



RED HAT
FORUM
Europe, Middle East & Africa



MARKET DYNAMICS AND THE ROLE OF OPEN

Werner Knoblich
SVP and General Manager EMEA, Red Hat

Mobile device diversity
and management

Hybrid cloud and IT
as a service broker

The era of personal cloud

Smart machines

Web-scale IT

3D printing

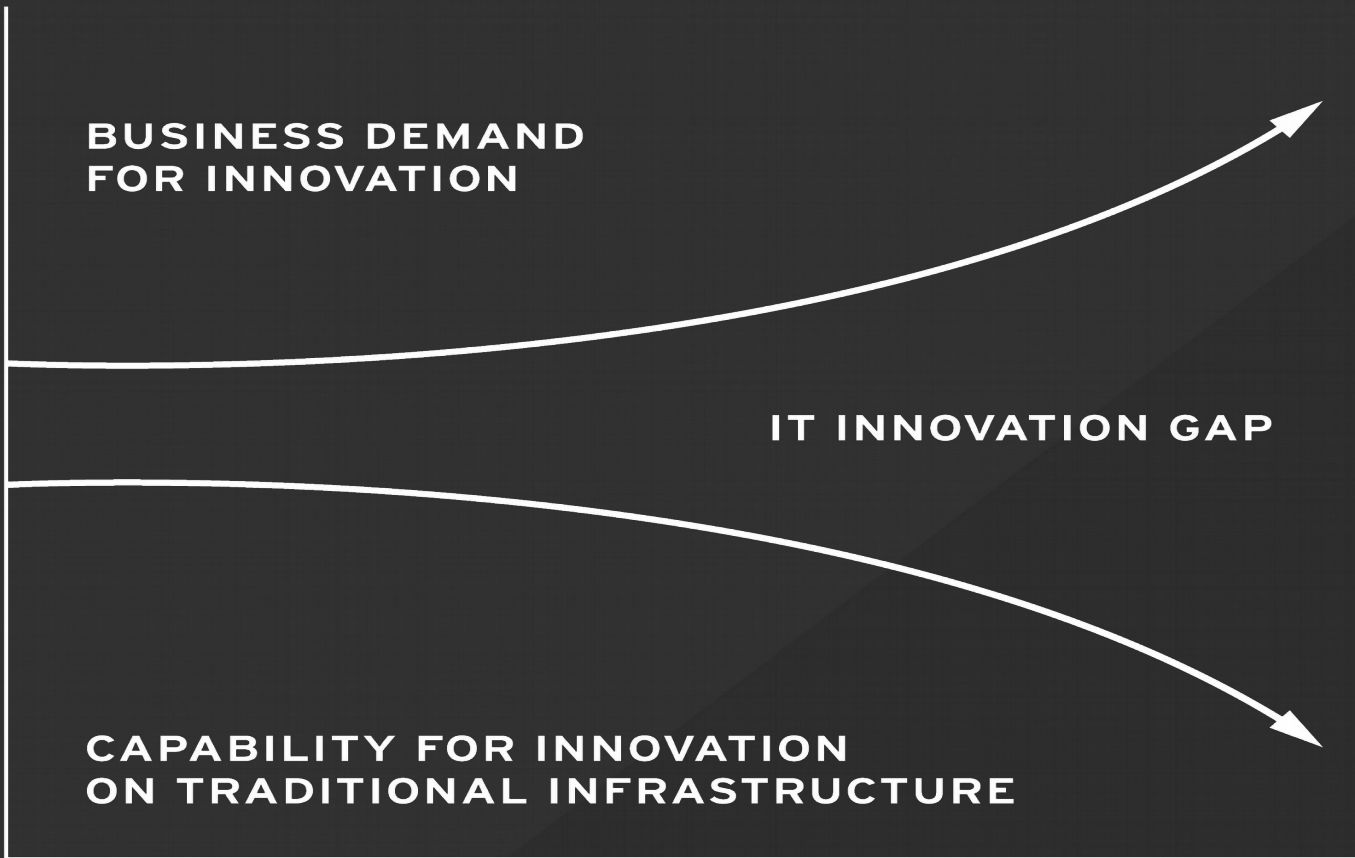
Mobile apps
and applications

Cloud/client architecture

Internet of Things

Software-defined anything

Digitization



**BUSINESS DEMAND
FOR INNOVATION**

IT INNOVATION GAP

**CAPABILITY FOR INNOVATION
ON TRADITIONAL INFRASTRUCTURE**

IT TRANSFORMATION

“

To capture digital opportunities, CIOs need to deal with speed, innovation, and uncertainty.

This requires operating two modes of enterprise IT: Conventional and “nonlinear.”

By 2017, 75% of IT organizations will have a bimodal capability. Half will make a mess.

Source: Gartner, Taming the digital dragon: The 2014 CIO Agenda

”



IT Industrialization
MODE 1 (Marathon runners)

Bimodal IT



Digitalization
MODE 2 (Sprinters)

Reliability

• Goal •

Agility

Price for performance

• Value •

**Revenue, brand,
customer experience**

Waterfall

• Approach •

Agile

**Plan driven,
approval based**

• Governance •

**Empirical, continuous,
process based**

**Enterprise suppliers,
long term deals**

• Sourcing •

**Small, new vendors,
short term deals**

**Good at conventional
process, projects**

• Talent •

**Good at new and
uncertain projects**

**IT-centric, removed
from customer**

• Culture •

**Business centric, close
to customer**

Long (months)

• Cycle times •

Short (days, weeks)

Source: © 2014 Gartner, Inc. and/or affiliates

THE DIGITAL FUTURE

MOBILE



HOW
you will deliver
your digital
business
experience

IoT



WHAT
your analog
business
will do in the
digital realm

CLOUD



WHERE
your digital
business
will run

DELIVERING THE DIGITAL EXPERIENCE

COMPANIES USING MOBILITY TOOLS



INCREASED

63%
Worker
productivity

19%
Services
revenue

50%
Customer
satisfaction
scores

13%
New
sales
revenue

DECREASED

63%
Paperwork

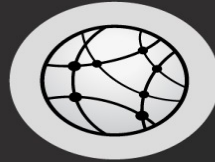
31%
Travel time

Source: Technology Services Industry Association

THE DIGITAL FUTURE



MOBILE



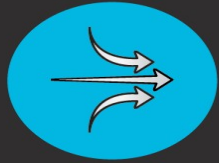
IoT



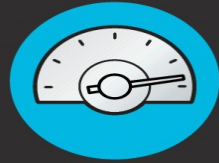
CLOUD



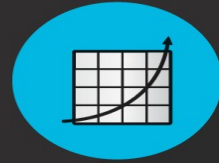
MOBILE IN THE ENTERPRISE



Expedite
innovation
to market



Accelerate
application
development



Increase
operational
efficiency



Enable
DevOps



Drive user
engagement

THE DIGITAL FUTURE



MOBILE



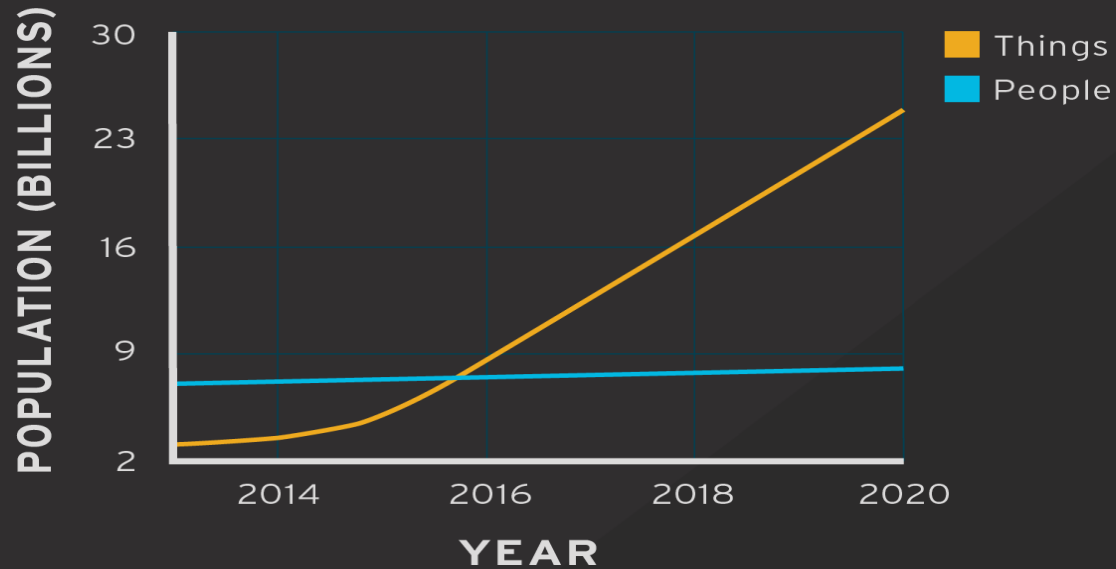
IoT



CLOUD



TRANSFORMATION OF IoT



Source: www.gartner.com/newsroom/id/2905717

"We estimate a potential economic impact of as much as

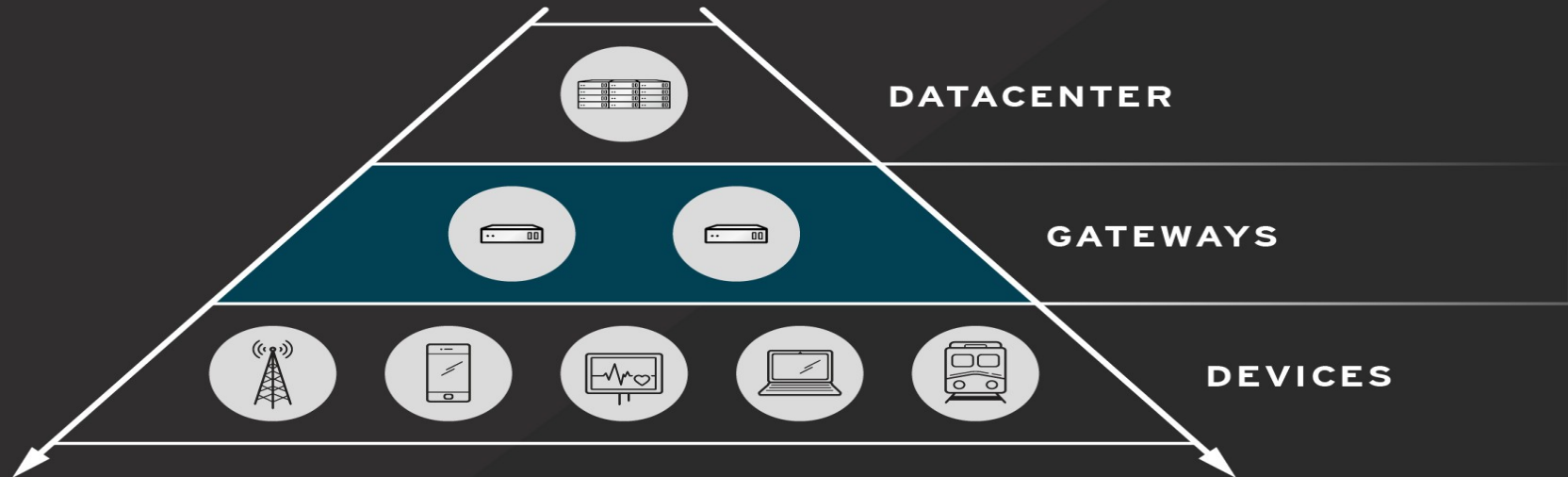
**\$11.1 TRILLION
PER YEAR IN 2025**

for IoT applications in nine settings."

McKinsey & Company

The Internet of Things:
Mapping the Value
Beyond the Hype June 2015

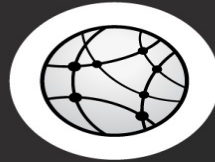
IoT: DRIVING DATACENTER FUNCTION TO THE EDGE



THE DIGITAL FUTURE



MOBILE

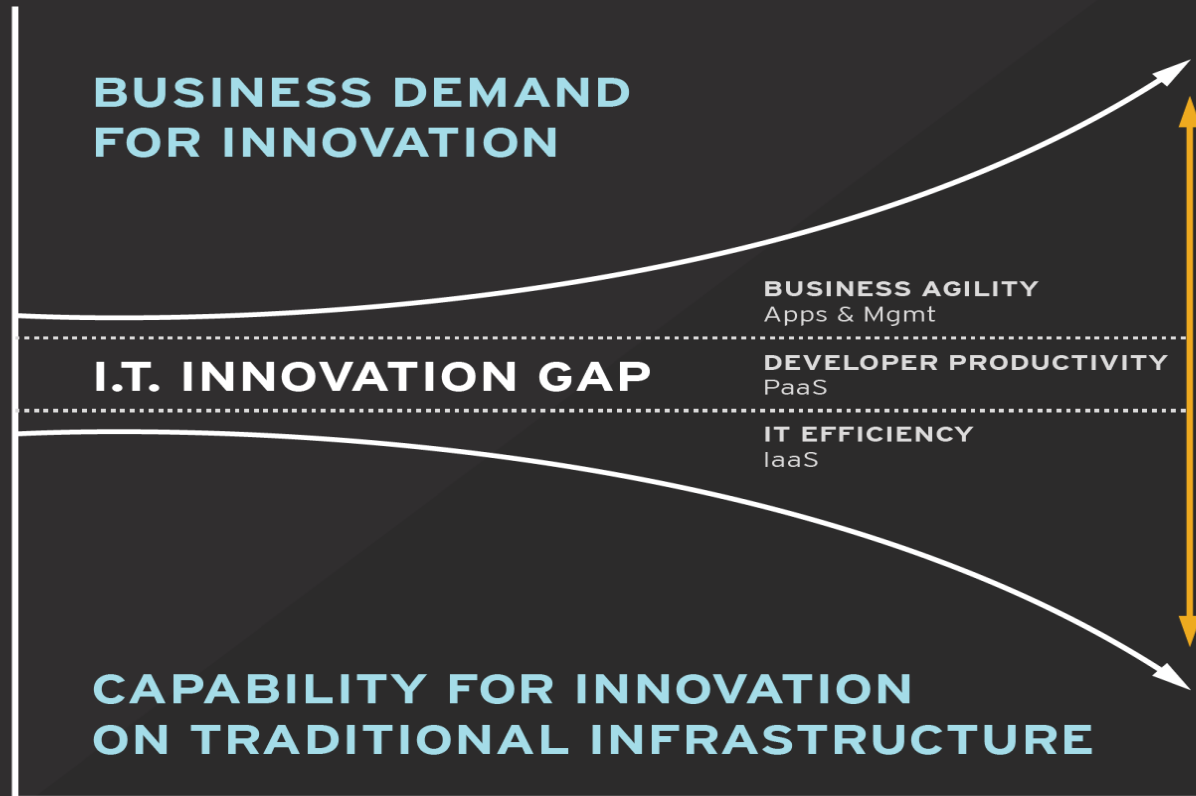


IoT

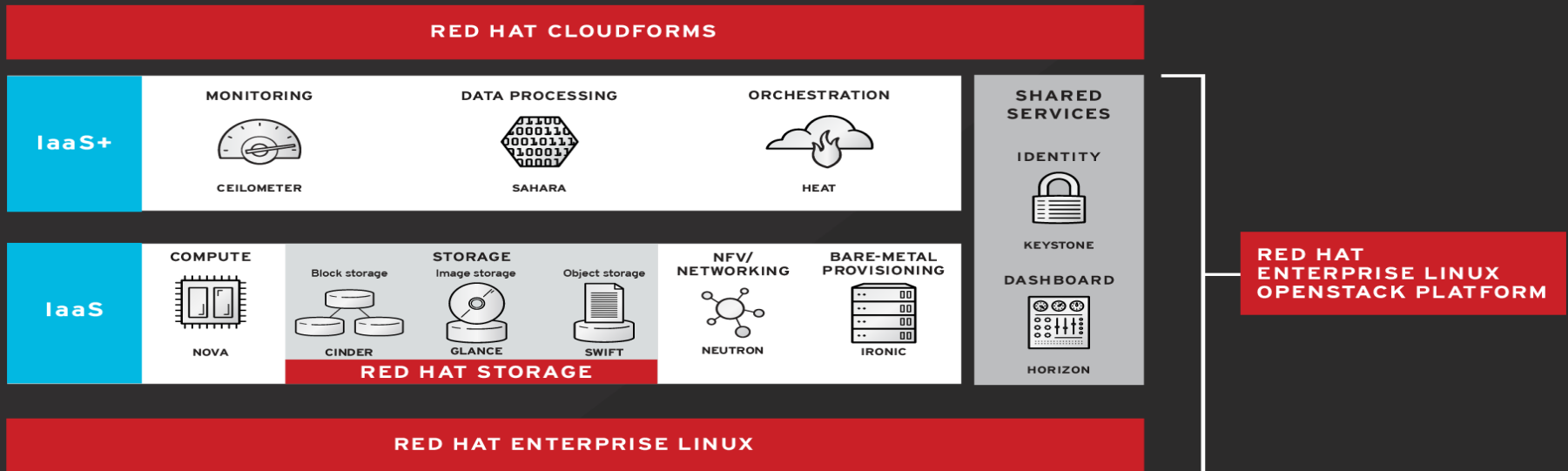


CLOUD

CLOUD: A NEW PLATFORM FOR YOUR DIGITAL BUSINESS



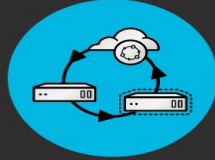
OPENSTACK: THE FOUNDATION FOR THE CLOUD



CONTAINERS REVOLUTIONIZE THE CLOUD



Faster
app delivery



Deployment
flexibility



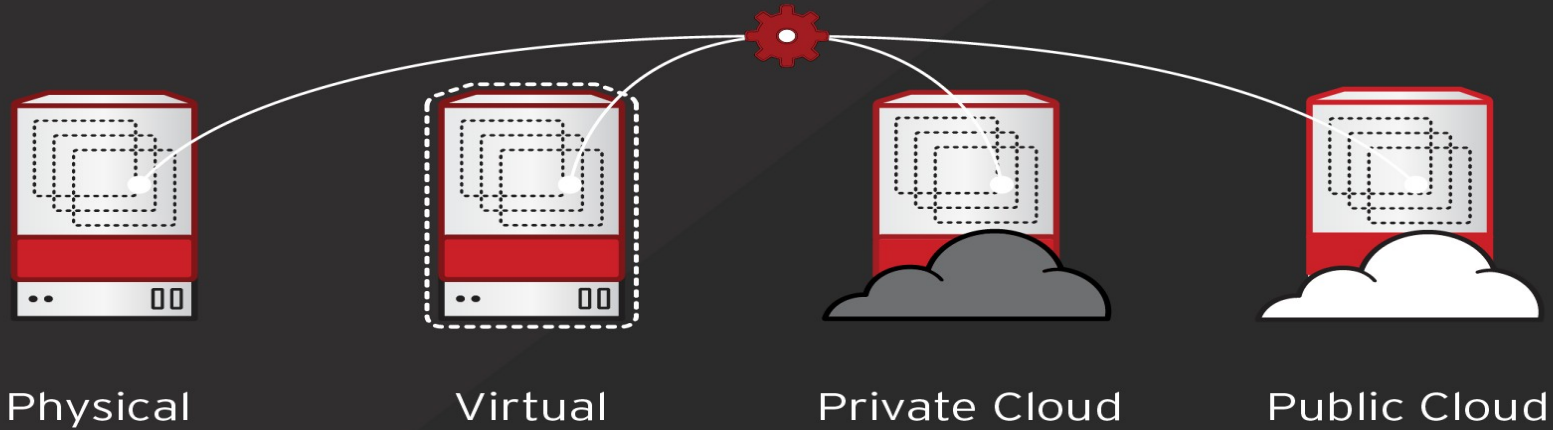
Operational
efficiency



Lowered
deployment
costs

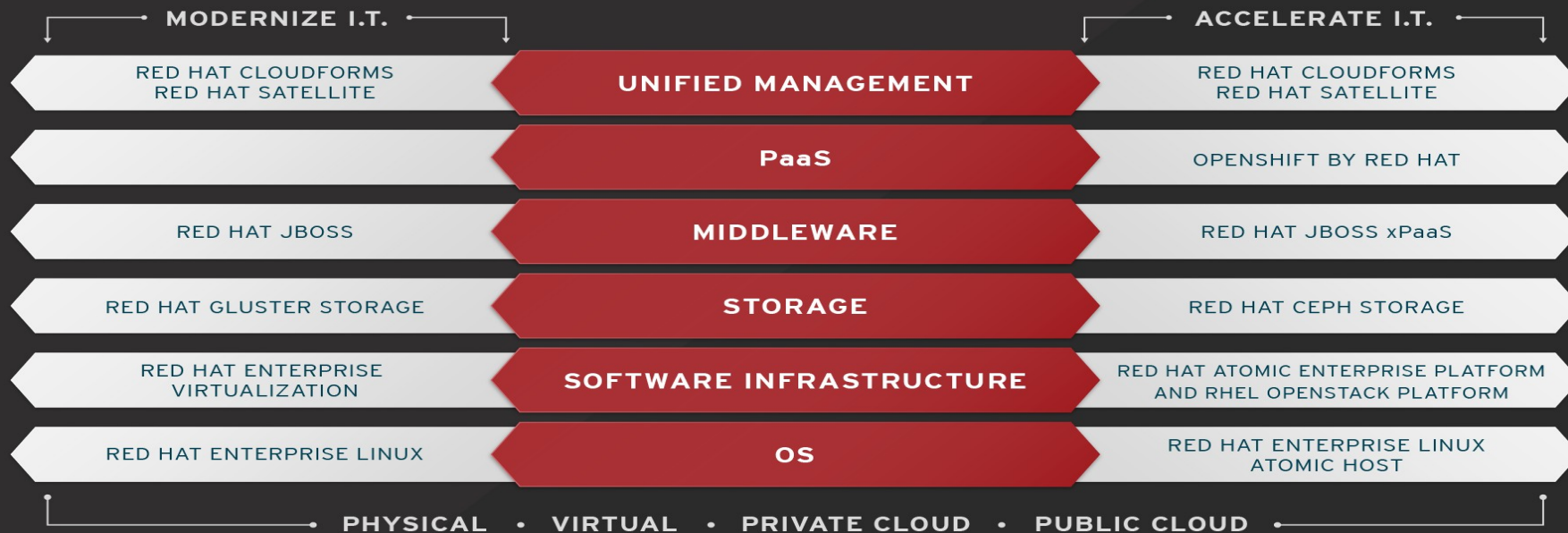


LEVERAGE CONTAINERS TO BUILD MICROSERVICES

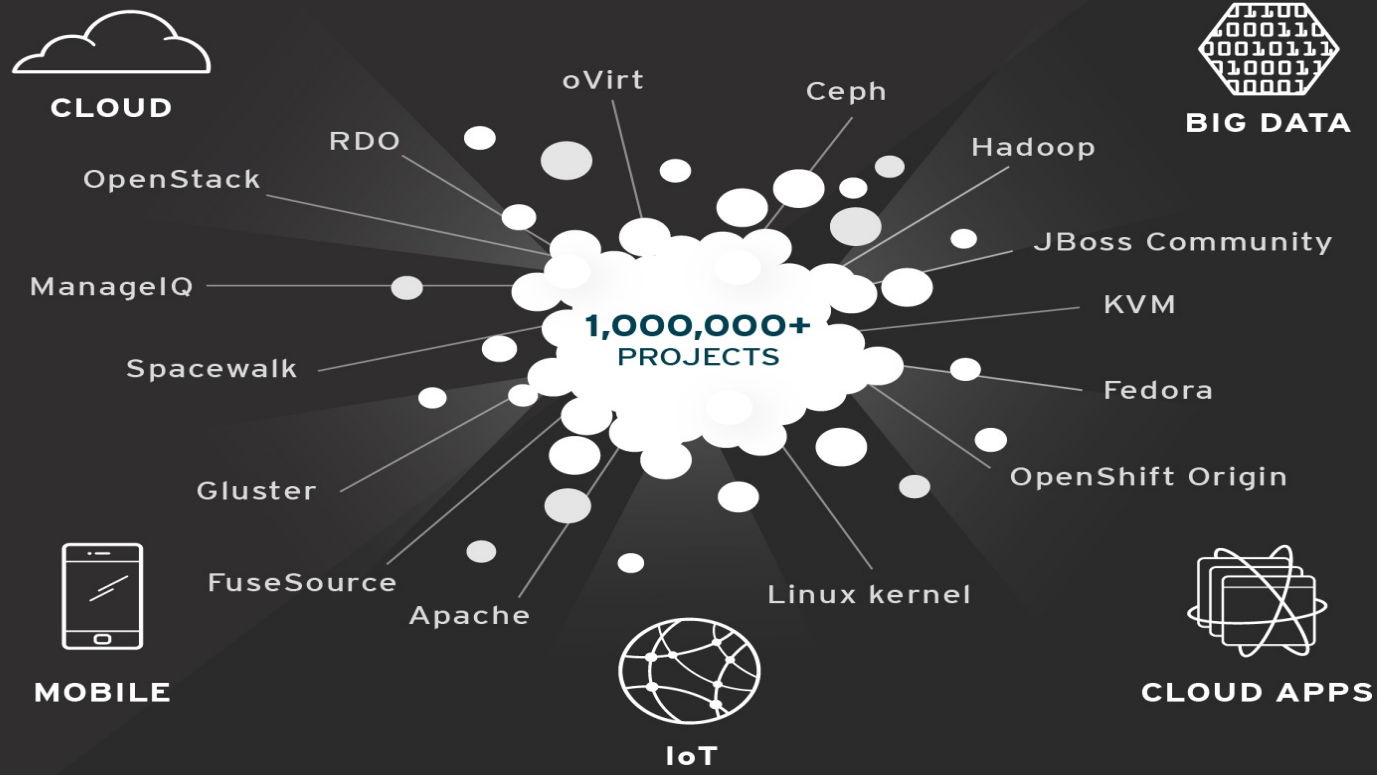


OPEN HYBRID CLOUD PLATFORM

Rich capability



OPEN SOURCE IS PROGRAMMING THE DIGITAL FUTURE



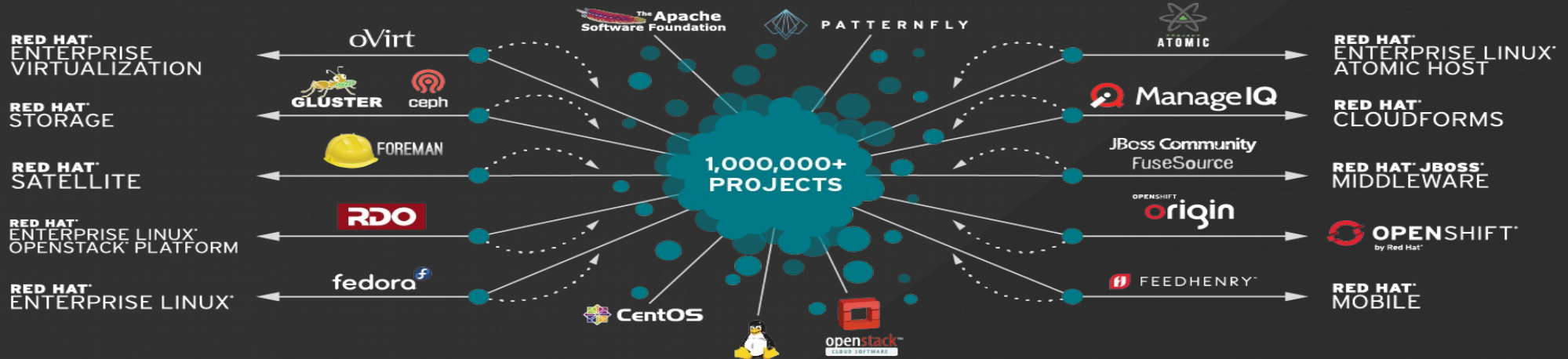
“ 8 out of 10 are choosing Open Source based on quality.
Jumped from fifth to first this year ”

“ 50% of all enterprises are expected
to contribute to and adopt Open Source ”

“ When asked why companies engage with Open Source
communities, the #2 answer was:
“Attract and retain top development talent” ”

Source: Blackduck Future of Open Source Survey 2014

COMMUNITY TO ENTERPRISE





#1 OPEN SOURCE LEADER

FOUNDED
IPO

FIRST RELEASE OF ENTERPRISE LINUX

JBOSS ACQUIRED

RED HAT ENTERPRISE VIRTUALIZATION RELEASED

RED HAT ADDED TO S&P 500 INDEX

CLOUDFORMS & OPENSIFT RELEASED

\$1 BILLION IN REVENUE

RED HAT STORAGE SERVER RELEASED

OPENSIFT ENTERPRISE RELEASED

RHEL OPENSTACK RELEASED

CENTOS JOINS RED HAT

INKTANK (CEPH),
ENOVANCE (OPENSTACK)
& FEEDHENRY ACQUIRED

1993 1999 2002 2006 2009 2011 2012 2013 2014

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

7,500+
EMPLOYEES
85+
WORLDWIDE
OFFICES
 **35**
COUNTRIES

S&P
500
COMPANY
NYSE:
RHT



AWARD-WINNING
SOLUTIONS



* Red Hat client data, 2014

WE OFFER A RANGE OF MISSION-CRITICAL SOFTWARE AND SERVICES COVERING:



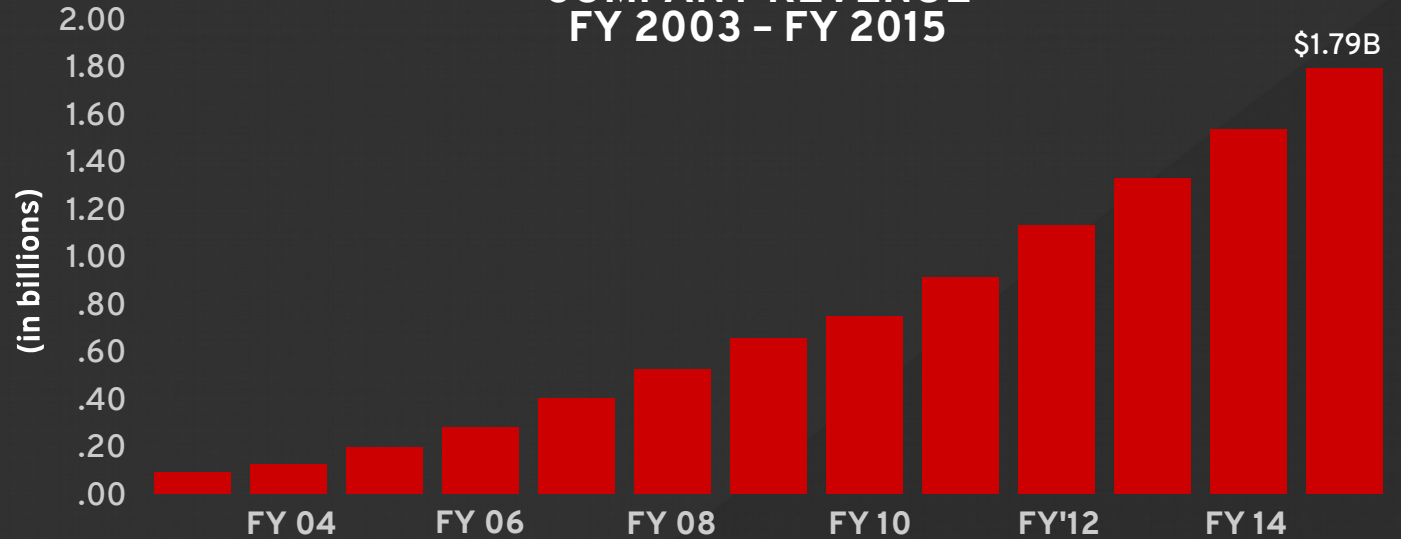
THE BENEFITS

- ✓ Flexibility
- ✓ Faster technology innovation
- ✓ Better quality
- ✓ Better price/performance
- ✓ Long-term deployment
- ✓ Better security—assurance
- ✓ Shared development: Accelerated innovation
- ✓ Open collaboration: Products that meet customer needs

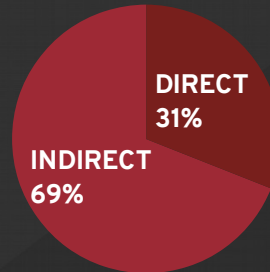


the **FIRST**
\$ 1 BILLION DOLLAR
OPEN
SOURCE
COMPANY
in the
WORLD

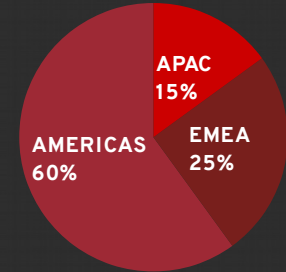
COMPANY REVENUE FY 2003 - FY 2015



BOOKINGS BY CHANNEL FY2015



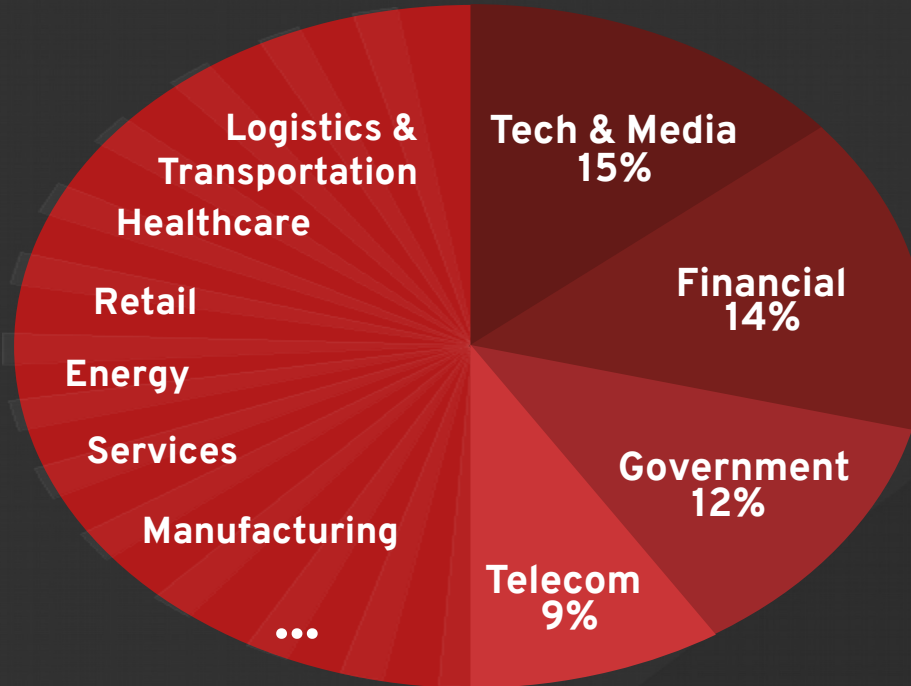
GLOBAL BOOKINGS FY2015



WIDE-RANGING EXPERIENCE

BREADTH
ACROSS
MULTIPLE
VERTICALS
GLOBALLY

STRENGTH
IN MAJOR
VERTICALS
GLOBALLY



100% of the Fortune 500 companies in the following industries are Red Hat customers:



AIRLINES



COMMERCIAL BANKS



FINANCIAL DATA SERVICES



HEALTHCARE



TELECOM

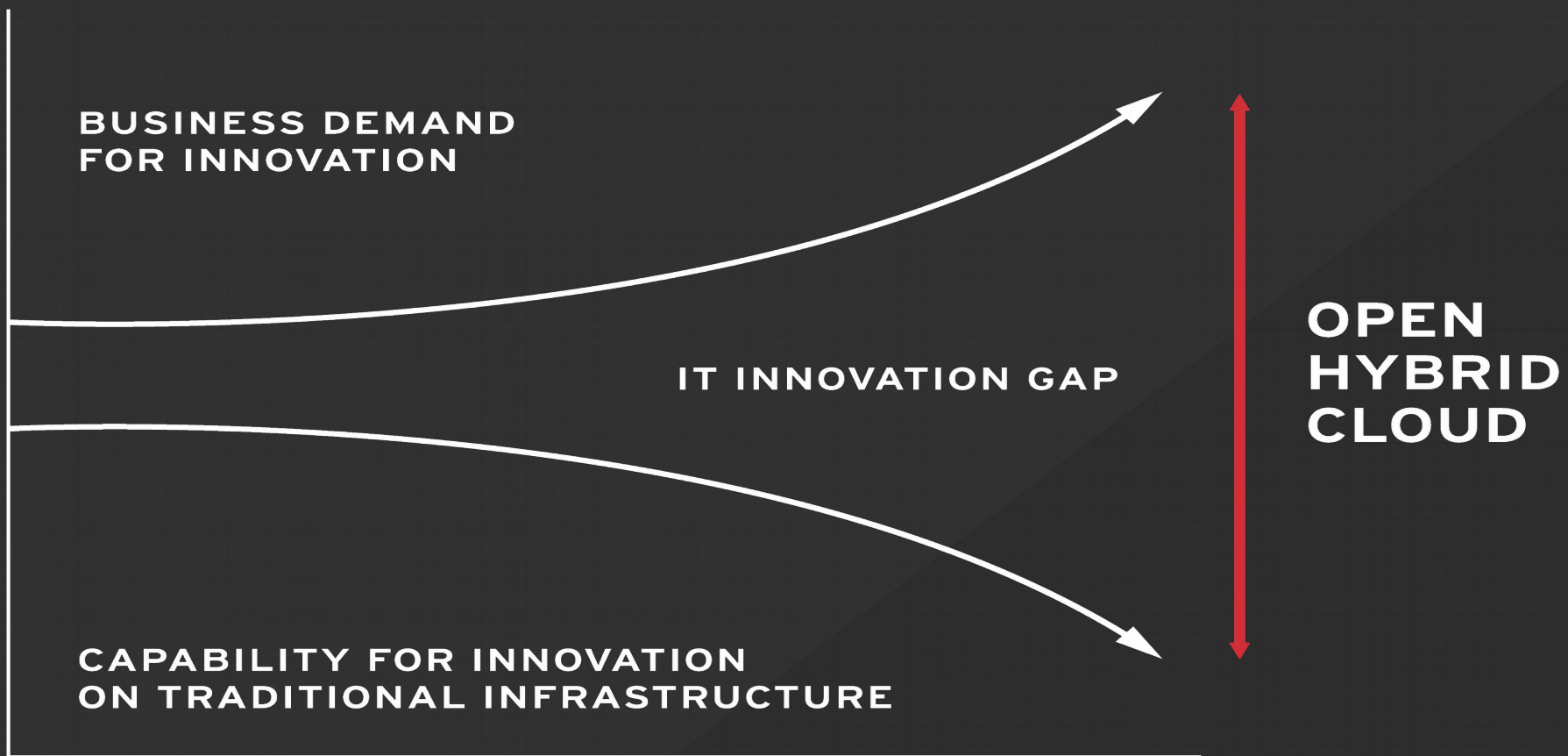
50% of the world's trading volume is powered by Red Hat products and solutions.

Source: Red Hat customer annual bookings and client data

THE CIO'S ALTERNATIVE



Operating System	Microsoft Windows Server, Oracle Solaris, IBM AIX, HP/UX >	Red Hat Enterprise Linux
PaaS Cloud	Pivotal CloudFoundry, IBM Bluemix, HP Helion, AWS Beanstalk, Microsoft Azure, Google App Engine, Heroku/SalesForce >	OpenShift by Red Hat
Cloud Management	VMware vCloud Automation Center, HP Cloud Service Automation (CSA), BMC Cloud Lifecycle Management, Microsoft System Center >	Red Hat CloudForms, Red Hat Cloud Infrastructure
Cloud Infrastructure	VMware vCloud Director, Citrix CloudPlatform, Eucalyptus, Rackspace >	RHEL OpenStack Platform RHEL Atomic Host
Virtualization	VMware vSphere, Citrix XenServer, Microsoft HyperV >	Red Hat Enterprise Virtualization
Storage	EMC ViPR, EMC Isilon, NetApp, IBM SONAS, Nexenta >	Red Hat Storage Server, Inktank Ceph Enterprise
Systems Management	Microsoft System Center Configuration Manager, BMC BladeLogic Server Automation, HP's Server Automation >	Red Hat Satellite
Application Server	IBM WebSphere Application Server, VMware vFabric tc Server, Oracle WebLogic Server >	Red Hat JBoss Enterprise Application Platform
In-memory data grid	IBM WebSphere eXtreme Scale, Oracle Coherence, VMware vFabric GemFire >	Red Hat JBoss Data Grid
Application integration	IBM WebSphere Integration Bus, Oracle ESB, MuleSoft AnyPoint, Sonic ESB, Tibco ActiveMatrix >	Red Hat JBoss Fuse, Red Hat JBoss Fuse Service Works
Data services and integration	IBM InfoSphere Federation Server, Progress DataXend SI, Oracle Data Integration Suite, Informatica Data Services >	Red Hat JBoss Data Virtualization
Business process, decision, and rules automation	IBM Operational Decision Manager and IBM Business Process Manager, Oracle BPM Suite, Pegasystems Business Rules, FICO Blaze Advisor >	Red Hat JBoss BPM Suite, Red Hat JBoss BRMS
Messaging	IBM WebSphereMQ, VMware vFabric RabbitMQ, Oracle AQ, Tibco EMS >	Red Hat JBoss A-MQ
Mobile		FeedHenry by Red Hat





**THE FUTURE
HAS NEVER
BEEN SO OPEN**





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