

The image features a vibrant red background. In the top-left and bottom-right corners, there are diagonal stripes of a slightly darker red. The background is filled with a pattern of soft, white, fluffy clouds, similar to a sky scene. Centered on this background is the text "we are VERY happy YOU are here!".

we are **VERY** happy **YOU**
are here!

23rd OF MAY

- 09.00–10.00 Arrival and registration
- 10.00–12.30 Partner strategy, partner key initiatives and cloud services
- 12.45–14.00 Lunch
- 14.00–15.00 Management update by Johan Fredriksson
- 15.00–17.30 Red Hat Solution Sales Specialist strategy
- 19.00 Dinner

24th OF MAY

- 09.00–10.00 Innovation labs
- 10.00–11.00 Marketing
- 11.00–12.00 Ecosystem - Partner brokering discussions
- 12.15–13.30 Lunch/ middleware lunch table
- 13.30–14.30 Red Hat Virtualization
- 14.30–16.00 Build committed customers on Red Hat innovation platform
- 16.00 Departure





Petra Heinrich

Laura Lepisto

Peter Hollen

Valentin Yonchev

Mia Thomsen

Nicklas Nilsson

Andreas Bergqvist

Peter Oldeen

Katariina Holmgren

Anna Isgren

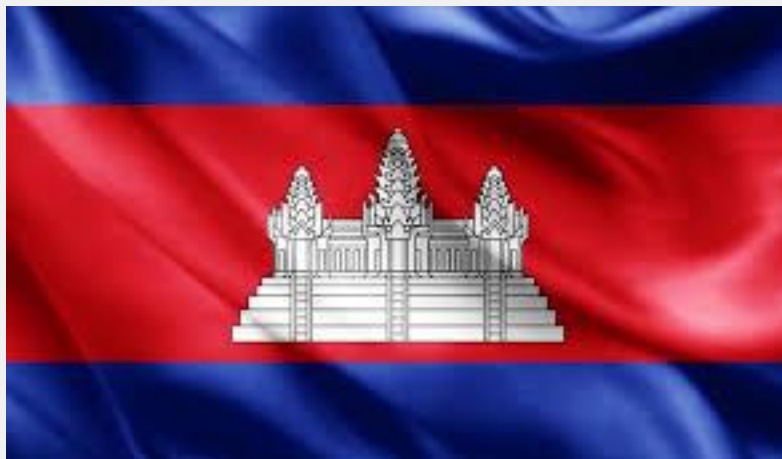
Siamak Sadeghianfar

SUPERSUBS:

- Mattias Paulsson
- Jonas Widell
- Johan Fredriksson
- Peter Lindahl
- Joakim Wethal
- Christina Williams

Waterboy:

- Martin Larsson



Open Source is eating the world

Red Hat has 65 consecutive quarters of growth (15 years)

“In terms of being the most strategic IT vendor three years from now, **Google**, **Amazon** and **Red Hat** are expected to be the biggest gainers”

Goldman Sachs

July 2016



#23 Red Hat

The Worlds 100 Most Innovative Companies 2017

Forbes Magazine

August 2017

RED HAT OVERVIEW

Partner Forum Nordics, May 23rd - May 24th 2018

Petra Heinrich

VP, Partners & Alliances EMEA

Company Strategy and Overview

THE WORLD'S LEADING PROVIDER OF OPEN SOURCE, ENTERPRISE I.T. SOLUTIONS

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

~10,500
EMPLOYEES

S&P
500
COMPANY

THE FIRST
\$2
BILLION
OPEN
SOURCE
COMPANY
IN THE WORLD

85 **35**
OFFICES COUNTRIES

NYSE
RHT

HOW WE GOT HERE

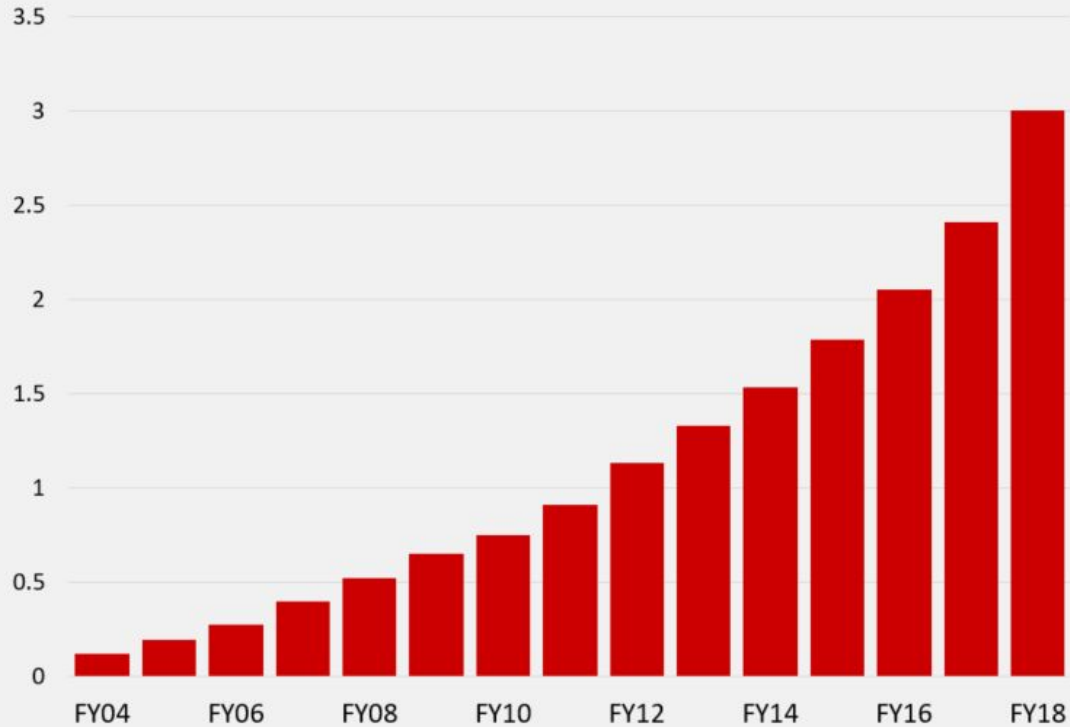
- 1993 ○ FOUNDED
- 1999 ○ IPO
- 2002 ○ FIRST RELEASE OF ENTERPRISE LINUX
- 2006 ○ JBOSS ACQUIRED
- 2009 ○ RED HAT VIRTUALIZATION RELEASED
- RED HAT ADDED TO S&P 500 INDEX
- 2011 ○ CLOUDFORMS & OPENSIFT RELEASED
- \$1 BILLION IN REVENUE

- 2012 ○ RED HAT STORAGE RELEASED
- OPENSIFT ENTERPRISE RELEASED
- 2013 ○ RED HAT OPENSTACK PLATFORM RELEASED
- 2014 ○ CENTOS JOINS RED HAT
- INKTANK (CEPH), ENOVANCE (OPENSTACK), & FEEDHENRY (MOBILE) ACQUIRED
- 2015 ○ ANSIBLE ACQUIRED
- 2016 ○ \$2 BILLION IN REVENUE
- 3SCALE ACQUIRED
- 2017 ○ CoreOS ACQUIRED

COMPANY REVENUE

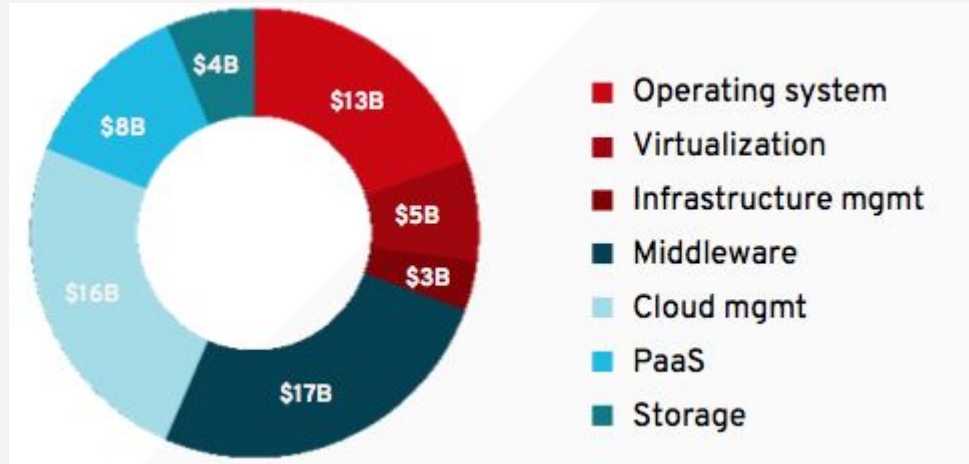
FY2004 - FY2018

\$ BILLIONS



THE GROWTH OPPORTUNITY

Total addressable market estimated at ~\$66 billion in 2020



APPLICATIONS AND BUSINESS PROCESSES

DEVELOPMENT TOOLS


 RED HAT
CONTAINER
DEVELOPMENT KIT


 RED HAT[®] ENTERPRISE LINUX[®]
DEVELOPER SUITE


 RED HAT[®] ENTERPRISE LINUX[®]
DEVELOPER TOOLSET

APPLICATION SERVICES (MIDDLEWARE)


 RED HAT[®] JBOSS[®]
FUSE


 RED HAT[®] JBOSS[®]
A-MQ


 RED HAT[®] JBOSS[®]
DATA VIRTUALIZATION


 RED HAT[®] JBOSS[®]
BPM SUITE


 RED HAT[®] JBOSS[®]
BRMS


 RED HAT[®]
OPENSIFT


 RED HAT[®] JBOSS[®]
ENTERPRISE
APPLICATION PLATFORM


 RED HAT[®] JBOSS[®]
WEB SERVER


 RED HAT[®] JBOSS[®]
DATA GRID


 RED HAT[®]
MOBILE APPLICATION
PLATFORM

INFRASTRUCTURE SOFTWARE


 RED HAT[®]
ENTERPRISE LINUX[®]

 RED HAT[®]
ENTERPRISE LINUX[®]
ATOMIC HOST


 RED HAT[®]
STORAGE


 RED HAT[®]
OPENSTACK
PLATFORM


 RED HAT[®]
ENTERPRISE
VIRTUALIZATION

INFRASTRUCTURE HARDWARE

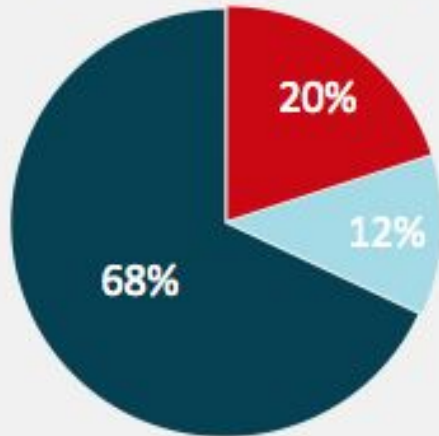
ANSIBLE
by Red Hat[®]

(& OTHER CORE SERVICES)

RED HAT[®]
SATELLITERED HAT[®]
CLOUDFORMSRED HAT[®]
SERVICESRED HAT[®]
TRAINING +
CERTIFICATIONRED HAT[®]
CONSULTING

PRODUCT % SPLIT & GROWTH

% OF TOTAL REVENUE



	<u>Q118 Y/Y Growth</u>
■ App Dev & emerging tech	41%
■ Infrastructure-related tech	14%
■ Training & Consulting	21%
Total Revenue	19%

TRIED. TESTED. TRUSTED.

100%

of airlines in the Fortune Global 500 rely on Red Hat



100%

of telcos in the Fortune Global 500 rely on Red Hat



100%

of healthcare companies in the Fortune Global 500 rely on Red Hat



100%

of commercial banks in the Fortune 500 rely on Red Hat



100%

of U.S. executive departments rely on Red Hat



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RED HAT EMEA
Partners & Alliances Strategy

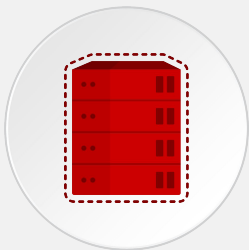
Building strong and committed partner relations - develop our partners to enable them being a technology advisor for their customer for

Infrastructure Migration & Modernization

Application Migration & Modernization

BALANCING INNOVATION AND OPTIMIZATION

Here's what your customers say are their top priorities and challenges



Optimize the
IT you have



**GAIN
EFFICIENCY**



Integrate apps, data,
and processes



**IMPROVE
PRODUCTIVITY**



Add and manage
cloud infrastructure



INCREASE AGILITY

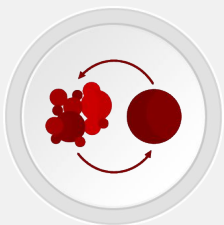


Build more modern
applications



**MOVE
FASTER**

WHAT RED HAT BRINGS TO YOUR BUSINESS



Technology

Secure. Stable. Reliable.



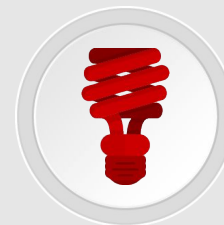
Assurance

Enterprise-grade certainty.



Expertise

Experience you can trust.

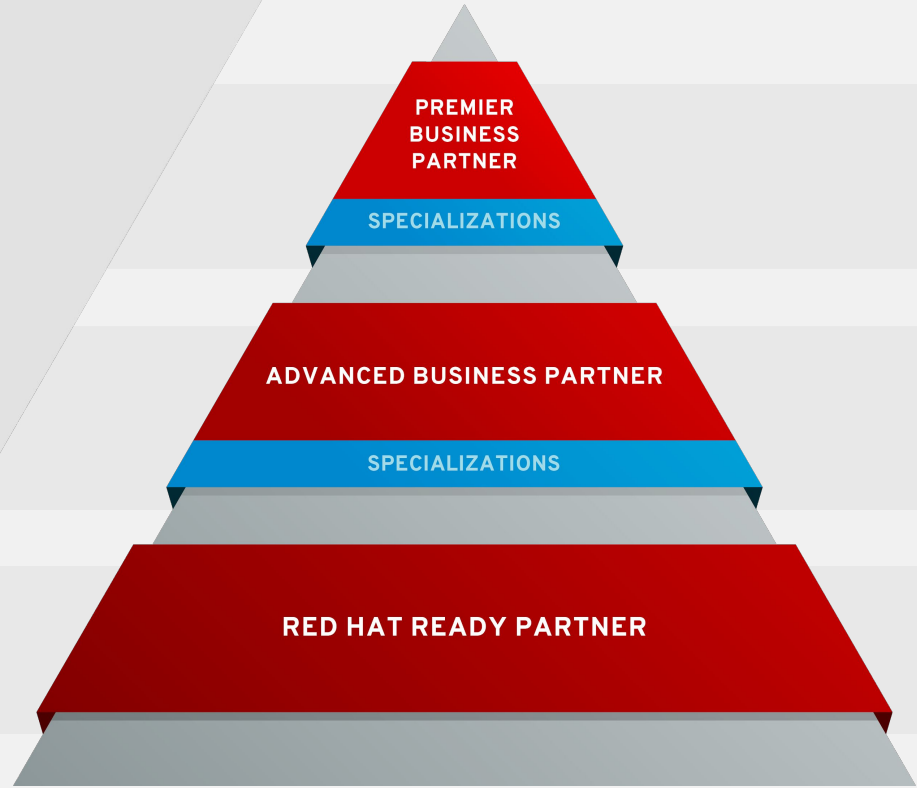


Innovation

Competitive advantage.

THE RED HAT PARTNER PROGRAM MULTI TIER MODEL

As your commitment to Red Hat technologies grows, the benefits you receive from Red Hat will also grow.



STRATEGY

- **Digital Transformation** - Integrated Solutions with our strategic partners enabling customers journey towards next generation IT
- Drive our journey with a specific focus on select **vertical sectors**, supported via the ISV ecosystem and select System Integrator initiatives
- Continue to **develop our Premier and Advanced Business Partner** ecosystem as well as **our System Integrator** relationships in all Partner Program Specializations across EMEA
- Establish key **Cloud Service Provider** relationships to enable our customers to consume all our technologies on-demand
- Leverage our **global alliance partnerships** to expand our customer base and footprint

About DX

THE DX CHALLENGE

Board becomes the Buyer

THE DX CHALLENGE

Board becomes the Buyer

Vertical Play

From a recent CRN survey

THE DX CHALLENGE

Board becomes the Buyer

Vertical Play

Skills Gap biggest concern

SO MANY OPPORTUNITIES...



TRULY HELP CUSTOMERS INNOVATE

Increased relevance for the
new buyers

Use DX to do incredibly
innovative things



OPENSIFT THE INNOVATION PLATFORM

Apps, new and old,
running on OpenShift

Massive service opportunity



HAVE WE MENTIONED IoT, YET?

Or SAP Hana?
Or IT Modernization?
Or Cloud Management?
Or...

... AND WHAT YOU CAN COUNT ON!



COMMITMENTS

Red Hat Values
Growing share from partners
Strong ecosystem



PROGRAMS

Give to get
Rewards for success
Reputation and credibility



SKILLS

Free access to training
Open sharing
Partnering in professional
services

RED HAT: A TRANSFORMATION ENABLER FOR PARTNERS

Innovation

Differentiation

Growth

Profitability

Stability



redhat.®

RED HAT EXPECTATIONS



COMMITMENT

Joint goals
Strong relationship
Adopt early



CONTRIBUTION

Expand mindshare
Expand to new customers



COMPETENCE

Deep skills
Solutions



SKILLS GROWTH

11K+ accreditations in EMEA



CCSP BUSINESS IS FLYING

55% growth in the past fiscal year. 222 regional partners. 15 Global with EMEA scope



ALL MAJOR GLOBAL SYSTEM INTEGRATORS

Now in our network of partners. Collaboration with Solution Providers



ISV ECOSYSTEM SUCCESS

Leading ISVs moving to open source PaaS IoT developers adopting Red Hat for agile innovation

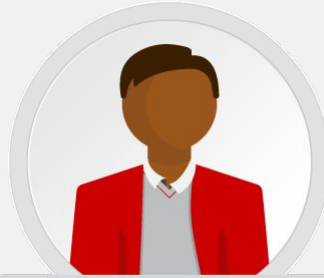
RED HAT ONLINE PARTNER ENABLEMENT NETWORK (OPEN)

Capabilities by role to inspire confidence



SALES

- Value pitch
- Qualification
- Competitive positioning
- Objection handling
- Pricing



SALES ENGINEER

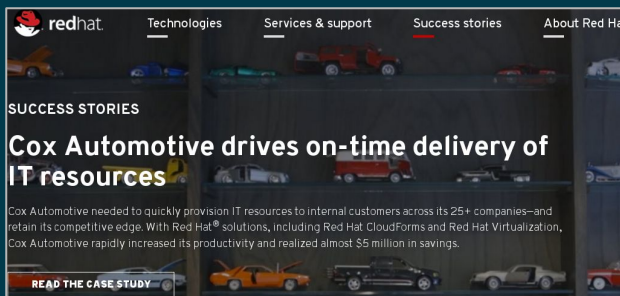
- Technical sales
- Qualification
- Competitive positioning
- Objection handling and pricing
- How-to demo



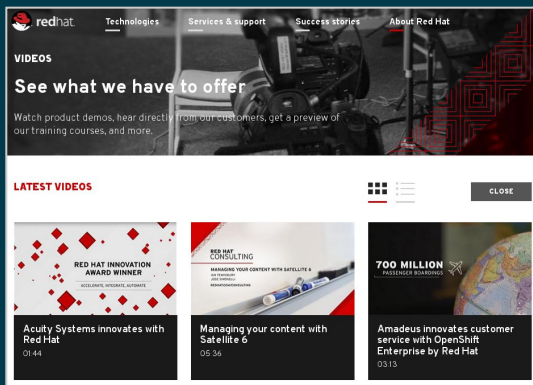
DELIVERY

- Product installation
- App development
- Proof-of-concept delivery
- Solution architecture

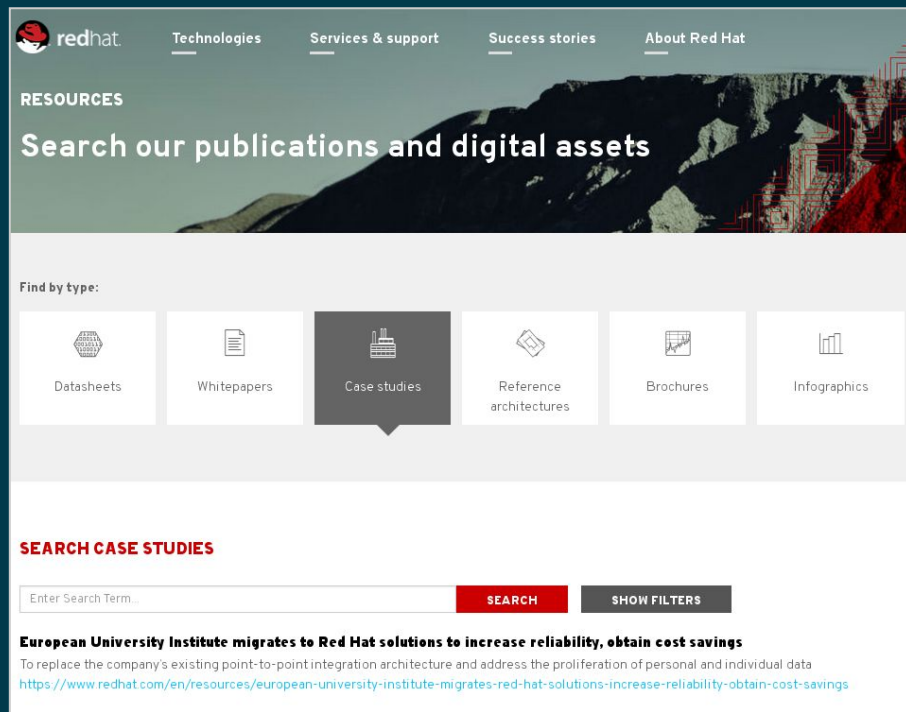
WHERE TO FIND REFERENCES: REDHAT.COM



www.redhat.com/en/success-stories



www.redhat.com/en/about/videos
(we also have a channel on [YouTube](#))



www.redhat.com/en/resources

RED HAT CONNECT FOR PARTNERS

Red Hat provides multiple paths to engage, certify, and go to market

RED HAT CONNECT FOR
BUSINESS PARTNERS



RED HAT CONNECT FOR
TECHNOLOGY PARTNERS



RESELLERS AND SOLUTION PROVIDERS



PROFESSIONAL SERVICES PROVIDERS



GLOBAL SYSTEM INTEGRATORS



CLOUD AND SERVICE PROVIDERS



ORIGINAL HARDWARE MANUFACTURERS



INDEPENDENT SOFTWARE VENDORS



EMBEDDED SYSTEMS PROVIDERS



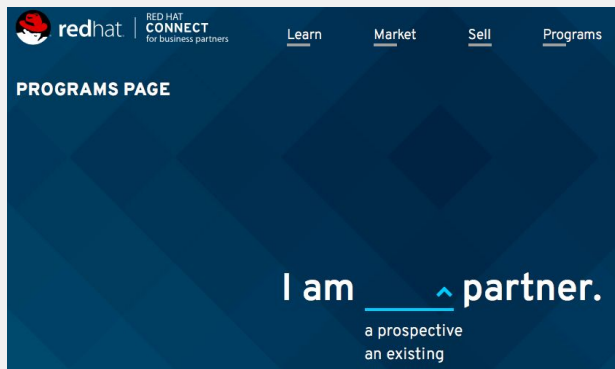
TRAINING DELIVERY AND RESELL PROVIDERS

THANK YOU

JOIN THE PROGRAM AND STAY CONNECTED

RED HAT PARTNER PROGRAM

[Register](#)



RED HAT PARTNER SHOWCASE

[LinkedIn Group](#)



OPTIMIZED ENABLEMENT, TRAINING, AND SUPPORT

A robust program to ensure partners are enabled to achieve and scale beyond

