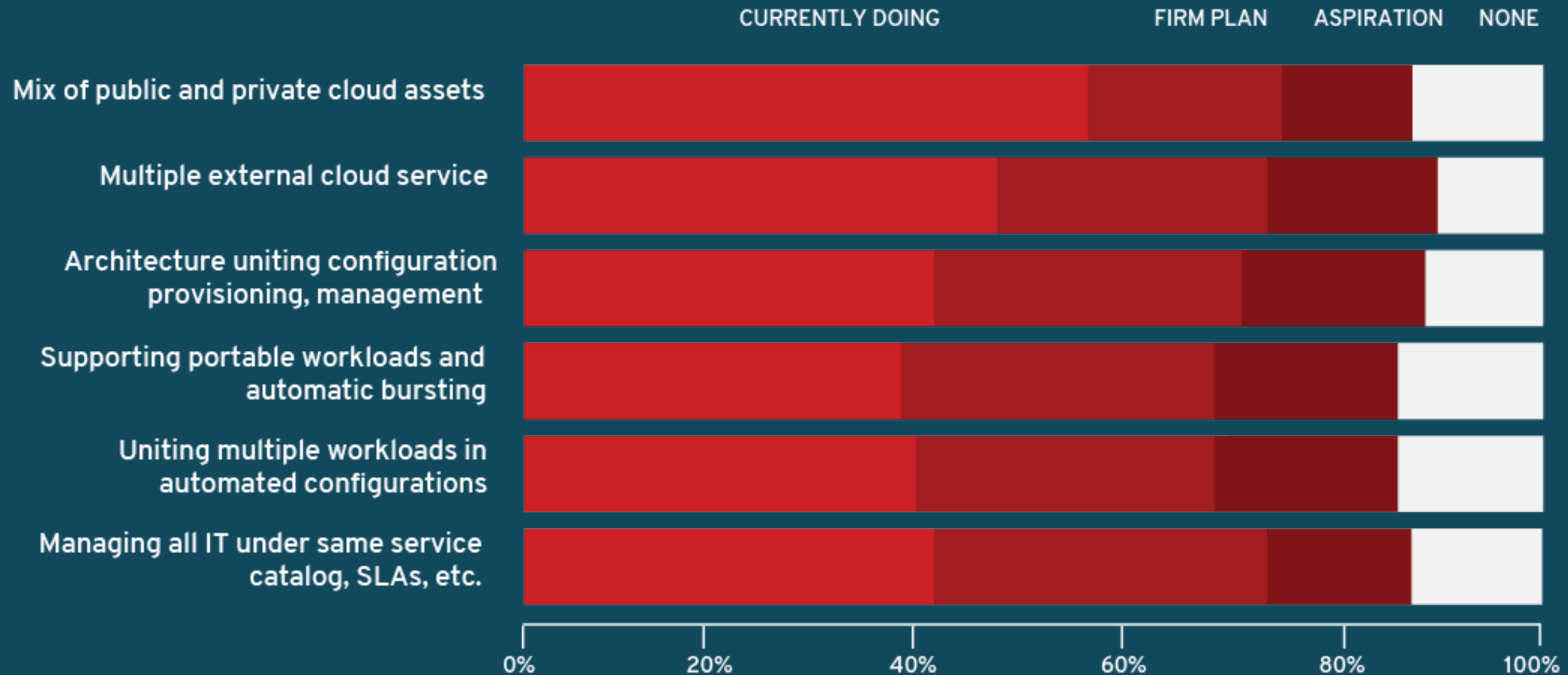


UTILITY-LIKE



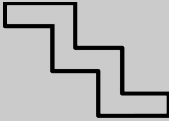

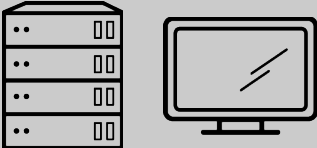

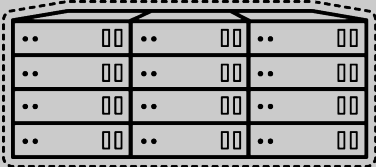

MANAGED, POLICY
DRIVEN, AND ALWAYS ON

HYBRID CLOUD IS A REALITY



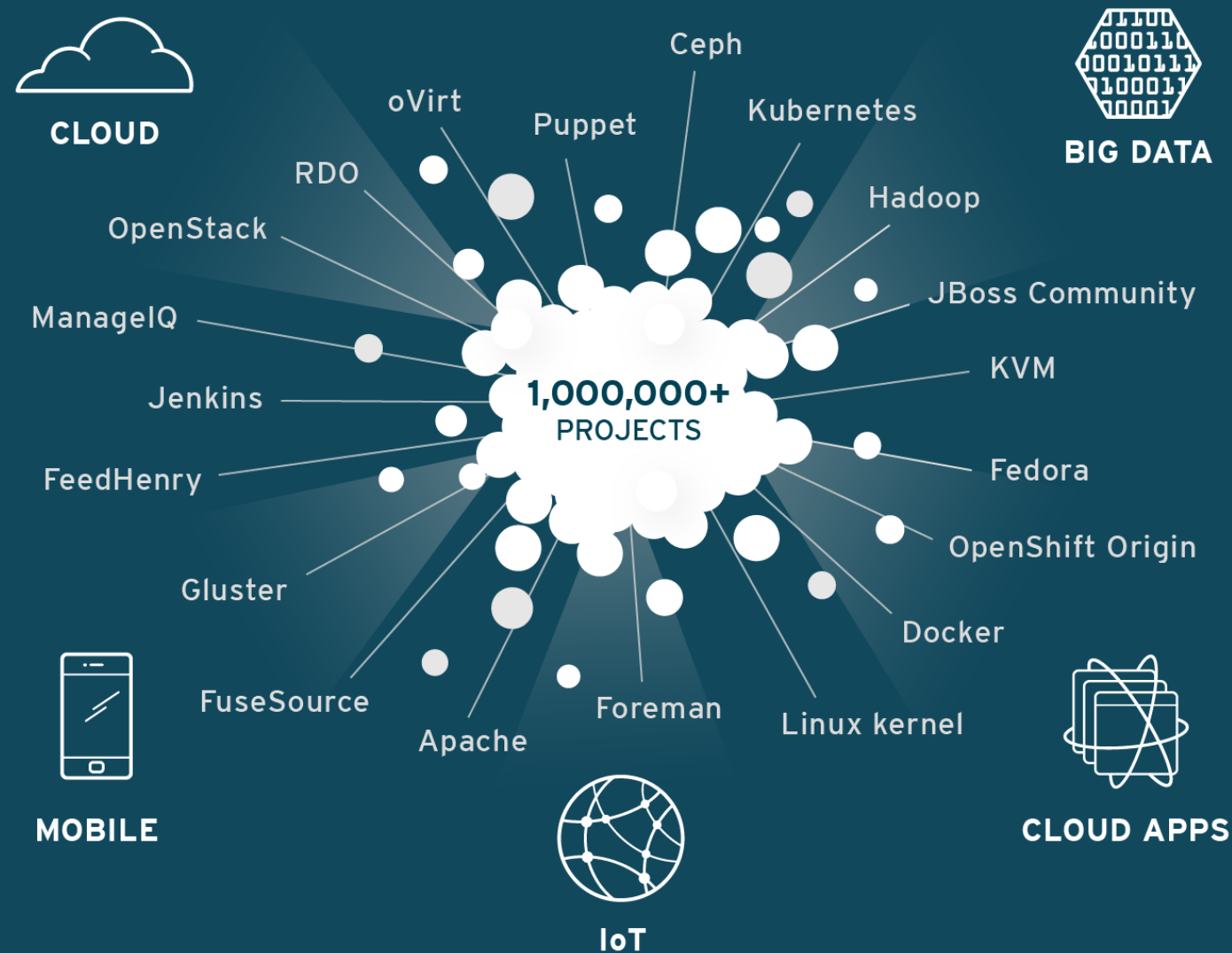
TECHNOLOGY EVOLUTION

Deliver new, agile workloads while modernizing current applications

	TRADITIONAL	EMERGING
HOW	 Waterfall	 Agile and DevOps
WHAT	 Monolithic	 Microservices and APIs
WHERE	 Datacenter	 Containers, cloud, and mobile

OPEN SOURCE COLLABORATIVE DEVELOPMENT

Driving today's software innovation



IT'S NOT JUST CODE, IT'S CULTURE

REQUIREMENTS

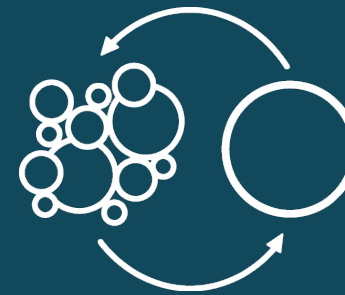


Collaboration



Transparency
(both access and the
ability to act)

BENEFITS



Shared problems are
solved faster



Working together
creates necessary
standardization

RED HAT'S UNIQUE APPROACH

Harness Open Source innovation & deliver mission-critical IT solutions



RED HAT & YOUR BUSINESS: SUBSCRIPTION MODEL

TECHNICAL SUPPORT

24 HOURS / 7 DAYS A WEEK

UNLIMITED INCIDENTS

MULTI-LINGUAL

MULTI-VENDOR CASE OWNERSHIP

MULTI-CHANNEL

ONGOING DELIVERY

STABILITY WITH A PRODUCT LIFE CYCLE OF UP TO 10 YEARS

PATCHES

UPDATES

UPGRADES

SECURITY RESPONSE TEAM

EXPERTISE

CUSTOMER PORTAL & FORUMS

KNOWLEDGEBASE

ACCESS LABS

TRAINING CURRICULA (OPTIONAL)

COMMITMENTS

HARDWARE CERTIFICATION

SOFTWARE CERTIFICATION

CLOUD PROVIDER CERTIFICATION

SOFTWARE ASSURANCE

AWARD-WINNING SUPPORT



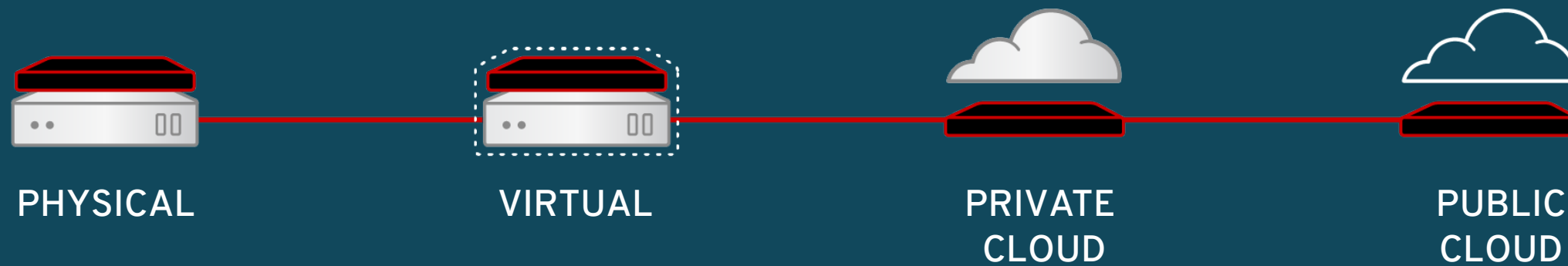
YEARS AWARDED:
2011 2013 2015
2012 2014



“ If we had used proprietary, licensed products from Red Hat competitors, we would have to shell out up to five times the current subscription costs toward one-time licensing in every deployment.
– VINAY ANAND, chief operating officer, Enhancesys Innovations



EVOLUTION OF THE TECHNOLOGY Infrastructure



EVOLUTION OF THE TECHNOLOGY Development



MONOLITHIC



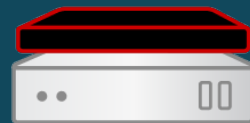
CONNECTED



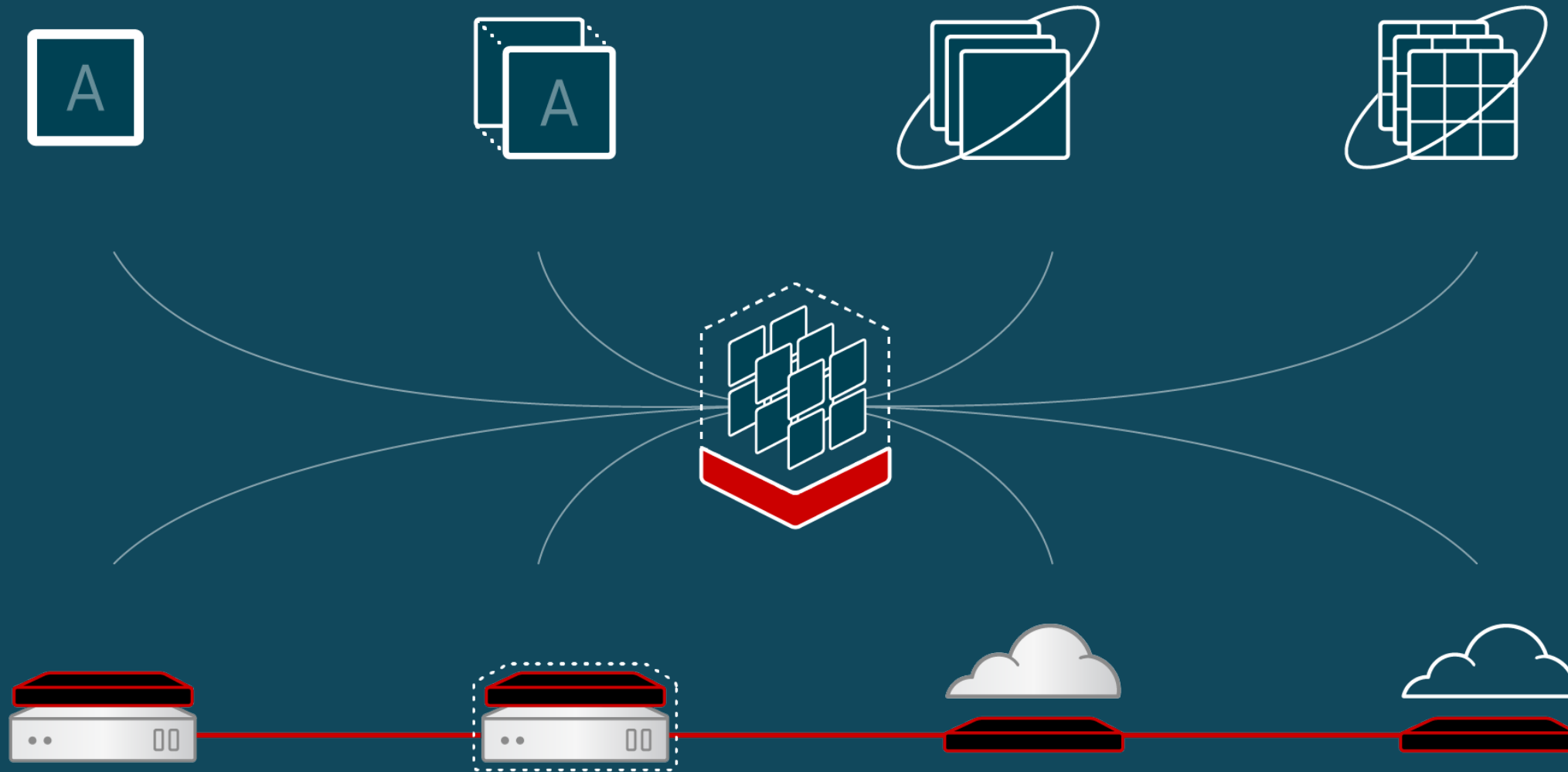
MODERN WEB



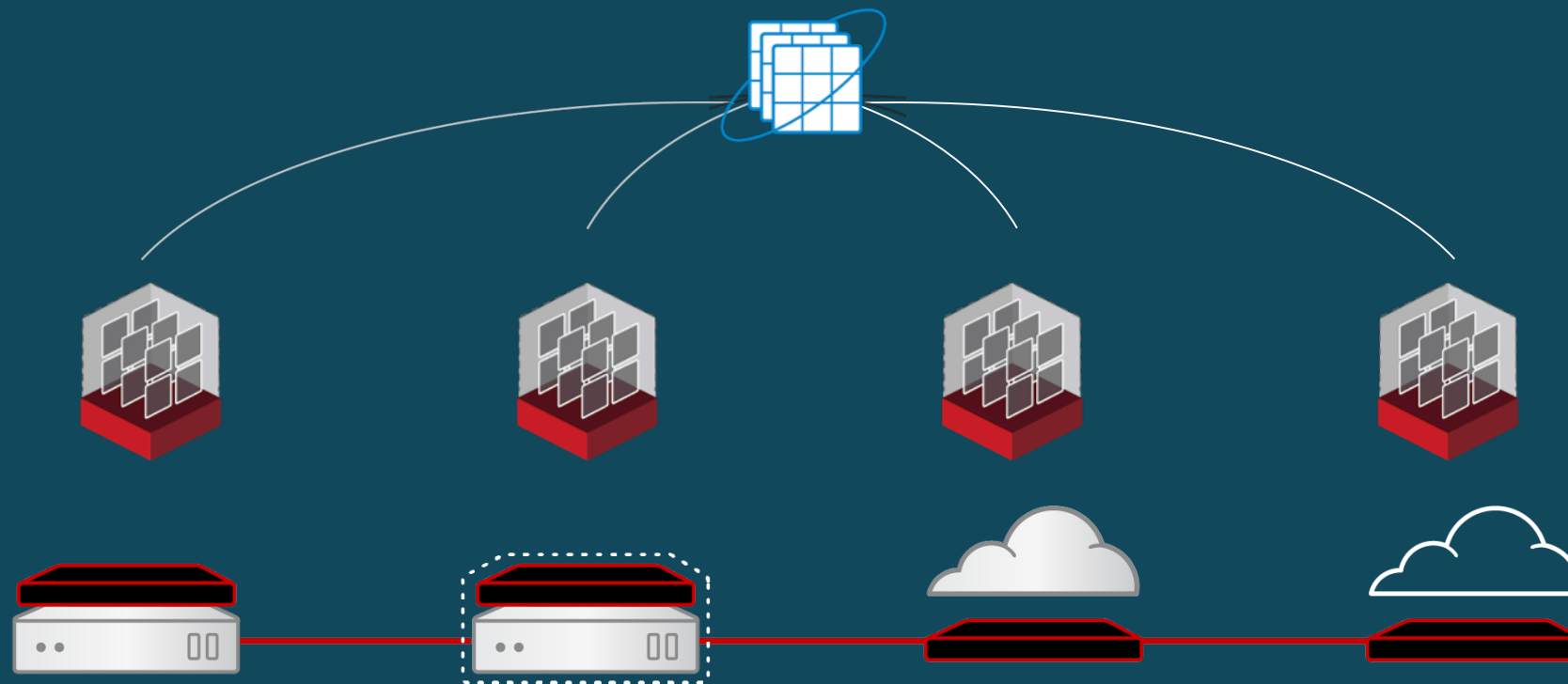
MICROSERVICES



CONTAINERS CONNECT APPLICATIONS TO INFRASTRUCTURE



SERVICES FOR ANY APPLICATION

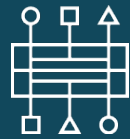


SERVICES FOR ANY APPLICATION

Containers + Microservices



MESSAGING



INTEGRATION



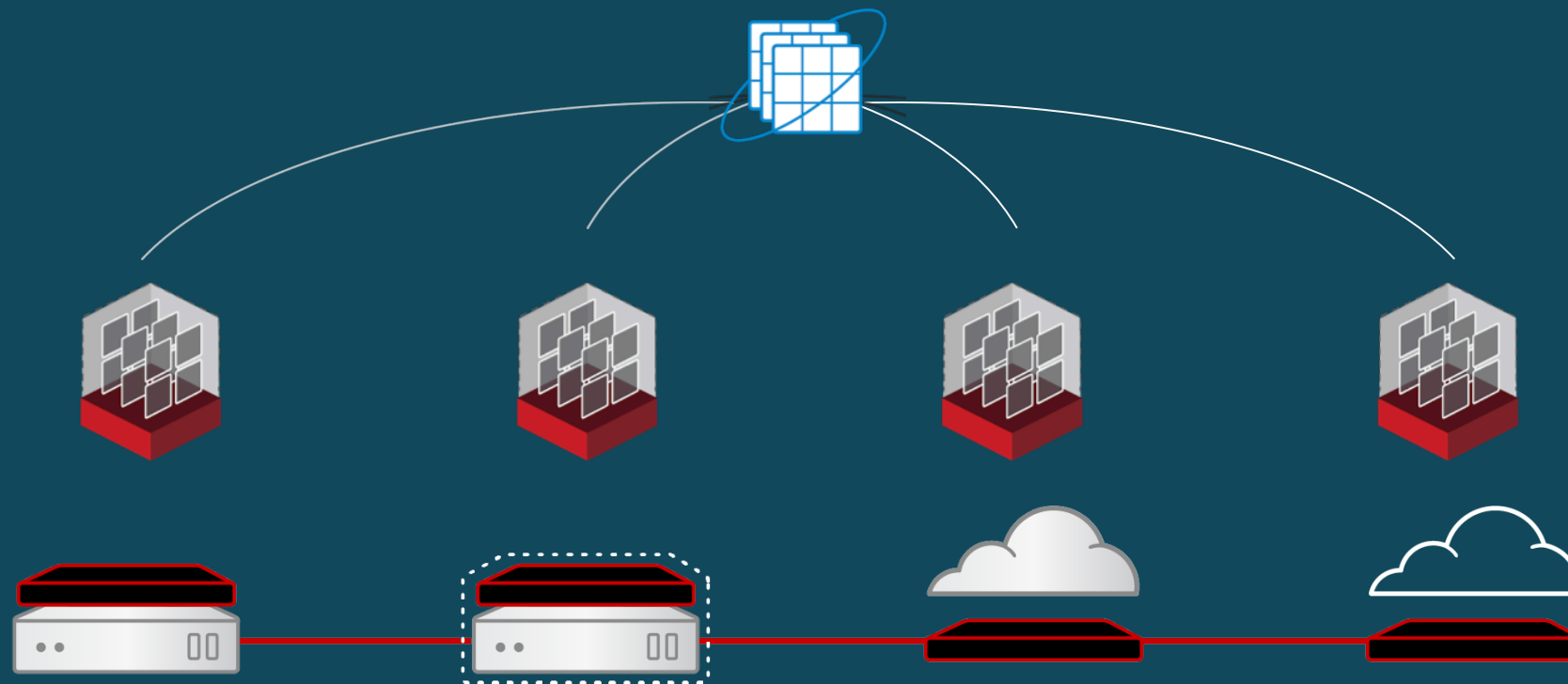
BPM & RULES



MOBILITY



STORAGE

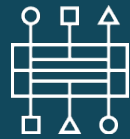


MANAGEMENT ACROSS THE STACK

Manage complex environments – old and new



MESSAGING



INTEGRATION



BPM & RULES



MOBILITY



STORAGE



DEVELOPER SERVICES



MANAGEMENT



THE BUSINESS VALUE OF RED HAT OPENSIFT



RED HAT®
OPENSIFT
Container Platform

531% Average 5 year ROI

\$1.29 Million average annual benefits per 100 developers per year

66% Faster application development life cycles

35% Less IT staff time required per application developed

\$7.42 Million higher revenue per organization

38% Lower IT infrastructure and development platform costs per application

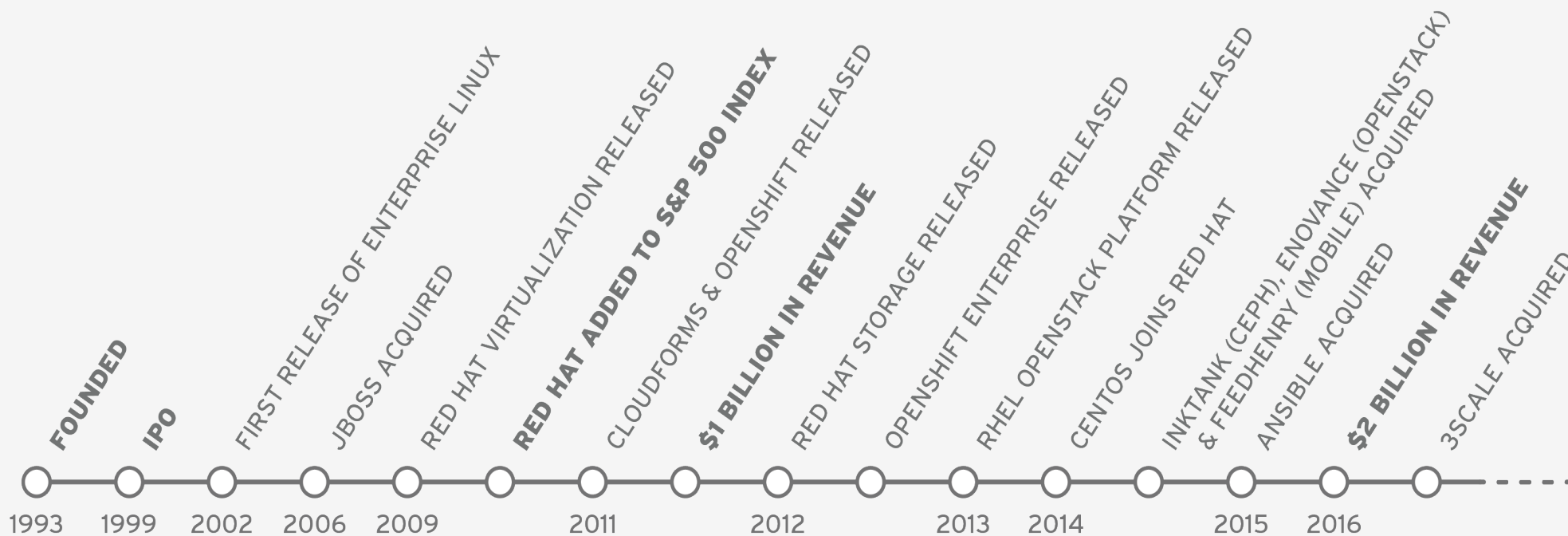
PUTTING IT ALL TOGETHER

Integrated, Hybrid DevOps platform for the Digital Enterprise



THE CIO's ALTERNATIVE

Operating system	Microsoft Windows Server, Oracle Linux, Oracle Solaris, IBM AIX, Hewlett Packard Unix (HP-UX), SUSE Linux Enterprise Server, Canonical Ubuntu	Red Hat Enterprise Linux
PaaS and CaaS	Pivotal Cloud Foundry, IBM Bluemix, Docker Datacenter, Mesosphere Enterprise DC/OS, Heroku, Microsoft Azure, Amazon Web Services, Google Cloud Platform	Red Hat OpenShift
Cloud orchestration	VMware vRealize Suite, IBM Cloud Ochestrator, HPE Cloud Service Automation, RightScale Cloud Management, BMC Cloud Lifecycle Management, Scalr, Cloudify	Red Hat CloudForms
Infrastructure-as-a-Service (IaaS)	HPE Helion, VMware Integrated OpenStack (VIO), Mirantis OpenStack, Ubuntu OpenStack	Red Hat Cloud Infrastructure, Red Hat OpenStack Platform, Red Hat Satellite
Virtualization	VMware vSphere, Microsoft Hyper-V Server 2012	Red Hat Virtualization
Storage	NetApp, EMC (Isilon, ScaleIO, Elastic Cloud Storage [ECS]), VMware Virtual SAN, Scality, IBM Cloud Object Storage	Red Hat Gluster Storage, Red Hat Ceph Storage
Application server	IBM WebSphere Application Server (Liberty Core, Network Deployment, Liberty), Pivotal tc Server, Oracle WebLogic Server Enterprise	Red Hat JBoss Enterprise Application Platform, Red Hat JBoss Web Server
In-memory data grid	IBM WebSphere eXtreme Scale, Oracle Coherence, Hazelcast, Software AG Terracotta	Red Hat JBoss Data Grid
ESB and application integration	IBM Integration Bus, Oracle SOA Suite and Enterprise Service Bus, MuleSoft AnyPoint Platform, TIBCO ActiveMatrix, Software AG webMethods, WSO2 Enterprise Service Bus	Red Hat JBoss Fuse
Data virtualization and data services	IBM InfoSphere Federation Server, Cisco Information Server, Denodo	Red Hat JBoss Data Virtualization
Business rules and process automation	IBM (Operational Decision Manager and Business Process Manager), Appian, Pega, FICO Blaze Advisor, Progress Corticon	Red Hat JBoss BRMS, Red Hat JBoss BPM Suite
Messaging	IBM WebSphere MQ, Pivotal RabbitMQ, TIBCO Enterprise Message Service, Solace Systems	Red Hat JBoss A-MQ
System management	HPE Server Automation, BMC BladeLogic, Microsoft System Center Configuration Manager, Puppet Enterprise	Red Hat Satellite
Mobile	IBM MobileFirst, SAP Mobile Platform (SMP), Kony Mobility Platform, Telerik Platform, OutSystems Platform	Red Hat Mobile Application Platform
IT automation	HPE Server Automation, HPE Operations Orchestration, BMC BladeLogic, Capistrano, Juju	Ansible Tower by Red Hat
API management	Apigee, MuleSoft API Manager, TIBCO Mashery, WSO2 API Manager	3scale API Management Platform by Red Hat



#1 OPEN SOURCE LEADER

MORE THAN
90%
of the
FORTUNE 500
use
RED HAT
PRODUCTS & SOLUTIONS.*

~9,300
EMPLOYEES
85
OFFICES
 **35**
COUNTRIES

S&P
500
COMPANY
NYSE:
RHT
 **AWARD-WINNING SOLUTIONS**



* Red Hat client data, 2015

I.T. MUST EVOLVE TO ENABLE THE DIGITAL ENTERPRISE CULTURE AND PROCESS ARE AS IMPORTANT AS TECHNOLOGY



MINDSET



CULTURE



PROCESS



TECHNOLOGY



THANK You!