



DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

WERNER KNOBLICH
SENIOR VICE PRESIDENT & GENERAL MANAGER
RED HAT EMEA



OUR BUSINESS

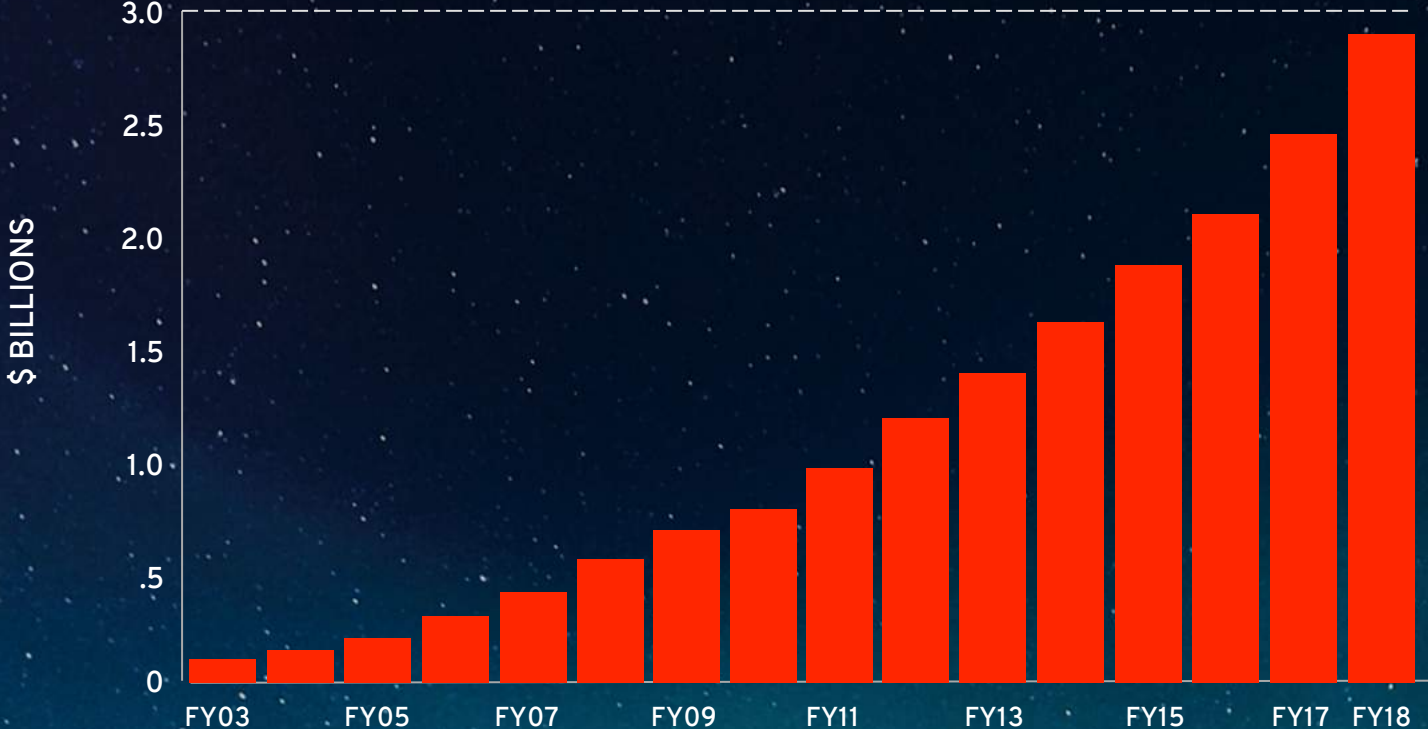
Red Hat is an *enterprise-class software company*
with an open source development model

COMMUNITY PROJECTS > ENTERPRISE PRODUCTS



THE MODEL WORKS

FY2003 – FY2018



WHAT IS DIGITAL TRANSFORMATION?

Digital transformation is the integration of digital technology into all areas of a business, *fundamentally changing how you operate and deliver value to customers.* It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.



REACT



ANTICIPATE



TOP DOWN



BOTTOM UP



GO BIG

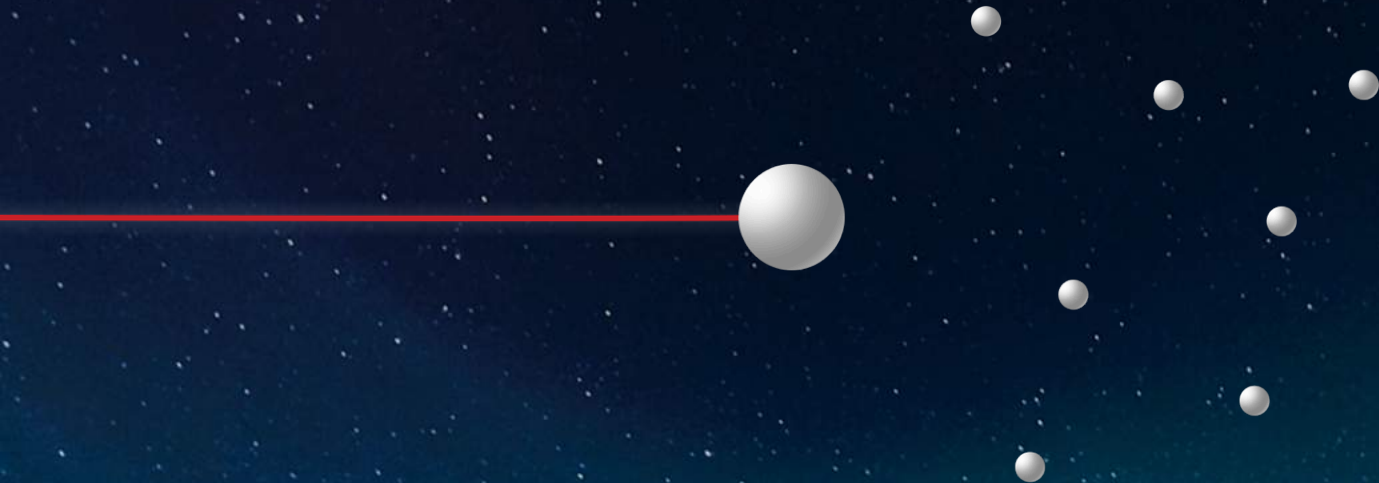


START SMALL

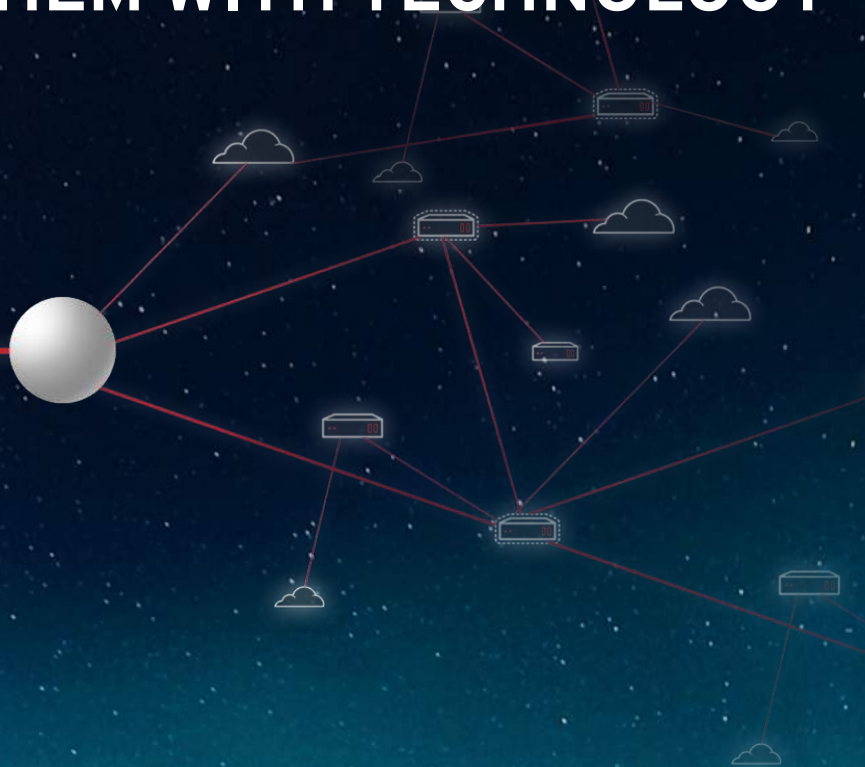
THIS IS HOW WE LEAD OUR COMPANY



IT'S HOW WE HAVE BEEN ABLE TO PREDICT WHAT'S NEXT



**WE ANTICIPATE TRENDS AND
ANSWER THEM WITH TECHNOLOGY**



**OPEN UNLOCKS THE
WORLD'S POTENTIAL**



redhat.®