



Moscow Partner Day Talk Strategic About Digital Transformation Challenges To Your Customers

Hubert Schweinesbein
Manager EMEA Partner Enablement Team
18th of April, 2018

WHY

**Digital
Transformation
Journey**

**WHY WITH
RED HAT**

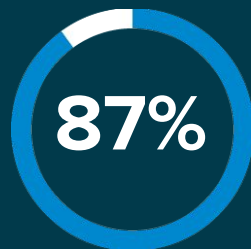
HOW & WHAT

WHY?

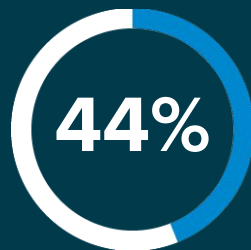
**CUSTOMERS HAS TO CHANGE?
DO YOU HAVE TO HAVE THIS CONVERSATION**

I.T. LEADERS SAY CHANGE IS COMING

IS YOUR CUSTOMER ALSO SEEING DIGITAL DISRUPTION?



anticipate that their industries will be disrupted by digital trends to a great or moderate extent.



say their organizations are adequately preparing for the disruptions to come.

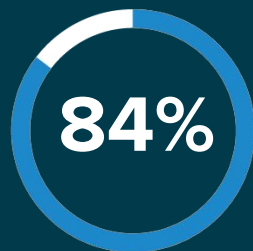
Source: MIT Sloan Management Review and Deloitte, [Aligning the Organization for Its Digital Future](http://sloanreview.mit.edu/projects/aligning-for-digital-future/), July 2016. <http://sloanreview.mit.edu/projects/aligning-for-digital-future/>

THE DIGITAL TRANSFORMATION JOURNEY

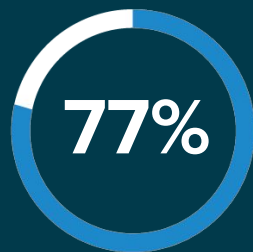
I.T. TAKES
EVERYONE ON ALL PATHS

DISRUPTION FROM OUTSIDE AND INSIDE

BIGGER EXPECTATIONS FROM CUSTOMERS, USERS, AND THE BUSINESS



feel they are expected to address wider stakeholder needs.



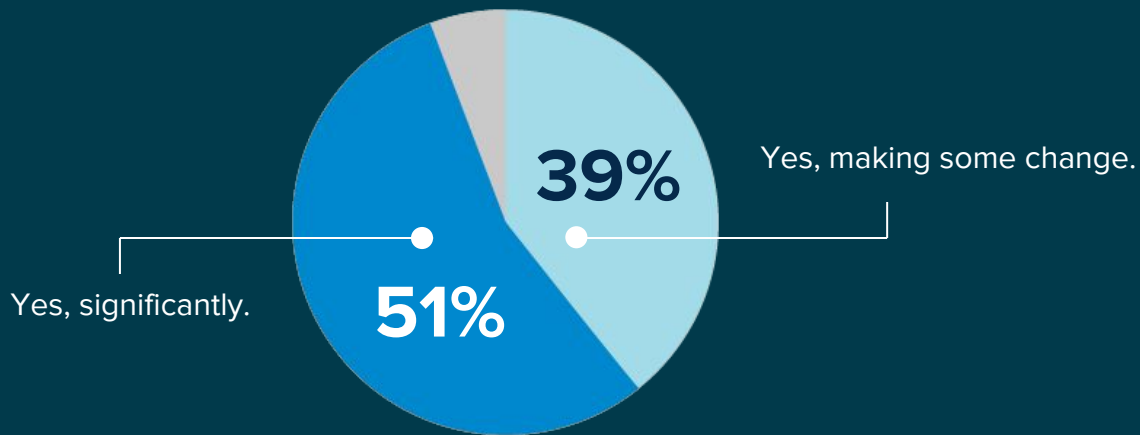
say that technology is one of the top 3 influencers transforming stakeholder expectations for the business

Source: Survey of 1,409 CEOs in 83 countries by PricewaterhouseCooper, 19th Annual Global CEO Survey, January 2016.
<http://www.pwc.com/gx/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf>

90% OF CEOS ARE CHANGING HOW THEY USE TECHNOLOGY

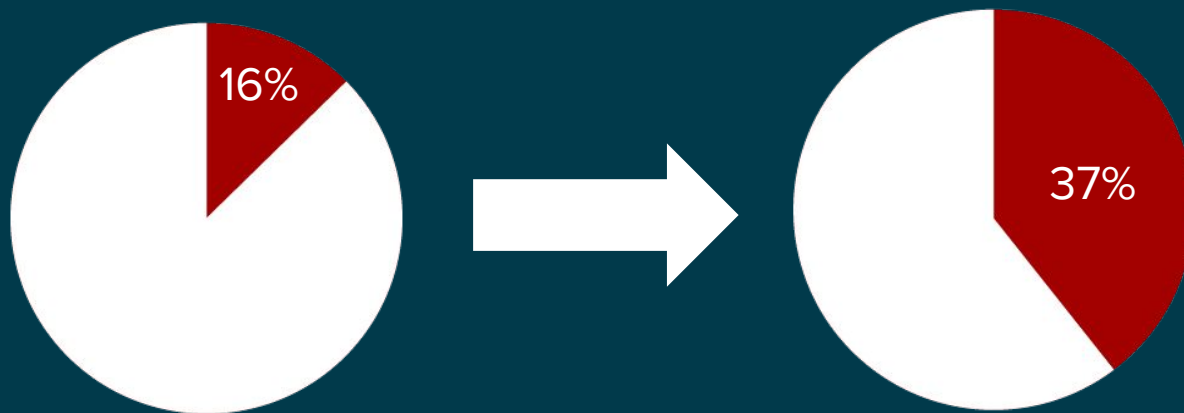
QUESTION

Are you changing how you use technology to assess and deliver on wider stakeholder expectations?



Source: Survey of 1,409 CEOs in 83 countries by PricewaterhouseCooper, **19th Annual Global CEO Survey**, January 2016.
<http://www.pwc.com/gx/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf>

TECHNOLOGY IS DELIVERING DIGITAL REVENUE



In the private sector, CIOs expect digital revenue to grow from 16% to 37% in the next 5 years.

Source: CIO Survey (n=609), 2,944 CIOs in 84 countries, Graphic created by Red Hat based on Gartner research.
Building the Digital Platform: The 2016 CIO Agenda, Published: 02 October 2015. http://www.gartner.com/imagesrv/cio/pdf/cio_agenda_insights_2016.pdf

ARE YOU A DIGITAL BUSINESS TODAY?

IF YOU'RE NOT THERE YET, YOU'RE NOT ALONE



of the surveyed IT professionals are in no doubt that they have a role to play in their organization's digital transformation. However...



added that their IT organization is unprepared for the digital business of the next 2 years.

Source: Survey of 948 clients across 30 countries. Gartner Newsroom, [Gartner Survey Finds That Two-Fifths of IT Professionals Consider Their IT Organisation Ready for Digital Business](http://www.gartner.com/newsroom/id/3375817), July 2016. <http://www.gartner.com/newsroom/id/3375817>

WHY NOW?

DISRUPTION IS A MATTER OF WHEN NOT “IF”

JUST ASK ANYONE WHO HAS BEEN DISRUPTED - DID THEY SEE IT COMING?

Kodak

Bank of Ireland 

FedEx

 Snapfish

facebook

amazon

Shutterfly

 **bitcoin**

Walmart 

chatbooks 

Google

U B E R

DIGITAL TRANSFORMATION IS HERE

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

IDC, 2016

TRANSFORMATION BEYOND TECHNOLOGY

INVOLVES TRANSFORMING I.T. AND BUSINESS



NEXT-GENERATION ARCHITECTURE

New ways of developing,
delivering, and integrating
applications



CLOUD-NATIVE PLATFORMS

Modernize existing and
build new cloud-based
infrastructure



DEVOPS & CULTURAL CHANGES

More agile process
across both IT and
the business

BALANCING INNOVATION AND OPTIMIZATION

CUSTOMERS SAY THESE ARE THEIR TOP PRIORITIES AND CHALLENGES



Optimize the IT
you have



Integrate apps, data,
and processes



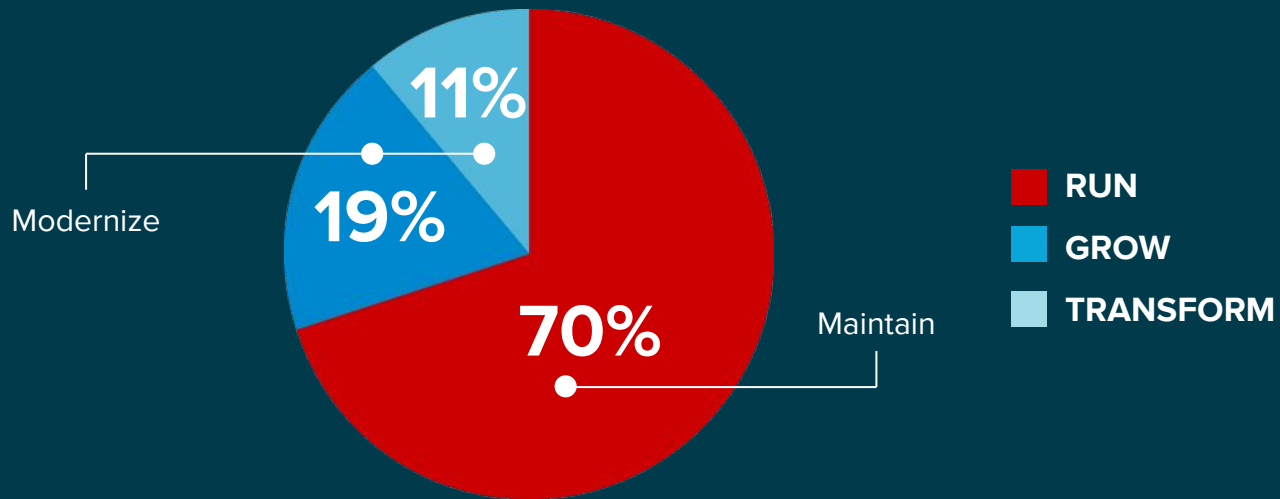
Add and manage cloud
infrastructure



Build more modern
applications

MAINTAIN AND MODERNIZE

I.T. SPENDING TO RUN, GROW, AND TRANSFORM THE BUSINESS, CROSS-INDUSTRY



Source: Graph created by Red Hat based on Gartner research. Potter, Kurt, Sanil Solanki, and Ken McGee, *Run, Grow and Transform the Business IT Spending: Approaches to Categorization and Interpretation*. Gartner G00308477, 27 June 2016

AND DELIVERING CLEAR BUSINESS VALUE

I.T. AND THE BUSINESS WANT TO SEE DIRECT IMPACT THROUGH TECHNOLOGY



Optimize the IT
you have



**GAIN
EFFICIENCY**



Integrate apps, data,
and processes



**IMPROVE
PRODUCTIVITY**



Add and manage cloud
infrastructure



**INCREASE
AGILITY**



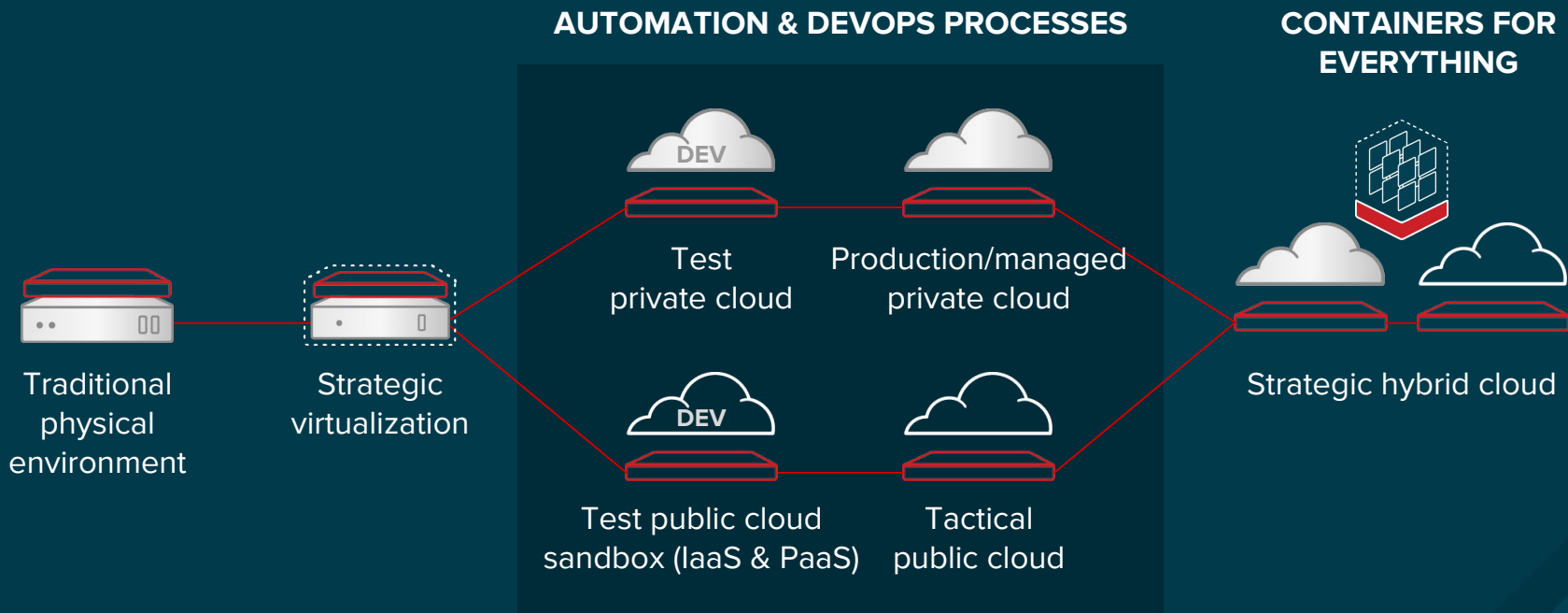
Build more modern
applications



**MOVE
FASTER**

IT'S A DIFFERENT JOURNEY FOR EVERYONE

BUT HERE'S WHAT IT LOOKS LIKE FOR ONE FINANCIAL SERVICES CUSTOMER



WHY

**Digital
Transformation
Journey**

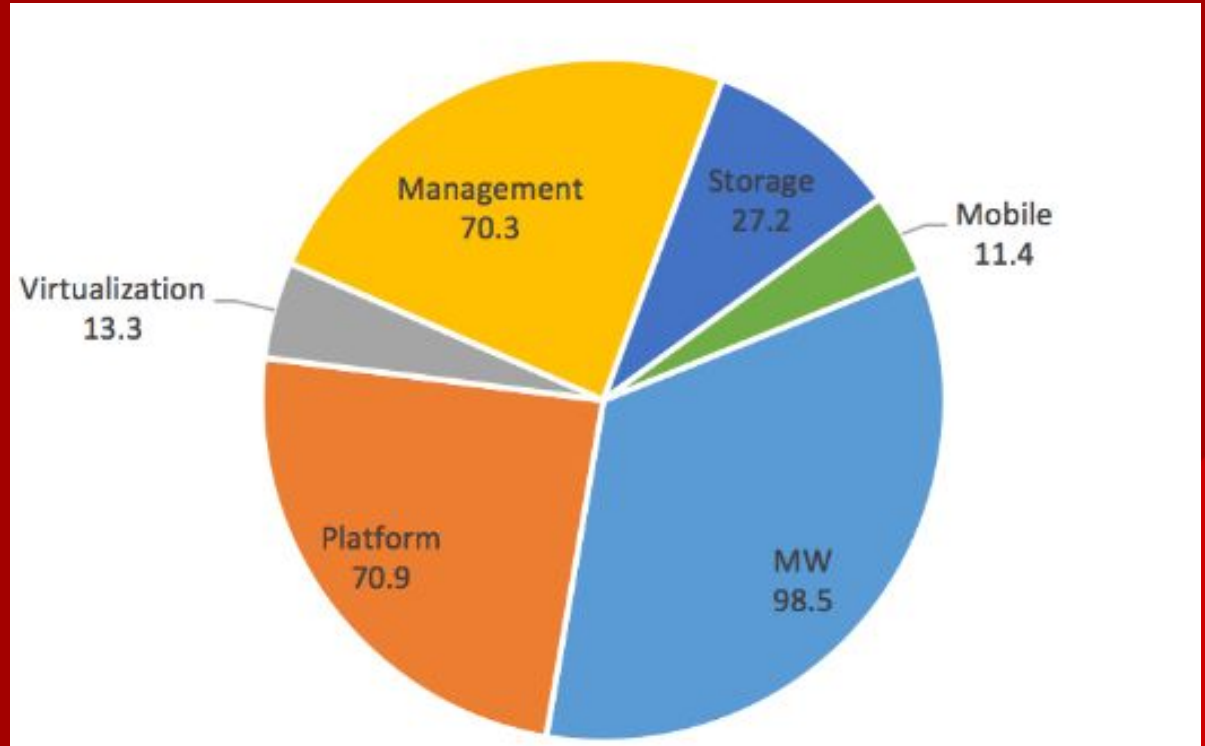
**WHY WITH
RED HAT**

HOW & WHAT

WHY it's important to you?

It's your market opportunity!

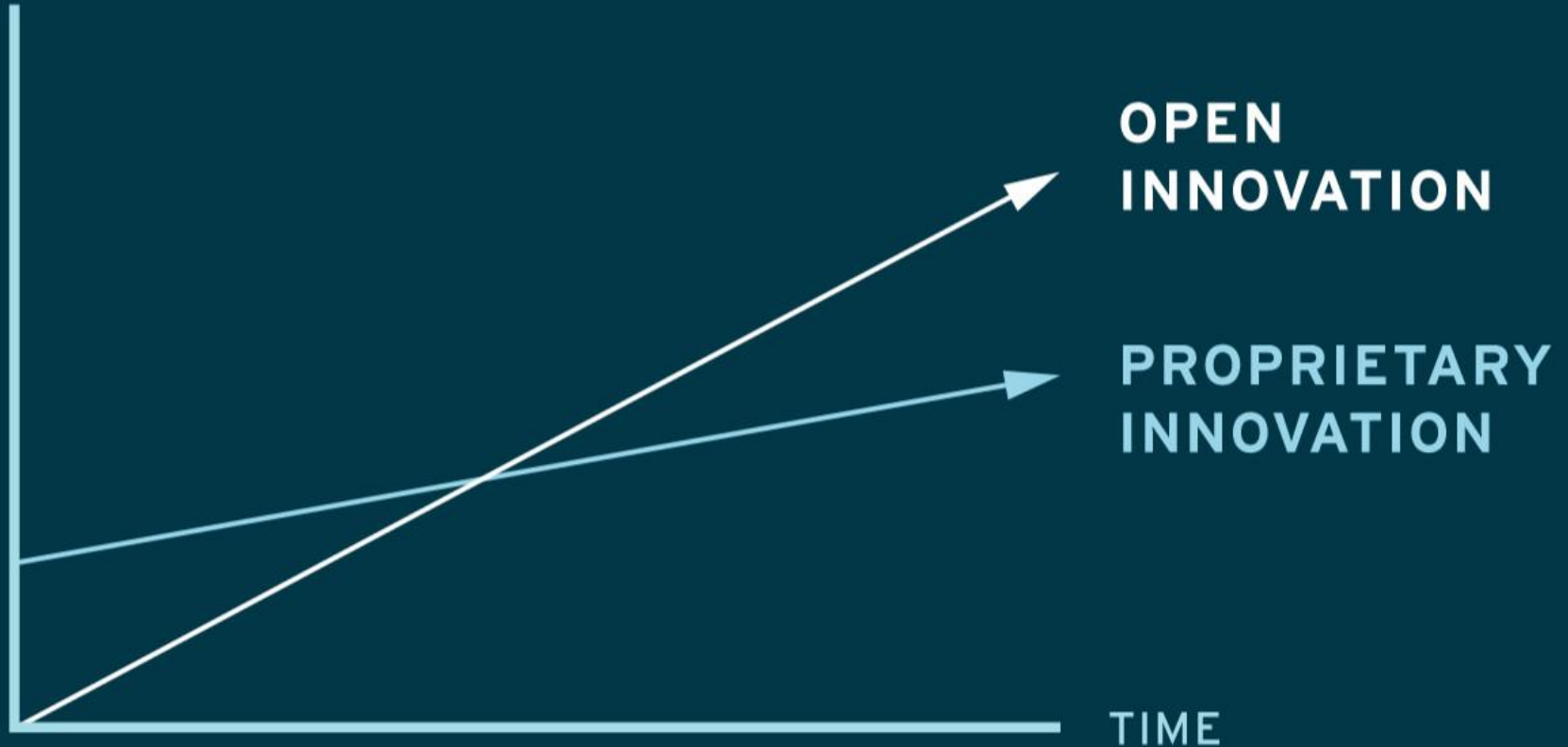
Red Hat addressable market in CIS



WHY OPEN SOURCE?

INNOVATION

OPEN SOURCE IS DRIVING INNOVATION



Ein offenes Betriebssystem kann schon mal mutieren. Bei Windows 2000 hingegen gibt es alle Services und Dienste aus einer Hand. Das spart Zeit und somit wirklich Geld. Mehr Infos unter www.microsoft.com/germany/windows2000

Microsoft



ein offenes betriebssystem hat nicht nur vorteile

2014

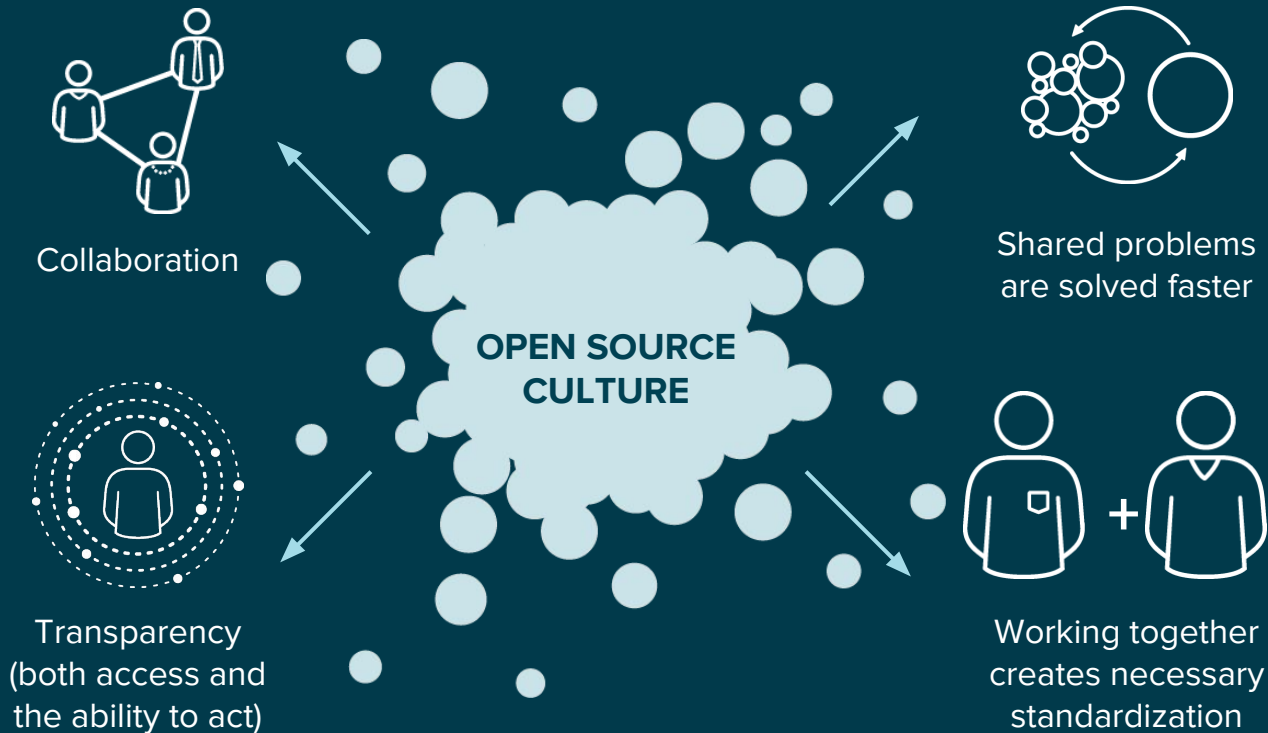
Microsoft ❤️ Linux



2000

SOURCE: [HTTP://NEWS.MICROSOFT.COM/CEO/GALLERY/INDEX.HTML](http://NEWS.MICROSOFT.COM/CEO/GALLERY/INDEX.HTML)

IT'S NOT JUST CODE; IT'S CULTURE



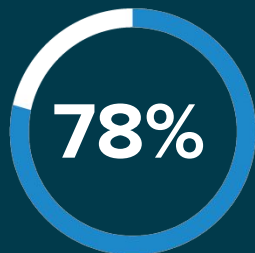
OPEN SOURCE ADOPTION

"Open-source software (OSS) industry saturation is complete: Today, 95% of mainstream IT organizations leverage nontrivial open-source software assets within their mission-critical IT portfolios — whether they know it or not."

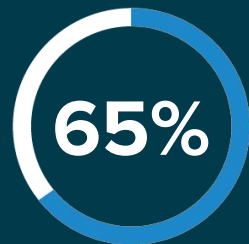
Gartner, Hype Cycle for Open Source Software 2016

[1] Driver, Mark. Gartner Hype Cycle report, *Hype Cycle for Open-Source Software 2016*, July 2016. #G00308949

OPEN SOURCE ADOPTION



of enterprises run open source. ^[1]

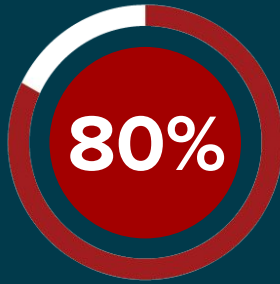


of companies are contributing to open software. ^[2]

[1] Black Duck Software, [9th Annual Future of Open Source survey](http://www.blackducksoftware.com/2015-future-of-open-source), 2015. www.blackducksoftware.com/2015-future-of-open-source

[2] Black Duck Software, [10th Annual Future of Open Source survey](http://www.blackducksoftware.com/2016-future-of-open-source), 2016. www.blackducksoftware.com/2016-future-of-open-source

OPEN SOURCE ADOPTION

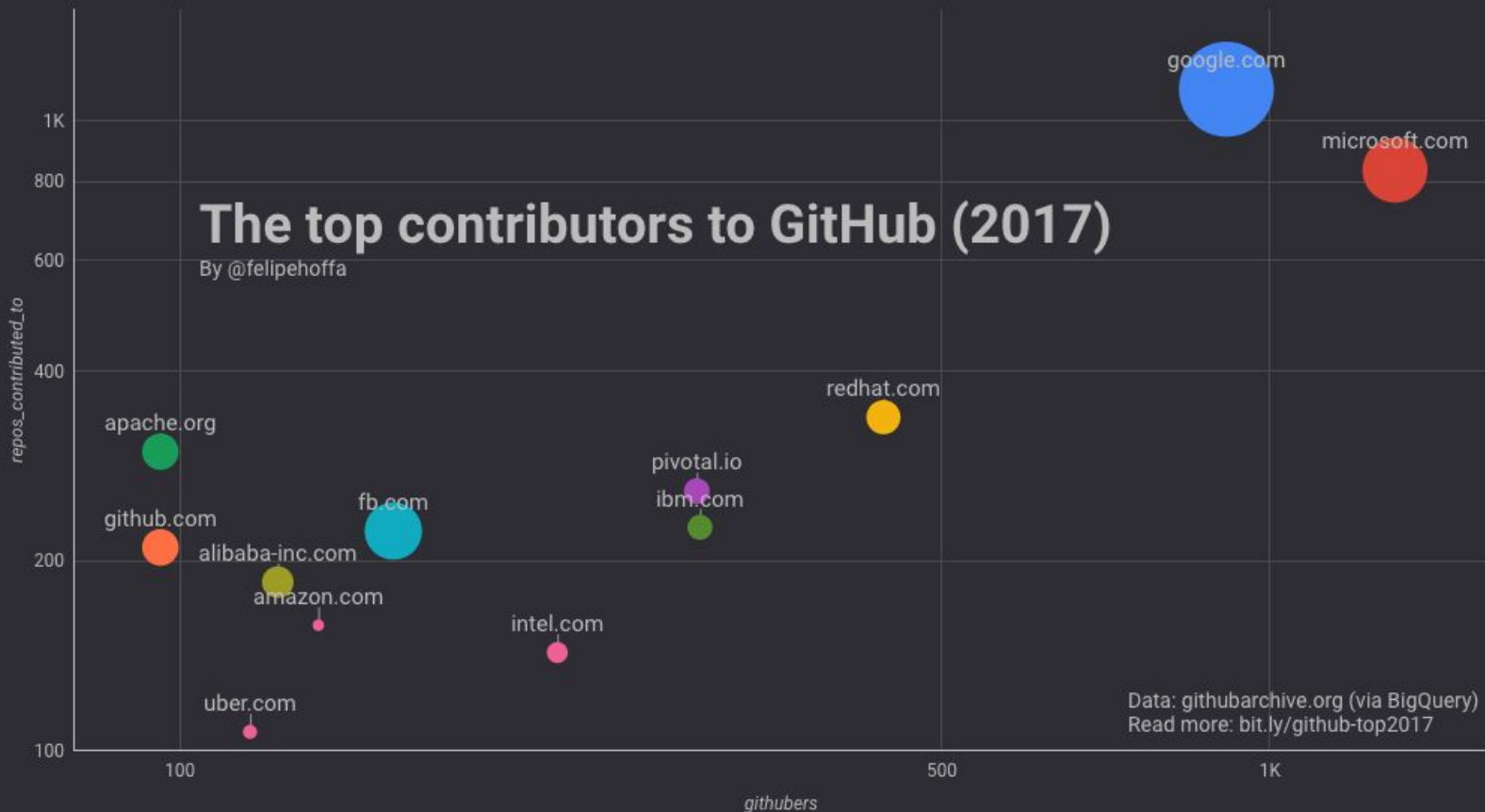


prefer **vendor-supported** open source for DevOps. ^[1]

[1] IDC White Paper, sponsored by Red Hat, *Enterprise-Grade Open Source: An Imperative for Modern IT*, IDC #US41154716. May 2016.

The top contributors to GitHub (2017)

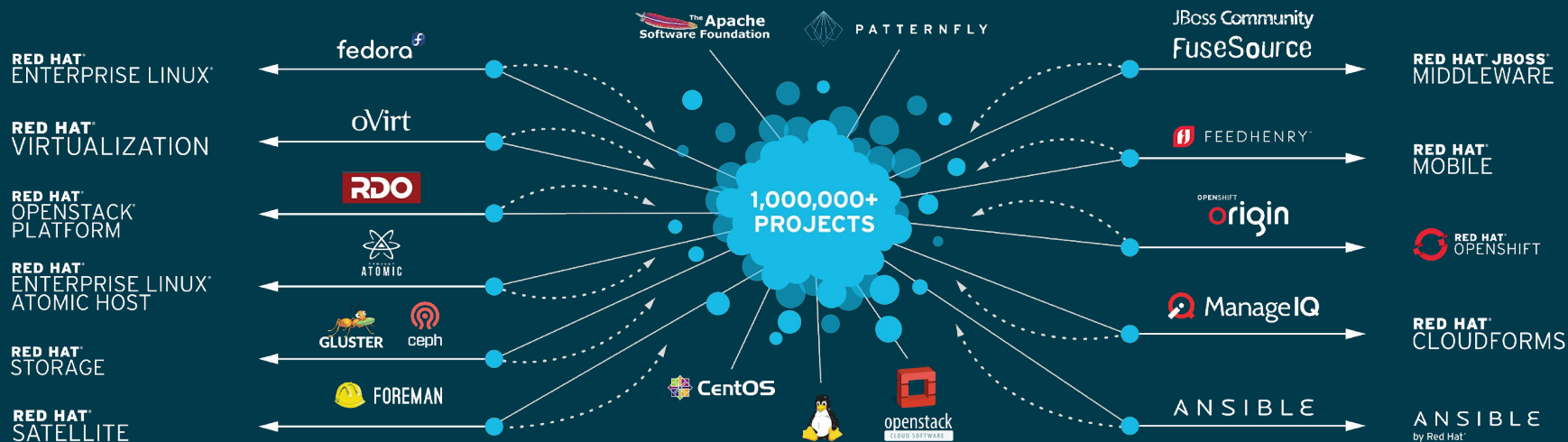
By @felipehoffa



Data: githubarchive.org (via BigQuery)
Read more: bit.ly/github-top2017

WHY RED HAT?

FROM COMMUNITY TO ENTERPRISE



RH0064-3

OPEN SOURCE IS EVERYWHERE

RED HAT SOLUTIONS POWER LEADING ORGANIZATIONS

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



PARTNERSHIPS ACROSS ALL GEOS & SEGMENTS

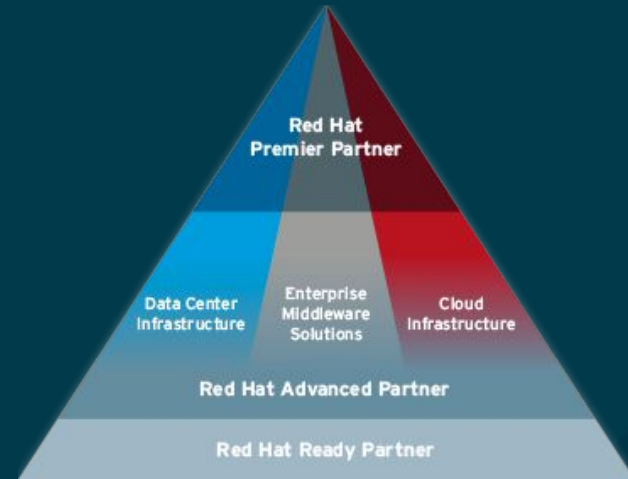
CLOUD PARTNERS



TECH PARTNERS



SI PARTNERS



**+400 Advanced /
Premier in EMEA**

RED HAT'S VISION: OPEN HYBRID CLOUD

ALL KINDS OF APPS AND ENVIRONMENTS, INCLUDING CONTAINERS

DEVELOPER TOOLING

APPLICATION PLATFORMS



BARE METAL



VIRTUALIZED

INFRASTRUCTURE PLATFORMS



PRIVATE CLOUD

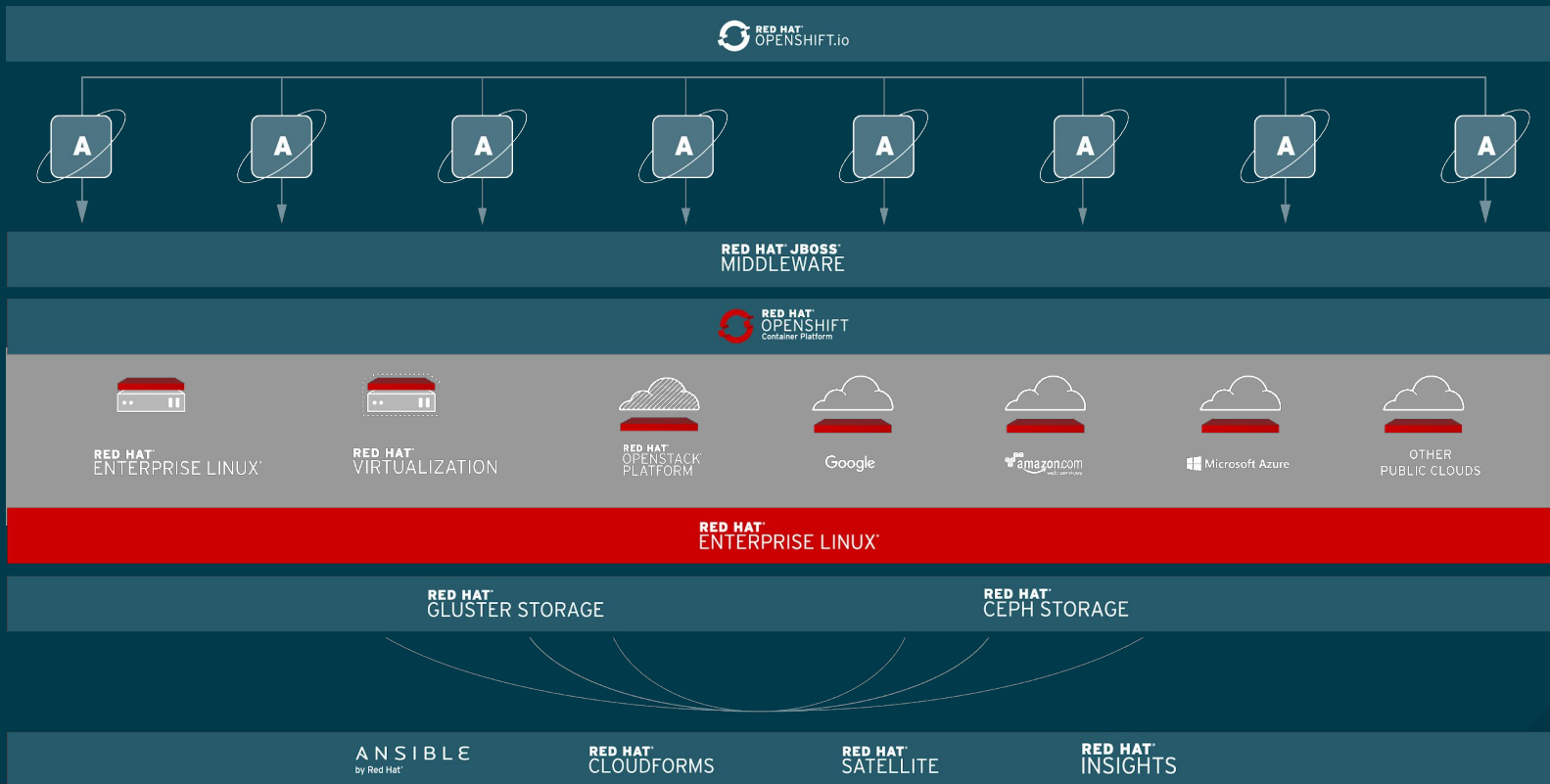


PUBLIC CLOUD

SOFTWARE DEFINED STORAGE

MANAGEMENT & AUTOMATION

PRODUCTS THAT WORK WITH PARTNERS



WHY

**Digital
Transformation
Journey**

**HOW WITH
RED HAT**

HOW & WHAT

**WHY WITH
RED HAT**

WHERE ARE YOU TODAY?

MORE IMPORTANTLY, WHERE DO YOU WANT TO BE TOMORROW?



Optimize the IT
you have



**GAIN
EFFICIENCY**



Integrate apps, data,
and processes



**IMPROVE
PRODUCTIVITY**



Add and manage cloud
infrastructure



**INCREASE
AGILITY**

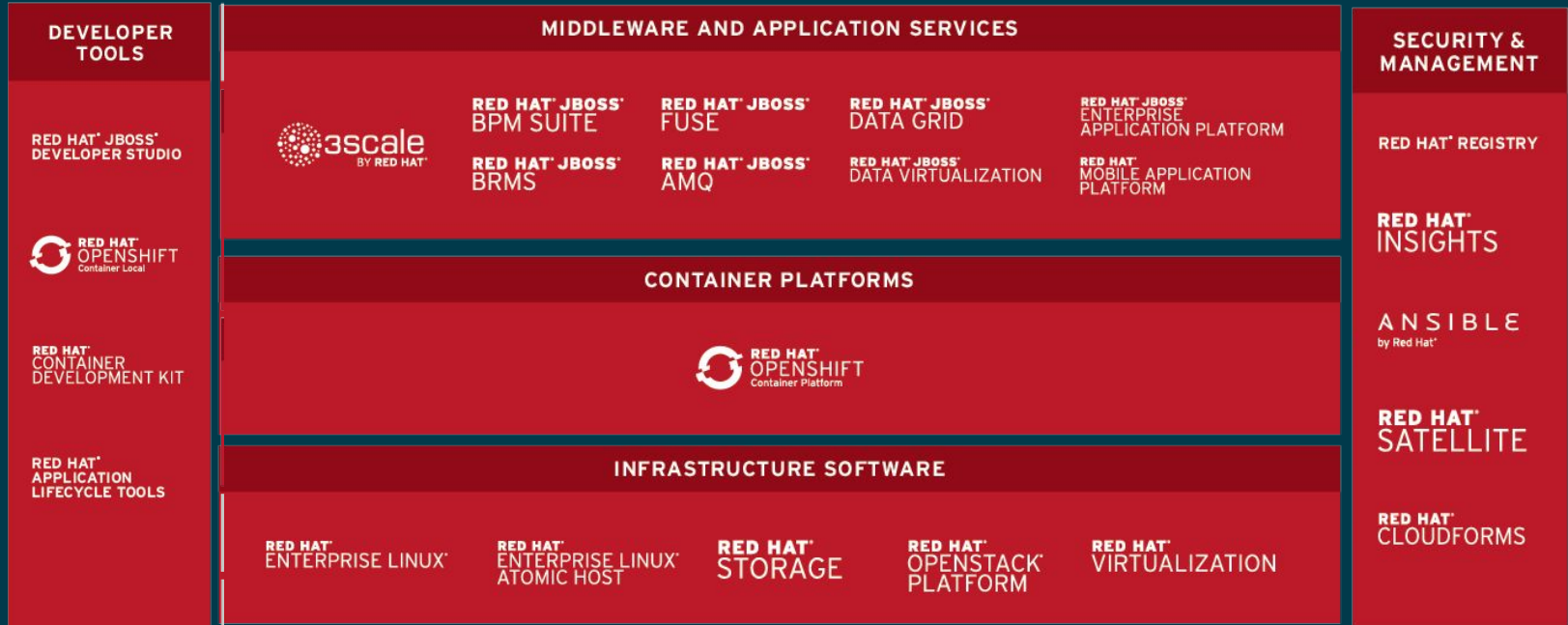


Build more modern
applications

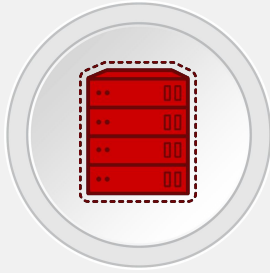


**MOVE
FASTER**

The RED HAT Portfolio



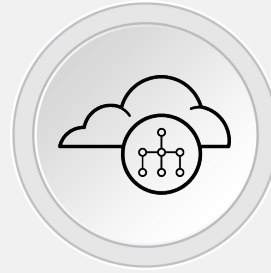
CUSTOMER CHALLENGES



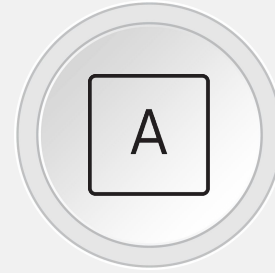
**Optimize the IT
you have**



Integrate apps, data,
and processes

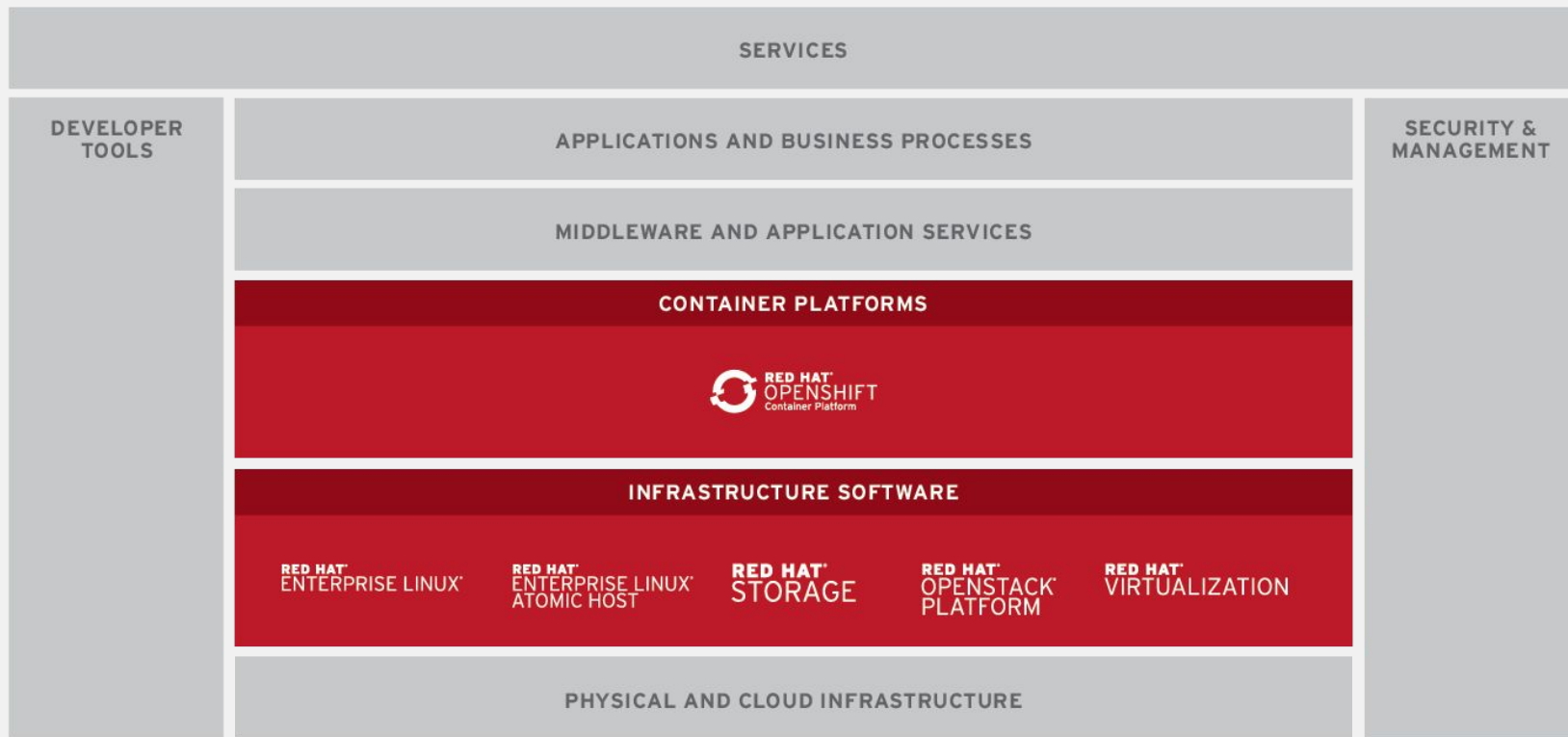


Add and manage cloud
infrastructure



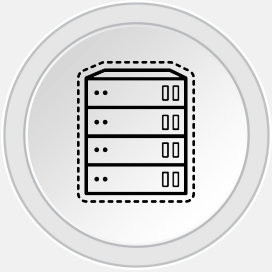
Build more modern
applications

OPTIMIZE THE I.T. YOU HAVE



RH0075-03

CUSTOMER SUCCESS



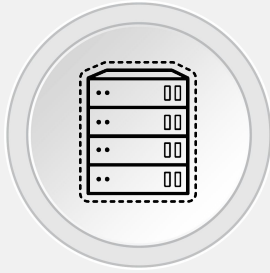
Optimize the IT
you have



“Red Hat is our backbone. Our business cannot run if Red Hat is not there.”

ASHISHKUMAR CHAUHAN
CEO, BSE

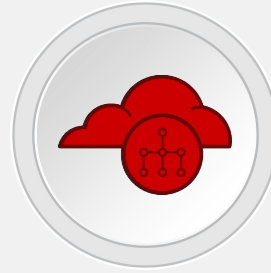
CUSTOMER CHALLENGES



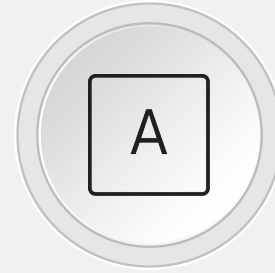
Optimize the IT
you have



Integrate apps, data,
and processes

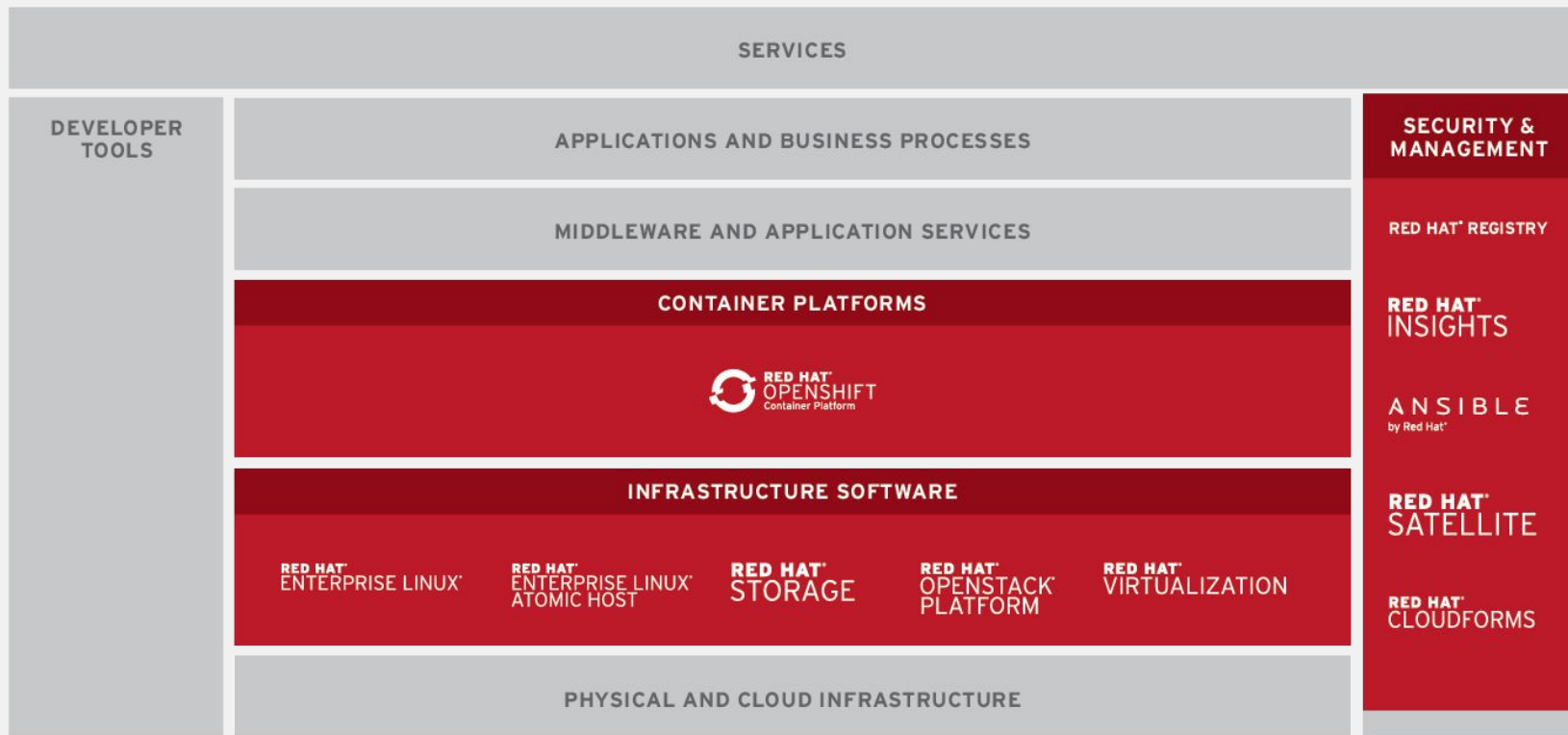


**Add and manage
cloud infrastructure**



Build more modern
applications

ADD AND MANAGE CLOUD INFRASTRUCTURE



RH0075-03

CUSTOMER SUCCESS



Add and manage cloud infrastructure

Cox
AUTOMOTIVE™

UnionBank®

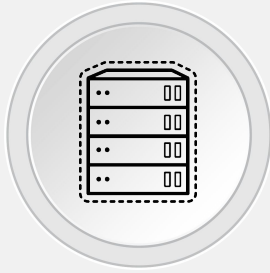
PADDYPOWER. betfair

"We analyzed the numbers and realized with Red Hat we saved almost 10 years of time and almost \$5 million in soft savings."

JASON CORNELL

MANAGER OF CLOUD AND INFRASTRUCTURE AUTOMATION, COX AUTOMOTIVE

CUSTOMER CHALLENGES



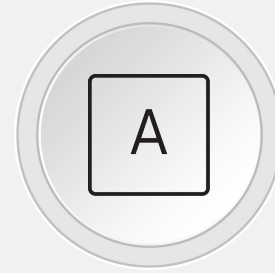
Optimize the IT
you have



**Integrate apps, data,
and processes**

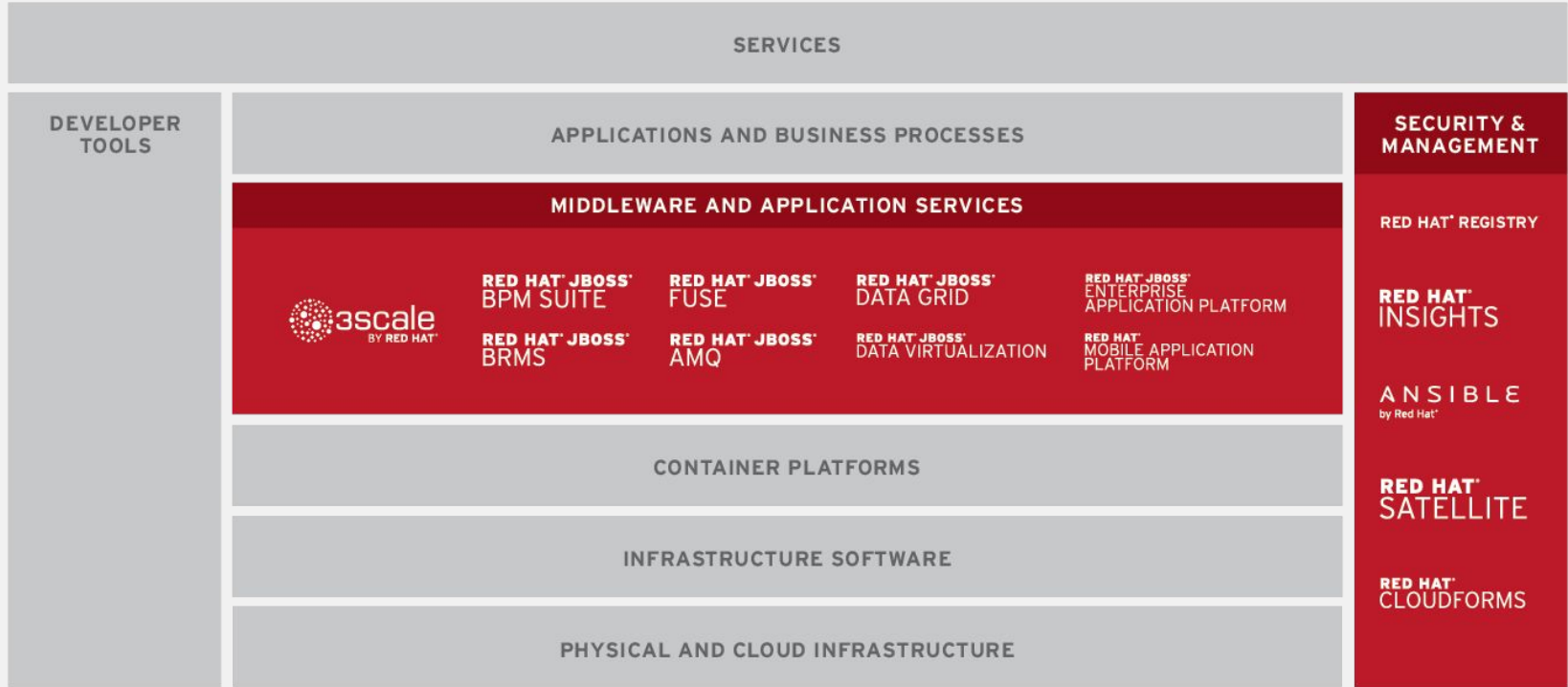


Add and manage cloud
infrastructure



Build more modern
applications

INTEGRATE APPS, DATA, AND PROCESSES



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CUSTOMER SUCCESS



Integrate apps, data,
and processes

Avianca 

 TMG Health

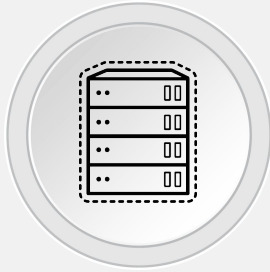
Atos

“Choosing Red Hat gave us access to technical expertise. We received advice and support for defining and building the solution as we tried to do something that no one had done before.”

RICHARD WILSON

HEAD OF PORTFOLIO AND STRATEGY FOR SYSTEMS INTEGRATION,
ATOS UNITED KINGDOM & IRELAND

CUSTOMER CHALLENGES



Optimize the IT
you have



Integrate apps, data,
and processes

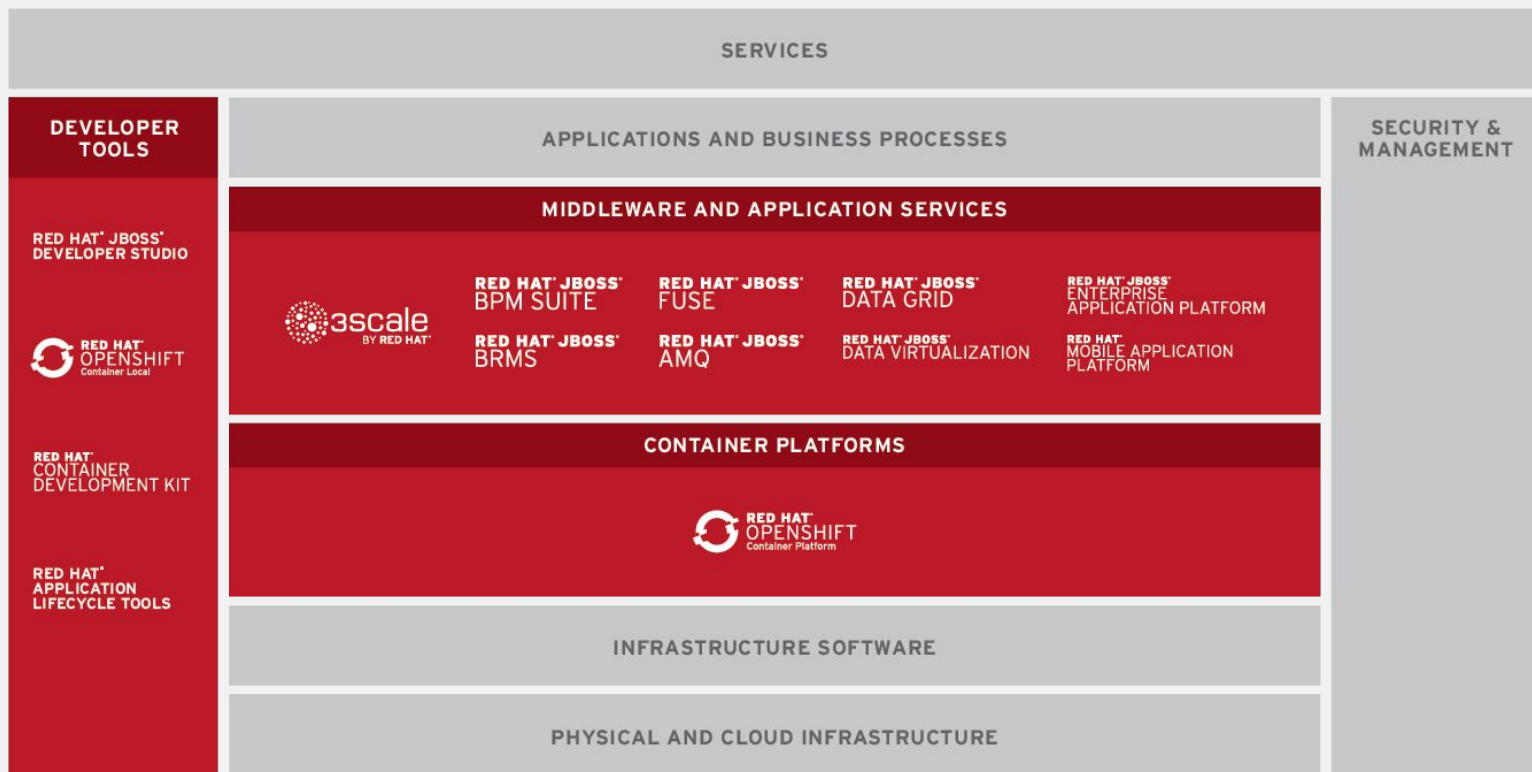


Add and manage cloud
infrastructure



**Build more modern
applications**

BUILD MORE MODERN APPLICATIONS



RH0075-03

CUSTOMER SUCCESS



Build more modern applications

FICO



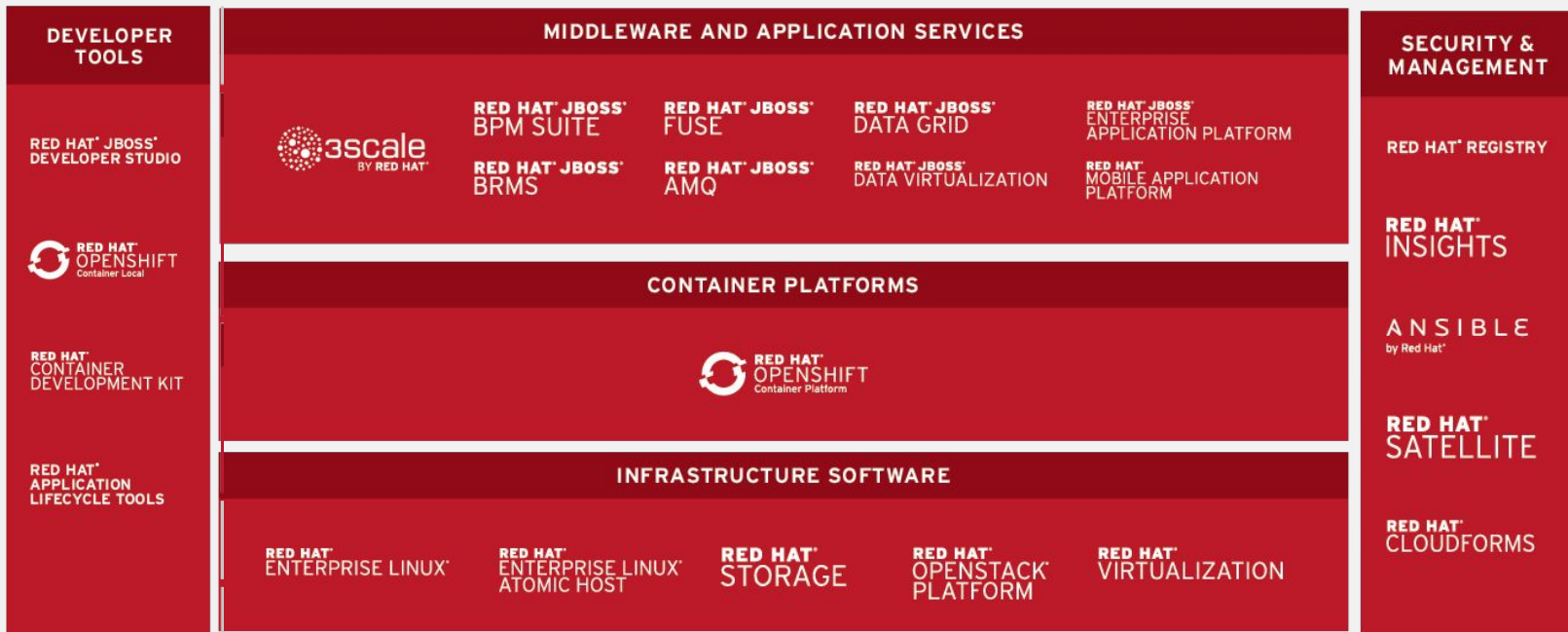
BARCLAYS

KeyBank 

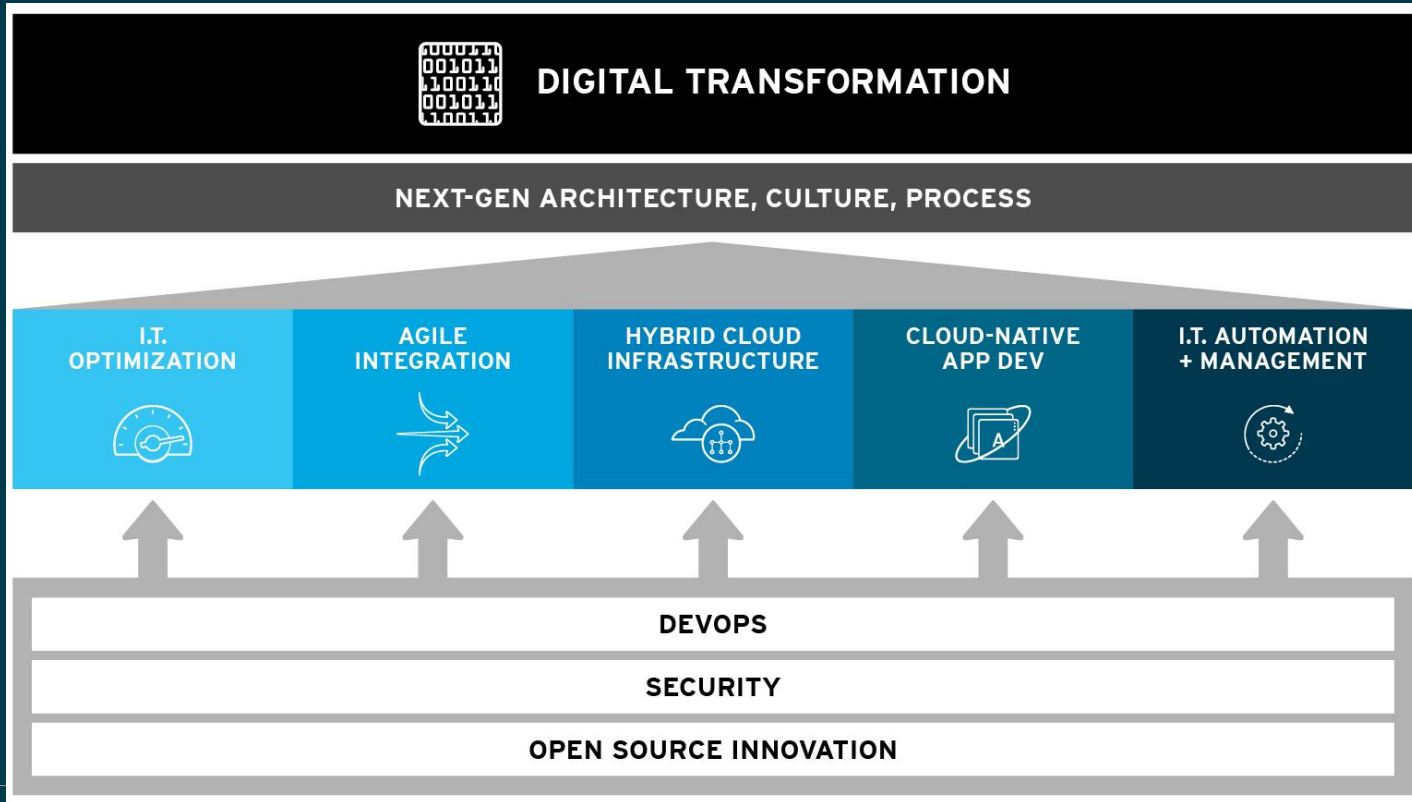
“With Red Hat OpenShift Container Platform, we’re more agile. We can think of an idea, try it, fail, learn, and make adjustments.”

SIMON CASHMORE

HEAD OF PLATFORM-AS-A-SERVICE (PaaS) MIDDLEWARE ENGINEERING, BARCLAYS



Leverage the Red Hat Sales Conversations





DIGITAL TRANSFORMATION

NEXT-GEN ARCHITECTURE, CULTURE, PROCESS

SALES CONVERSATIONS + USE CASES

I.T. OPTIMIZATION



Modernize your virtualized infrastructure

Upgrade to software-defined storage

Modernize operating platforms

Modernize existing applications

AGILE INTEGRATION



Integrate Software-as-a-Service applications

Integrate Cloud-Native Applications

Leverage API First Dev + implement API Management

Implement Low code, UI based integration capabilities

HYBRID CLOUD INFRASTRUCTURE



Develop a workload-Driven Cloud Strategy

Implement a Foundation for Hybrid Cloud

Build a Private Cloud

Deploy a multi-cloud Container Platform

CLOUD-NATIVE APP DEV



Accelerate app delivery with containers

Modernize Existing Apps with microservices

Develop (net new) Cloud-Native Applications

Drive business and application innovation

I.T. AUTOMATION + MANAGEMENT



Optimize, Secure and Protect your Red Hat Investment

IT Automation

Network Automation

DEVOPS

SECURITY

OPEN SOURCE INNOVATION





THANK YOU



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facebook.com/redhatinc



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twitter.com/RedHatNews



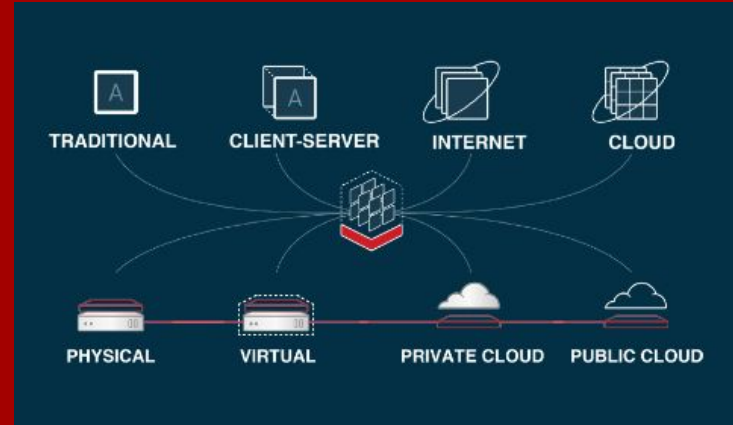
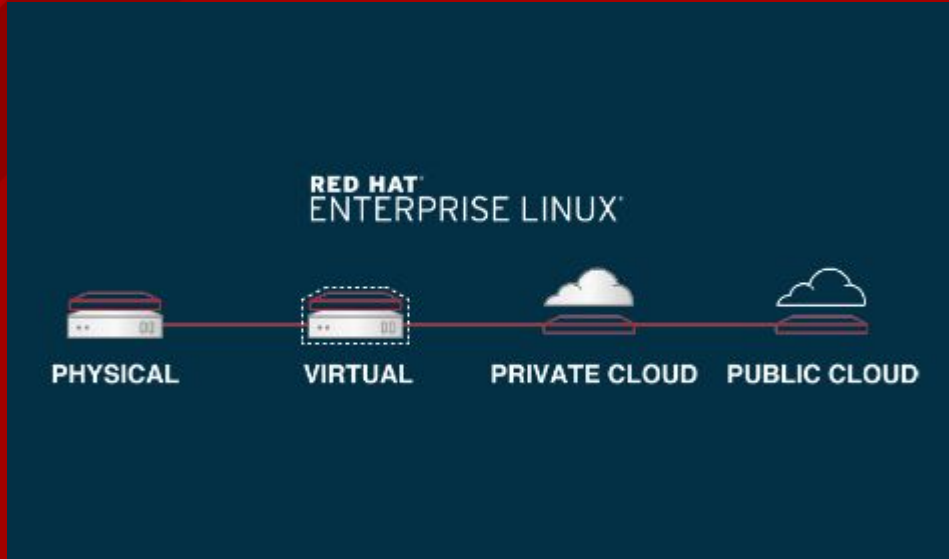
youtube.com/user/RedHatVideos



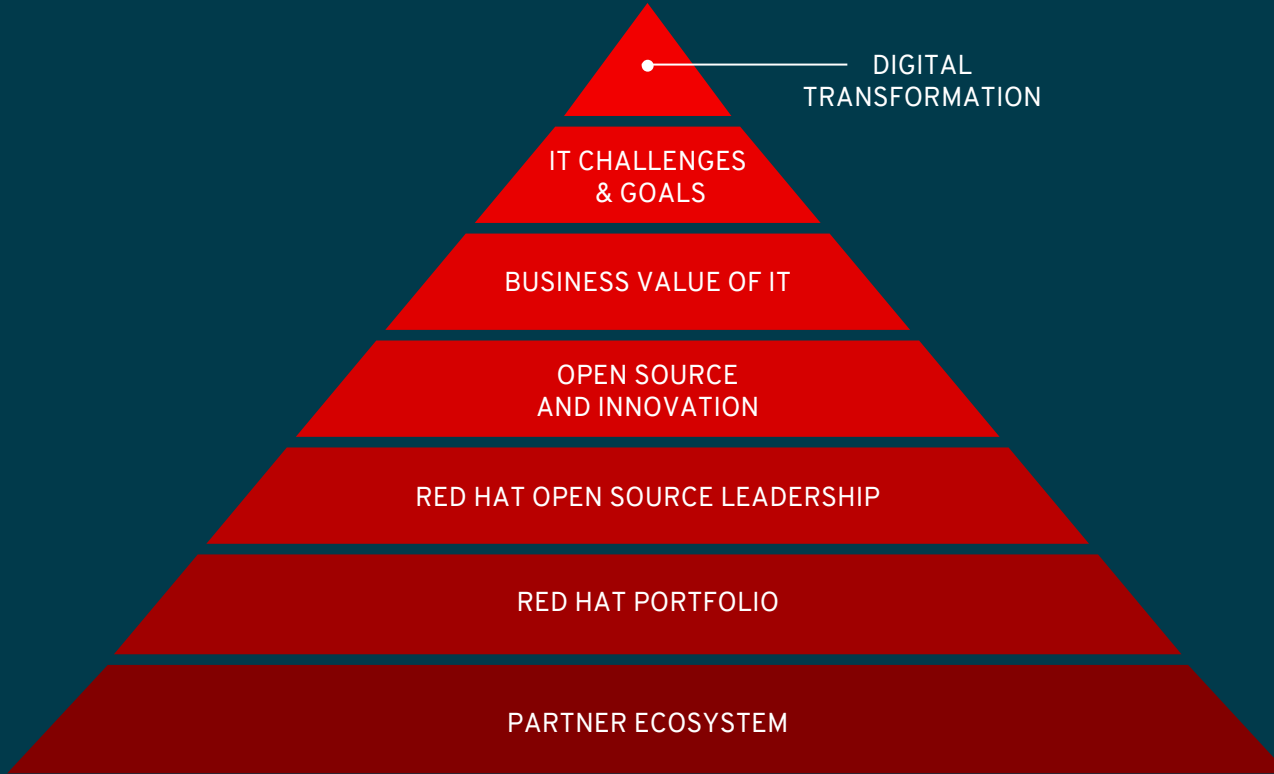
Additional slides - has to be sorted in

Hubert Schweinesbein
Manager EMEA Partner Enablement Team
18th of April, 2018

RED HAT'S VISION: OPEN HYBRID CLOUD



RED HAT MESSAGING HIERARCHY



THE HIGH LEVEL STORY

WHY CHANGE?

Your world is changing faster than ever before, and all organizations must embark on a digital transformation journey to compete and win.

WHY NOW?

Technology is no longer about running the business. Technology drives competitive advantage and delivers clear business outcomes.

WHY OPEN SOURCE?

Open source brings the innovation, economics, and agility needed for digital transformation.

WHY RED HAT?

Red Hat sets the standard for taking open source to the enterprise with a complete portfolio and partner ecosystem.

WHAT WENT INTO THIS ...



**2 FOCUS
GROUP
PROJECTS**

2 focus groups specific to customer challenges, goals, and business outcomes



**30+ FOCUS
GROUPS**

30+ other focus groups over last 24 months that included conversations overlapping about mode 1 and mode 2, top challenges, key initiatives, etc.



**600 RESEARCH
PARTICIPANTS
GLOBALLY**

600 valid participants in our global English quantitative survey



3 SKOs

Tested messaging hierarchy with field at 3 SKOs (NA, EMEA, APAC)



**500+ RED
HATTERS**

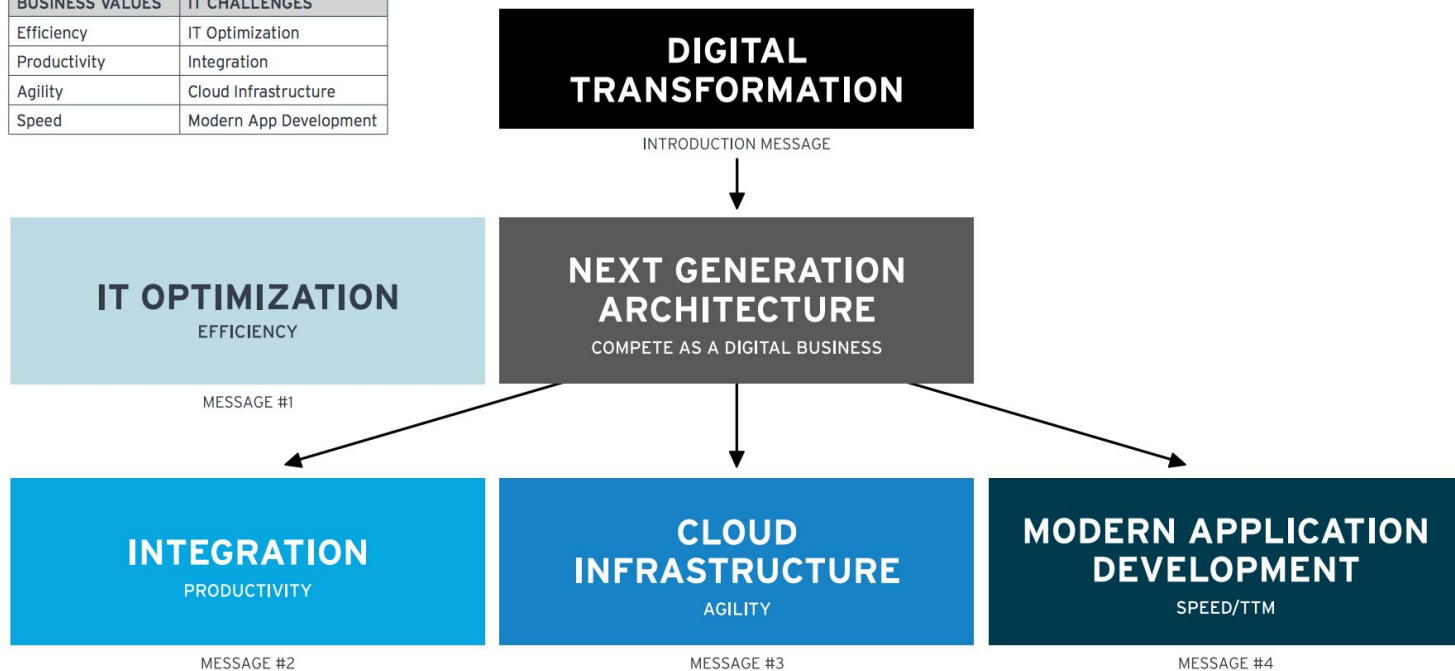
Obtained feedback from 500+ Red Hatters across BUs, chief architects, sales enablement, executives, services, corporate marketing, field, and other areas.

WHY DO WE NEED A RED HAT “STORY”

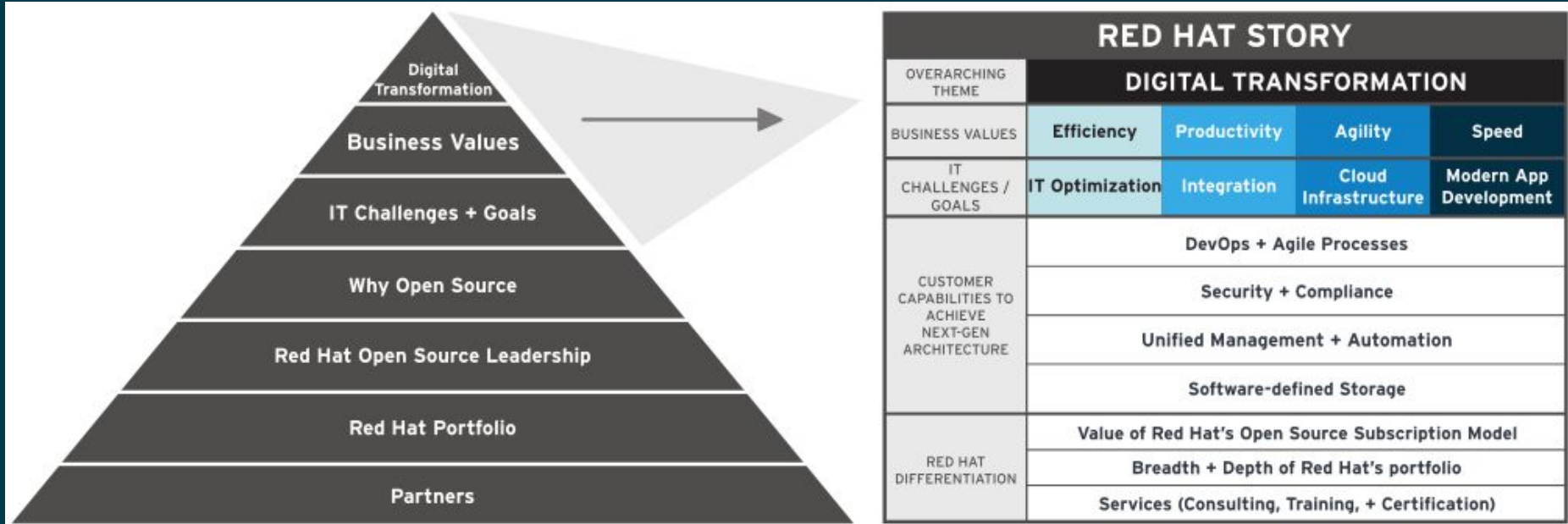
In order to:

- Speak the Customer’s language, not ours
- NOT start with product or community
- Make sure everyone understands the market dynamics
- Have a consistent voice in the market - who is Red Hat

BUSINESS VALUES	IT CHALLENGES
Efficiency	IT Optimization
Productivity	Integration
Agility	Cloud Infrastructure
Speed	Modern App Development



RED HAT MESSAGING HIERARCHY



NEXT STEPS

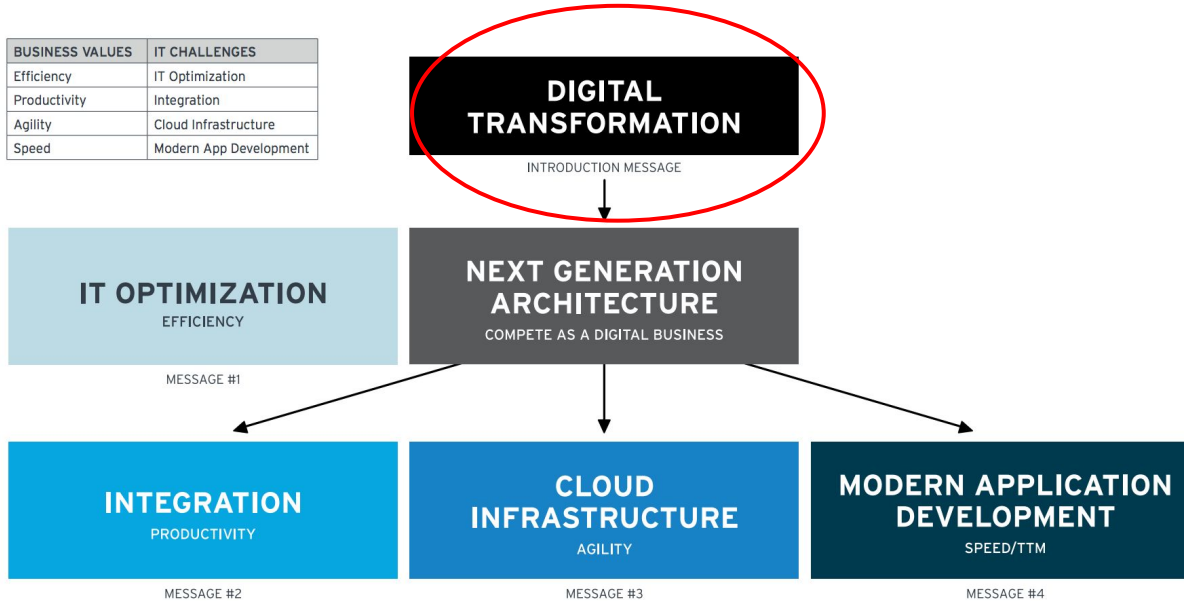
1. **Make this partner friendly** - make sure you can show your products and services in the framework
2. Kick off **partner enablement** around conversations
3. **Get your feedback** (this is an iterative process)
4. Next round of **global market research**
5. **Continuous improvement**

Example - Digital Transformation

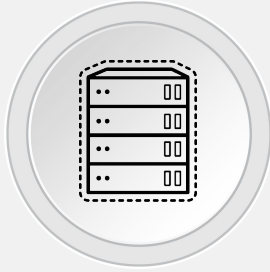
SALES CONVERSATION FRAMEWORK



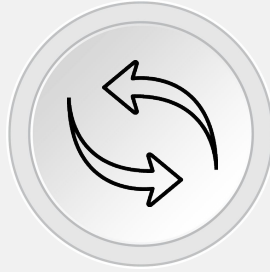
BUSINESS VALUES	IT CHALLENGES
Efficiency	IT Optimization
Productivity	Integration
Agility	Cloud Infrastructure
Speed	Modern App Development



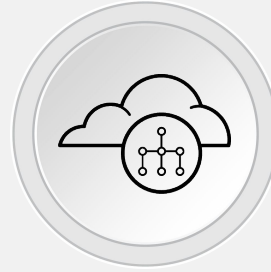
Sales Conversation Guides available



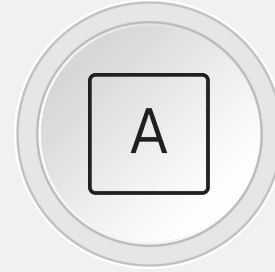
Optimize the IT
you have



Integrate apps, data,
and processes



Add and manage cloud
infrastructure



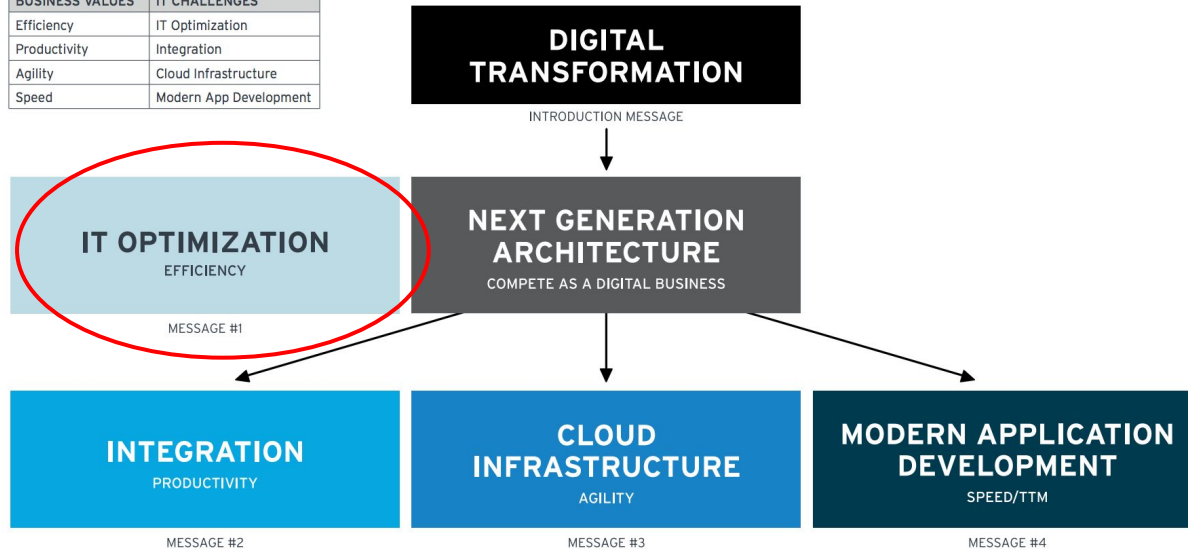
Build more modern
applications

Example - IT Optimization

SALES CONVERSATION FRAMEWORK



BUSINESS VALUES	IT CHALLENGES
Efficiency	IT Optimization
Productivity	Integration
Agility	Cloud Infrastructure
Speed	Modern App Development



Example - IT Optimization

IT CHALLENGE

IT Optimization

BUSINESS VALUE

Efficiency

DESCRIPTION

Organizations must balance the pressure to move to new platforms and technologies (to bring innovation and insights to the business) with the need to support and modernize the infrastructure, applications, processes and policies that help run and protect the business today .

Main Target Role / Persona

Individual responsible for IT Operations

Example - IT Optimization

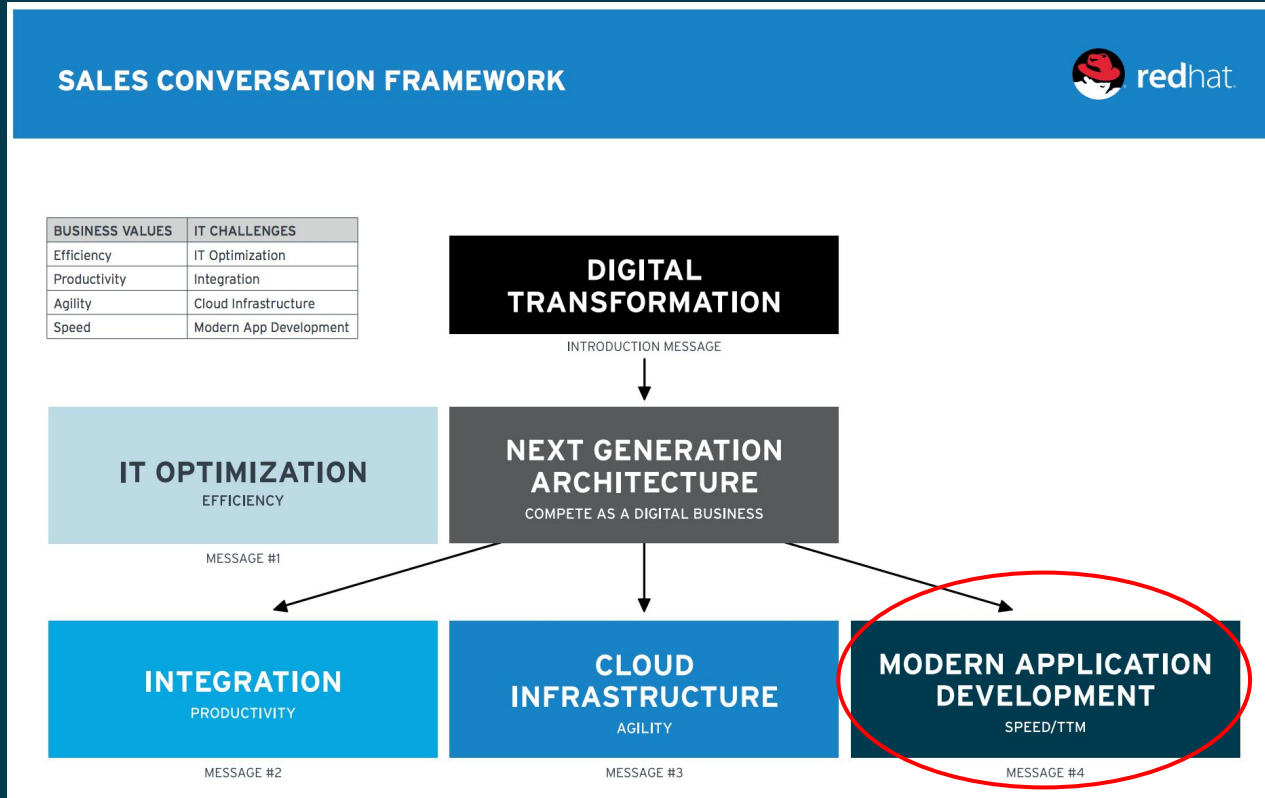
Questions to ask

- What are your biggest pain points with your existing infrastructure or workloads?
- In what areas are you under pressure to cut costs of your existing data center infrastructure?
- What would be your first priority to improve the efficiency of your existing infrastructure?
- How are you balancing investment or resources between your existing IT and new workloads or technologies?
- Are you attempting to modernize your storage to offer greater agility, scale, and usability to support a variety of workloads?

Conversation Guide available

KEY BUSINESS USE CASE	OPERATING PLATFORMS	SERVICE DELIVERY	VIRTUALIZATION	SOFTWARE-DEFINED STORAGE	I.T. BUSINESS PROCESSES	EXISTING APPLICATIONS
WHAT IS THE CUSTOMER TRYING TO DO?	<p>Standardize operating platforms.</p> <p>Standardize or consolidate operating systems or platforms in order to reduce costs, scale more efficiently, or lay foundation for innovation.</p>	<p>Accelerate and automate service delivery.</p> <p>Accelerate or automate service delivery to make it easier for users and developers to access tools, applications, or infrastructure in a simplified way.</p>	<p>Optimize virtualization.</p> <p>Migrate partially or completely off expensive, proprietary virtualization solutions to more cost-effective open source solutions. Simplify management of multiple virtualization products.</p>	<p>Upgrade to software-defined storage.</p> <p>Migrate from expensive, hardware-based, proprietary storage to a cost-effective, distributed, software-defined storage system.</p>	<p>Update IT business processes.</p> <p>Update and adapt existing business processes to reflect new ways of working with internal users and how technology is being used.</p>	<p>Improve existing applications.</p> <p>Improve, update, or migrate existing monolithic applications, platforms, and processes to more modern ones, that reduce cost, simplify management, and improve capabilities for innovation.</p>
THINGS TO LISTEN FOR (customer problems and challenges)	<ul style="list-style-type: none"> • UNIX to Linux or Windows to Linux • Mainframe modernization • Manual patching and updating • No automation • Lack of OS standardization • Security and compliance • Reacting to issues after they occur 	<ul style="list-style-type: none"> • Add self-service, or chargeback • Automate manual or slow services • Improve performance • Stop shadow IT • Cloud-like services on traditional infrastructure • Too many separate portals or interfaces for developers 	<ul style="list-style-type: none"> • VM sprawl • Need to cut virtualization costs • Get off VMware / vRealize dependency / costs • Optimizing workload placement across various virt clusters • Management, orchestration, and automation issues • Want path to cloud 	<ul style="list-style-type: none"> • Software-defined storage • Data management • Big data / data growth • Moving off proprietary (appliance) storage systems • Reduce cost of storage • Storage refresh or migration 	<ul style="list-style-type: none"> • Processes not keeping up with technology • Too many manual processes • Processes are informal – nothing is documented • Want to move off expensive proprietary business process management (BPM) • Internal customers are frustrated with current processes 	<ul style="list-style-type: none"> • Improve performance • Containerize existing apps • Security and compliance issues • Java application modernization • Update my app server • Want to move existing workloads to new cloud-like infrastructure

Example - Modern Application Development



Example - Modern Application Development

IT CHALLENGE: Modern Application Development

BUSINESS VALUE: Speed / Time to market

DESCRIPTION

Modern application development is the rapid creation, maintenance, and management of applications that can run across complex hybrid cloud environments without modification.

This approach lets organizations get the most from innovative technologies like containers and microservices and game-changing practices like agile, DevOps, and continuous integration and deployment (CI/CD).

Main Target Role / Persona

Person in charge of application portfolio or application development;
application architects

Example - Modern Application Development

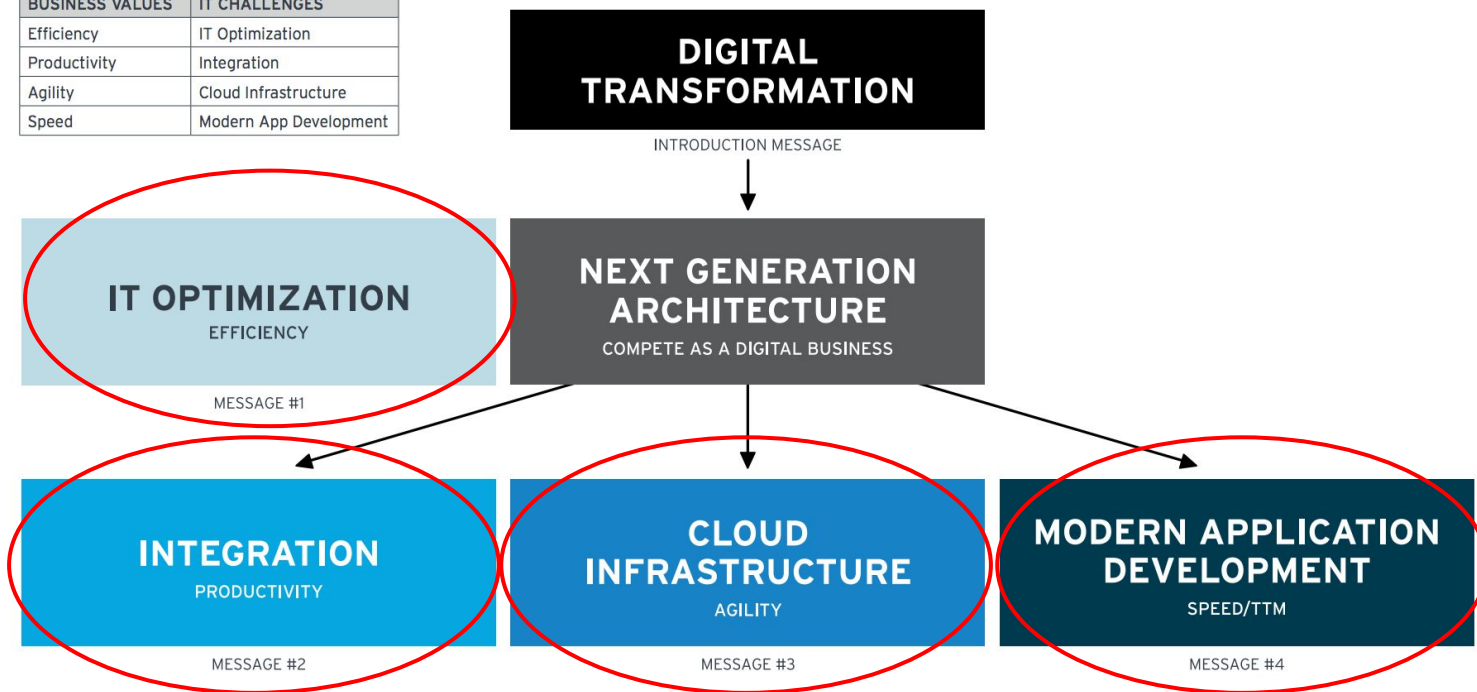
Questions to ask

- What would it mean to your business if you could develop, deploy, and integrate new applications faster?
- Are you attempting to modernize your existing applications (i.e. through rehosting, replatforming, or refactoring)?
- Are you looking for ways to enable self-service, CI/CD, and DevOps?
- Have you automated and streamlined the delivery process for your applications? If so, how?
- Are you building net-new applications? What frameworks and cloud platforms are you considering?
- What's your container strategy? In what ways does your department containerize traditional applications and/or develop, build, and manage container-based applications?
- How do you ensure high availability for your applications?

Conversation Guide available

KEY BUSINESS USE CASE	APPLICATION MODERNIZATION	CLOUD-NATIVE APPLICATIONS	ACCELERATED APPLICATION DELIVERY	PROCESS-DRIVEN APPLICATIONS	MOBILE-CENTRIC APP DEVELOPMENT
WHAT IS THE CUSTOMER TRYING TO DO?	<p>Improve existing applications.</p> <p>Improve or update existing monolithic applications by adopting a more modular or microservices-based architecture and/or newer platforms.</p>	<p>Build cloud-native applications.</p> <p>Build net-new applications and capabilities that are designed for resiliency and scale and typically deployed on cloud infrastructure.</p>	<p>Accelerate app delivery with DevOps and containers.</p> <p>Cut the time it takes to deliver a release or update functionality already in production. This can also include adoption of agile and DevOps processes.</p>	<p>Create consistency with process-driven applications.</p> <p>Accelerate the way customers engage with a business and how employees collaborate and interact with one another.</p>	<p>Develop mobile-centric applications.</p> <p>Improve how customers and employees engage with the organization from mobile devices.</p>
THINGS TO LISTEN FOR (customer problems and challenges)	<ul style="list-style-type: none"> • No easy path to the cloud • Need existing apps to be more agile (microservices) • Need a lighter weight platform suitable for cloud-based, microservices-based applications • Java or Java EE apps are hard and expensive to maintain • Cost reduction initiative to combat vendor lock-in; developers hate WebSphere and/or Oracle • Looking to modernize or 'lift and shift' existing applications (re-hosting, re-platforming, re-factoring) • Frustration with monolithic, inflexible, traditional storage that cannot cope with modern app workloads that require greater agility and scale 	<ul style="list-style-type: none"> • Cannot incorporate new and future technology easily (if at all) • Containers, microservices, mobile apps, cloud-native apps, PaaS, AWS, responsive apps, user interface (UI) • Developers building cloud-native applications need enterprise-grade, persistent storage • Developers need more choice: they want to work with new programming languages and frameworks not supported by current architecture • Can't attract developers with the skills to build the modern applications we need 	<ul style="list-style-type: none"> • Need to reduce time between application releases – build new, and update existing apps faster • Applications take weeks to get to production and still break on cutover • Too many manual processes: need more automation for deployment, testing, etc. • Interested in agile development processes or DevOps methodologies; need to move from waterfall to agile and DevOps • Developers are slowed down by infrastructure provisioning requests, slowing time-to-market 	<ul style="list-style-type: none"> • Too much manual effort is involved in basic operational processes • Takes too long to develop or change business applications • Business applications don't properly reflect business needs • Application backlog is too long, and we don't have enough developers to work it • Business and IT do not understand each other • Business rules and process logic are buried in application code 	<ul style="list-style-type: none"> • Large mobile workforce / salesforce, so we must mobile-enable existing apps and also create new mobile apps to transform business processes • Need accurate, secure, real-time communication between field workforce and back-end systems • Looking to mobile-enable existing apps • Create new mobile apps to transform business processes • Want to use mobility as a catalyst for digital transformation and modern app development approaches like agile, DevOps and CI/CD

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Agility	Cloud Infrastructure
Speed	Modern App Development





Thank You!

Hubert Schweinesbein
hschwein@redhat.com
Manager EMEA Partner Enablement Team
13th of Sep. 2017



Backup - food for thought

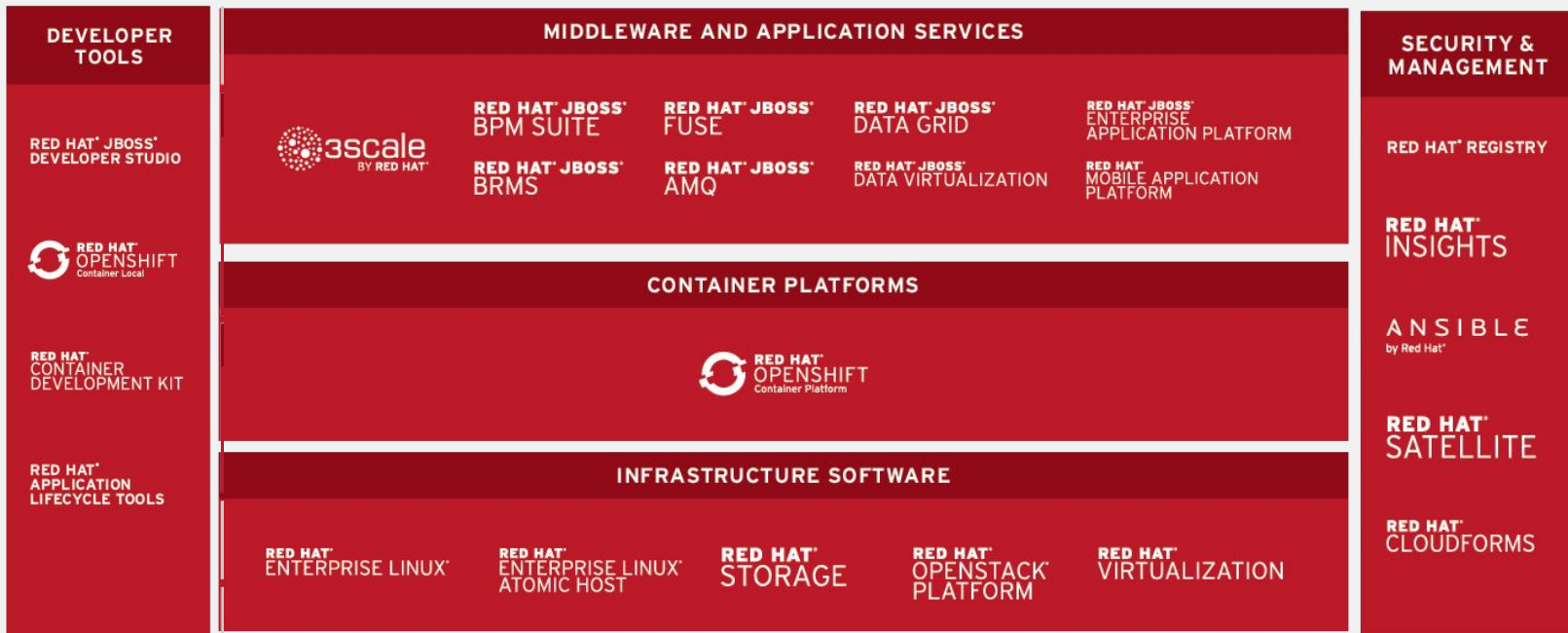


Moscow Partner Day

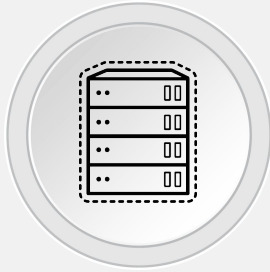
Heatmap of current Red Hat portfolio

Hubert Schweinesbein
Manager EMEA Partner Enablement Team

RED HAT PORTFOLIO



CUSTOMER CHALLENGES



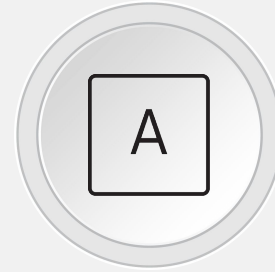
Optimize the IT
you have



Integrate apps, data,
and processes

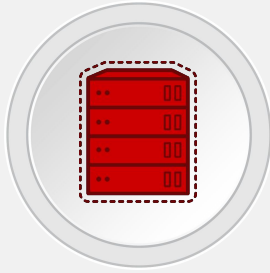


Add and manage cloud
infrastructure



Build more modern
applications

CUSTOMER CHALLENGES



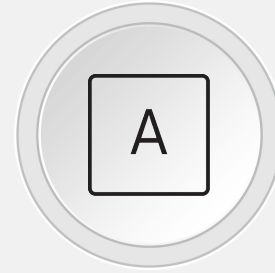
**Optimize the IT
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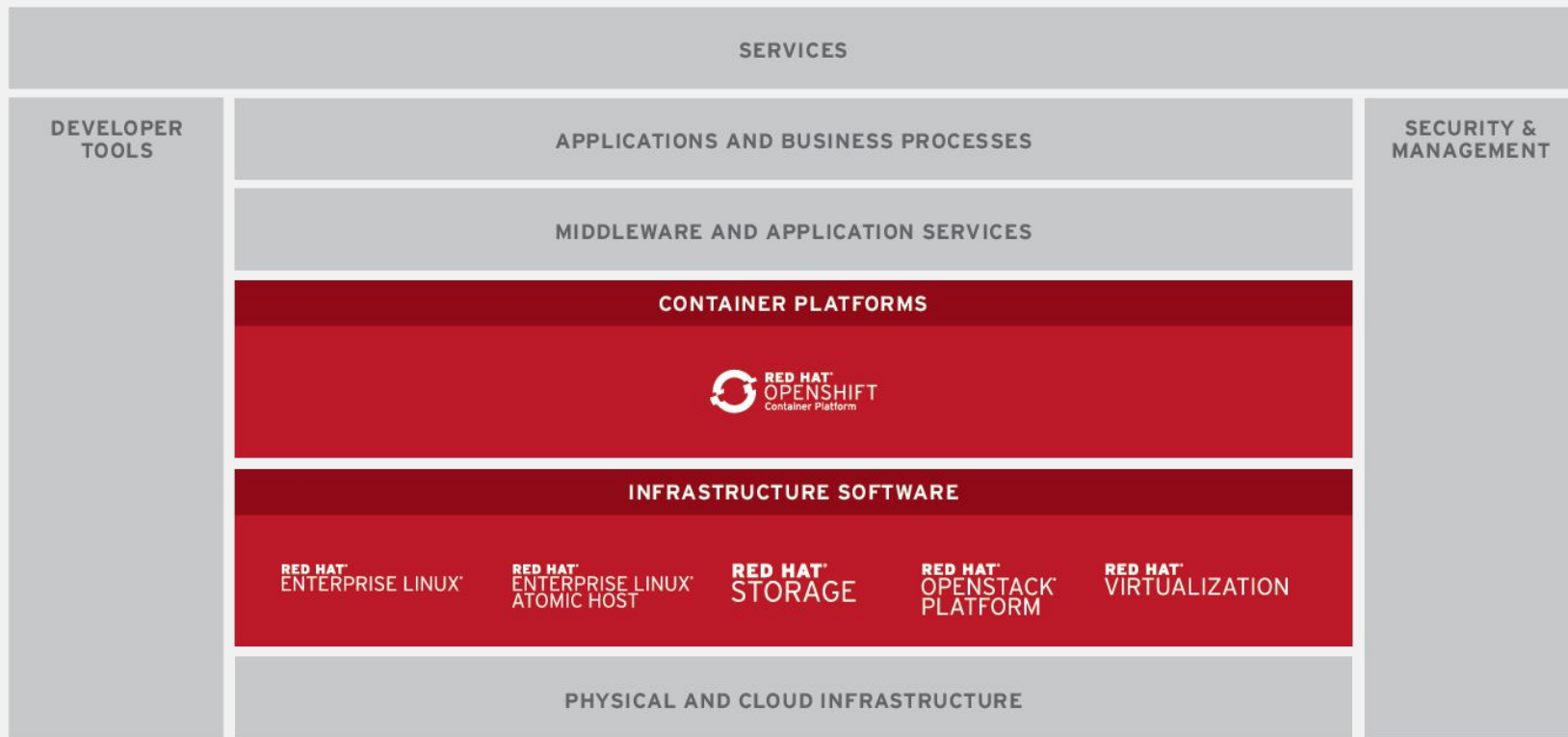


Add and manage cloud
infrastructure



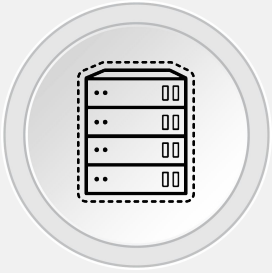
Build more modern
applications

OPTIMIZE THE I.T. YOU HAVE



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CUSTOMER SUCCESS



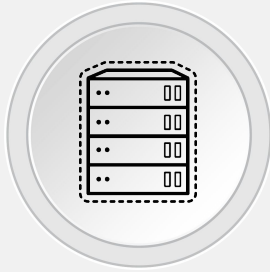
Optimize the IT
you have



“Red Hat is our backbone. Our business cannot run if Red Hat is not there.”

ASHISHKUMAR CHAUHAN
CEO, BSE

CUSTOMER CHALLENGES



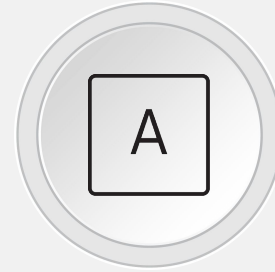
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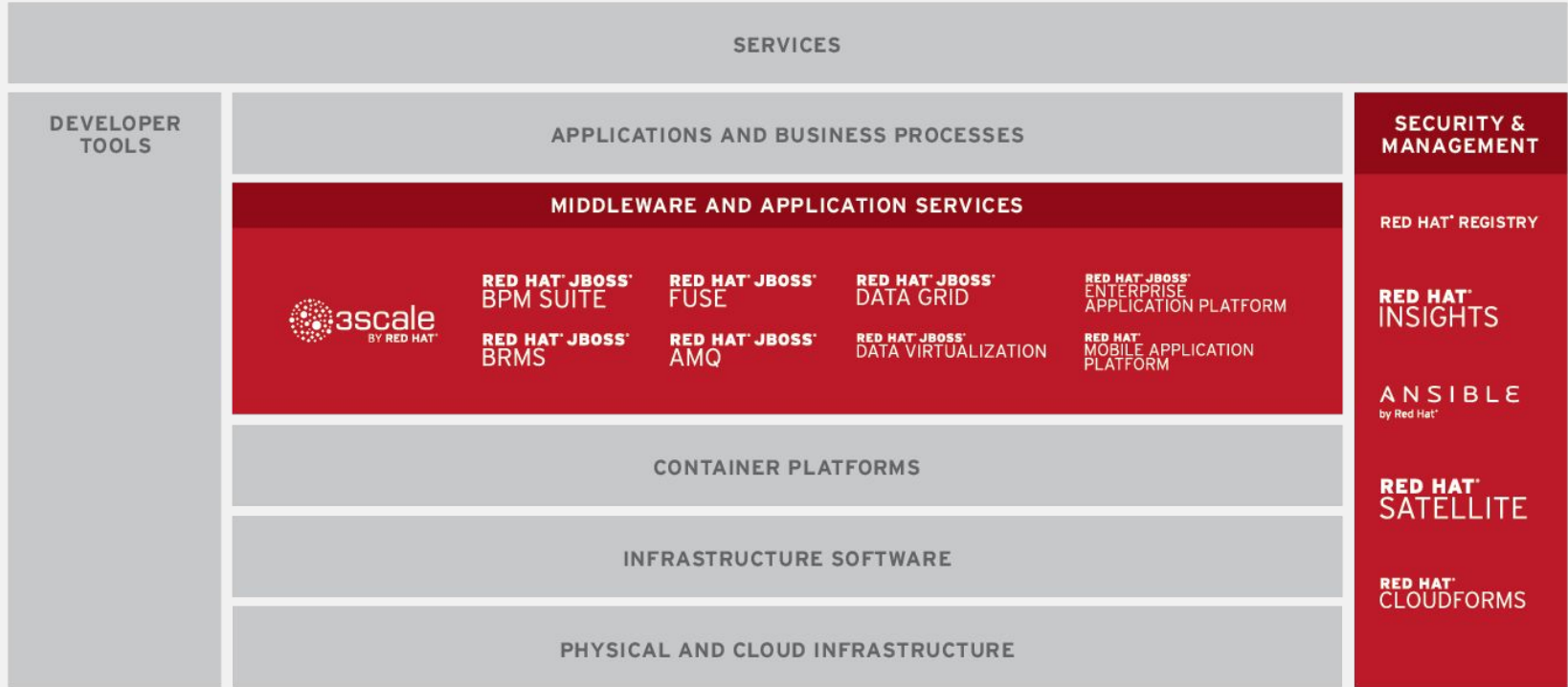


Add and manage cloud
infrastructure



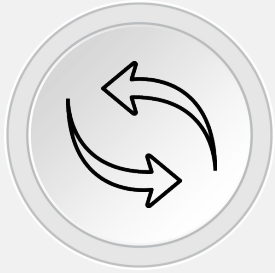
Build more modern
applications

INTEGRATE APPS, DATA, AND PROCESSES



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CUSTOMER SUCCESS



Integrate apps, data,
and processes

Avianca 

 **TMG Health**

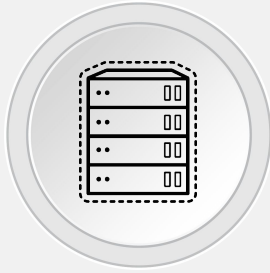
Atos

“Choosing Red Hat gave us access to technical expertise. We received advice and support for defining and building the solution as we tried to do something that no one had done before.”

RICHARD WILSON

HEAD OF PORTFOLIO AND STRATEGY FOR SYSTEMS INTEGRATION,
ATOS UNITED KINGDOM & IRELAND

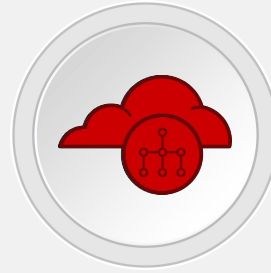
CUSTOMER CHALLENGES



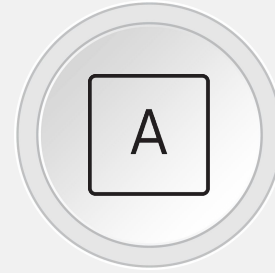
Optimize the IT
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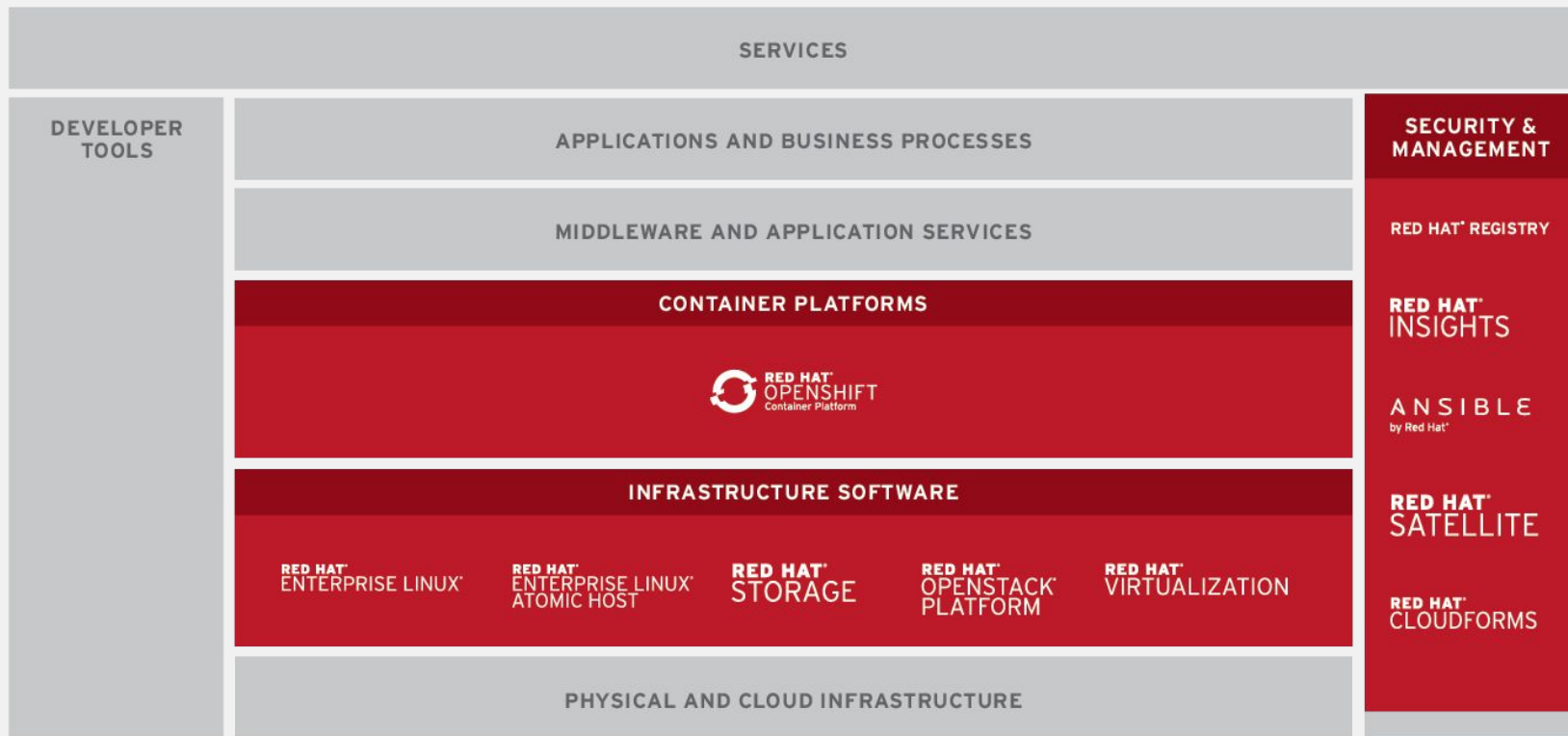


**Add and manage
cloud infrastructure**



Build more modern
applications

ADD AND MANAGE CLOUD INFRASTRUCTURE



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CUSTOMER SUCCESS



Add and manage cloud infrastructure

Cox
AUTOMOTIVE™

UnionBank®

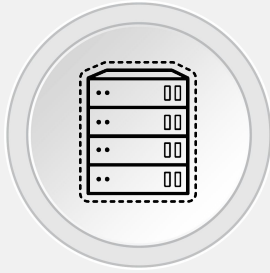
PADDYPOWER. betfair

"We analyzed the numbers and realized with Red Hat we saved almost 10 years of time and almost \$5 million in soft savings."

JASON CORNELL

MANAGER OF CLOUD AND INFRASTRUCTURE AUTOMATION, COX AUTOMOTIVE

CUSTOMER CHALLENGES



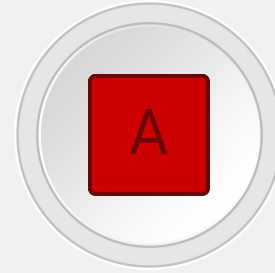
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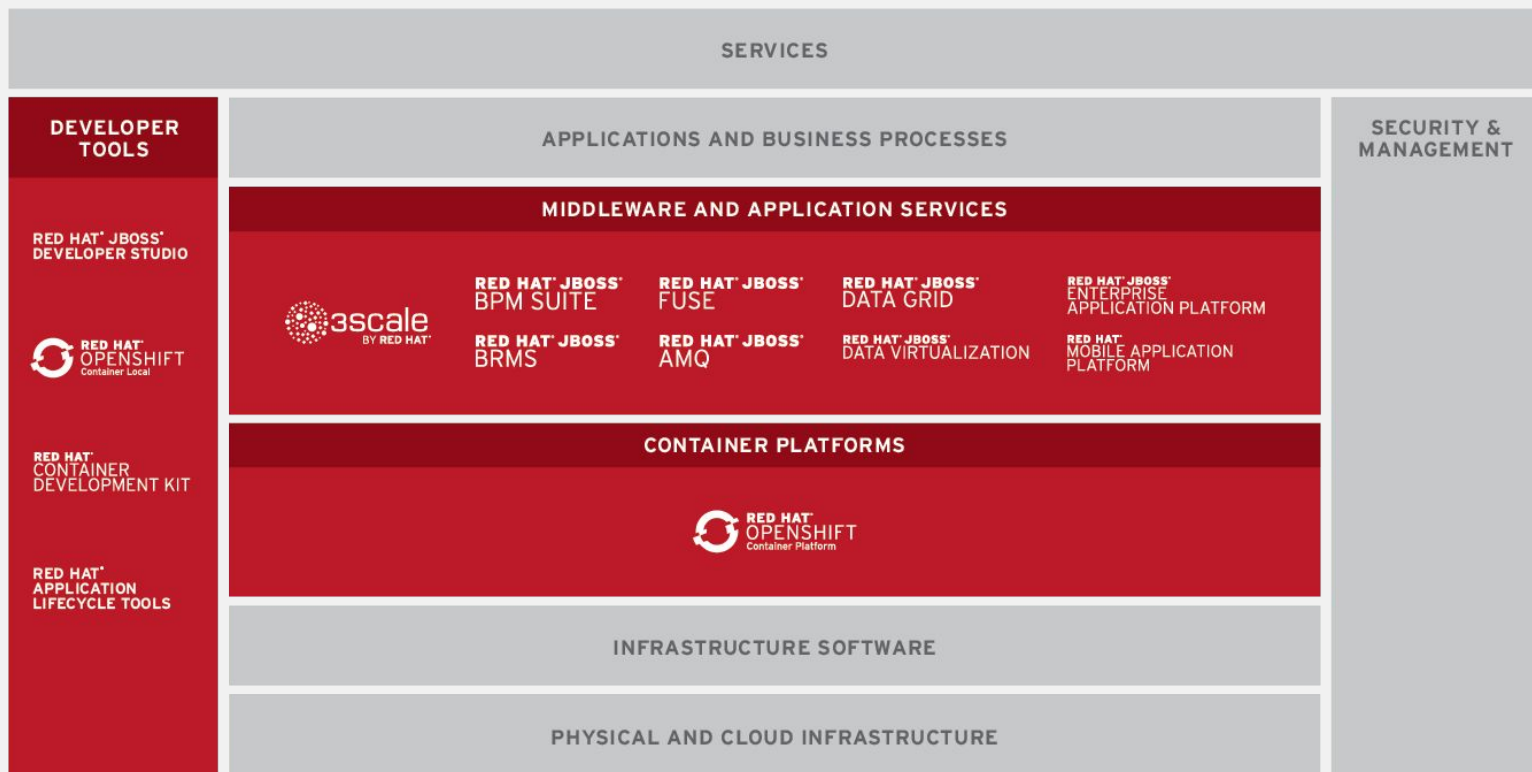


Add and manage cloud
infrastructure



**Build more modern
applications**

BUILD MORE MODERN APPLICATIONS



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CUSTOMER SUCCESS



Build more modern applications

FICO



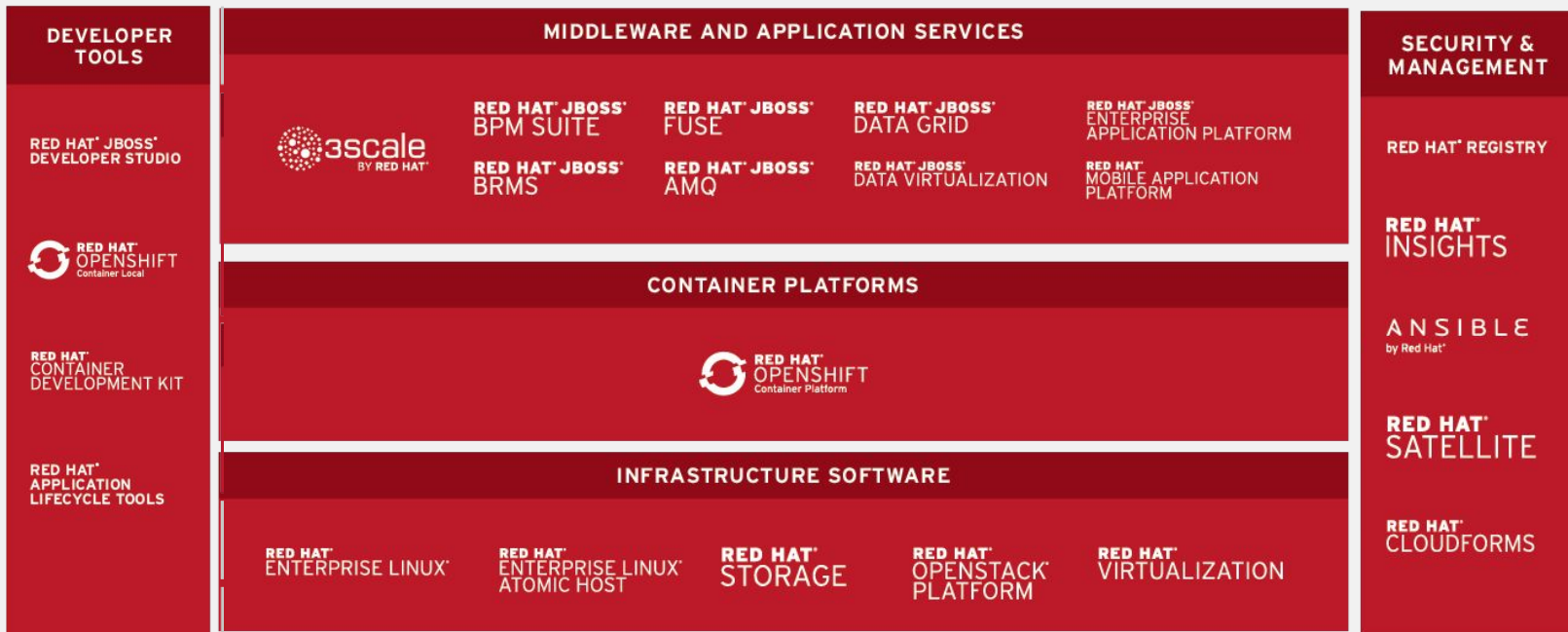
BARCLAYS

KeyBank 

“With Red Hat OpenShift Container Platform, we’re more agile. We can think of an idea, try it, fail, learn, and make adjustments.”

SIMON CASHMORE

HEAD OF PLATFORM-AS-A-SERVICE (PaaS) MIDDLEWARE ENGINEERING, BARCLAYS



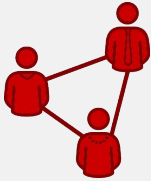
THE CIO'S ALTERNATIVE



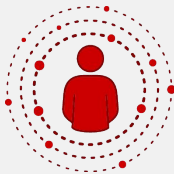
Operating system	Microsoft Windows Server, Oracle Solaris, IBM AIX, HP/UX, SUSE Linux Enterprise Server, FusionSphere, Ubuntu >	Red Hat Enterprise Linux
PaaS	Pivotal Cloud Foundry, Microsoft Azure, Amazon Web Services, Google App Engine, Salesforce Heroku >	OpenShift by Red Hat
Cloud orchestration	VMware vRealize Suite, RightScale Cloud Management, BMC Cloud Lifecycle Management, Microsoft System Center 2012 R2 >	Red Hat CloudForms
IaaS	VMware vCloud Suite, HP Helion, Rackspace, VMware vCAC, VMware Integrated OpenStack (VIO), Mirantis >	Red Hat Cloud Infrastructure, RHEL OpenStack Platform, Red Hat Satellite
Virtualization	VMware vSphere, Microsoft Hyper-V 2012 >	Red Hat Enterprise Virtualization
Storage	NetApp, EMC (Isilon, ScaleIO, ECS, ViPR), VMware Virtual SAN, Scality >	Red Hat Gluster Storage, Red Hat Ceph Storage
Application server	Pivotal tc Server, VMware vFabric, Oracle WebLogic Server >	Red Hat JBoss Enterprise Application Platform, Red Hat JBoss Web Server
In-memory data grid	IBM WebSphere eXtreme Scale, Oracle Coherence, Pivotal GemFire, Software AG Terracotta >	Red Hat JBoss Data Grid
ESB and application integration	IBM Integration Bus, Oracle SOA Suite and ESB, MuleSoft AnyPoint Platform, Sonic ESB, Tibco ActiveMatrix >	Red Hat JBoss Fuse
Data virtualization and data services	IBM InfoSphere Federation Server, Progress DataXtend SI, Composite Information Server, Denodo >	Red Hat JBoss Data Virtualization
Business rules and process automation	IBM Operational Decision Manager and IBM Business Process Manager, Oracle SOA Suite and BPM Suite, Pegasystems Pega BPM, FICO Blaze Advisor >	Red Hat JBoss BRMS, Red Hat JBoss BPM Suite
Messaging	IBM WebSphereMQ, Pivotal RabbitMQ, VMware vFabric, Tibco Enterprise Message Service >	Red Hat JBoss A-MQ
Systems management	HP Server Automation, BMC BladeLogic, Microsoft System Center Configuration Manager >	Red Hat Satellite
Mobile	IBM MobileFirst, SAP Mobile Platform, Kony Mobility Platform, Telerik Platform, AnyPresence >	Red Hat Mobile Application Platform

THE BASE - OPEN SOURCE

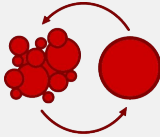
OPEN SOURCE CULTURE



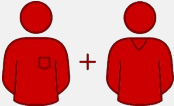
Collaboration



Transparency
(both access and the ability to act)

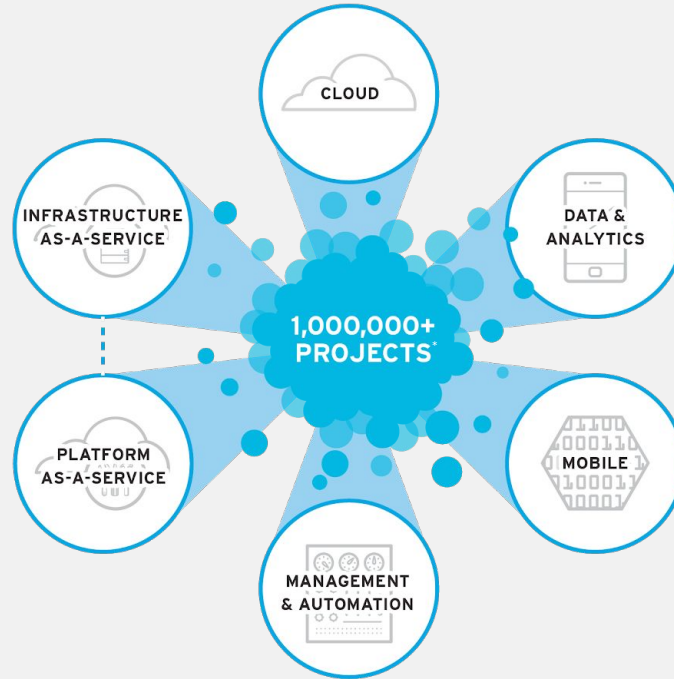


Shared problems are
solved faster

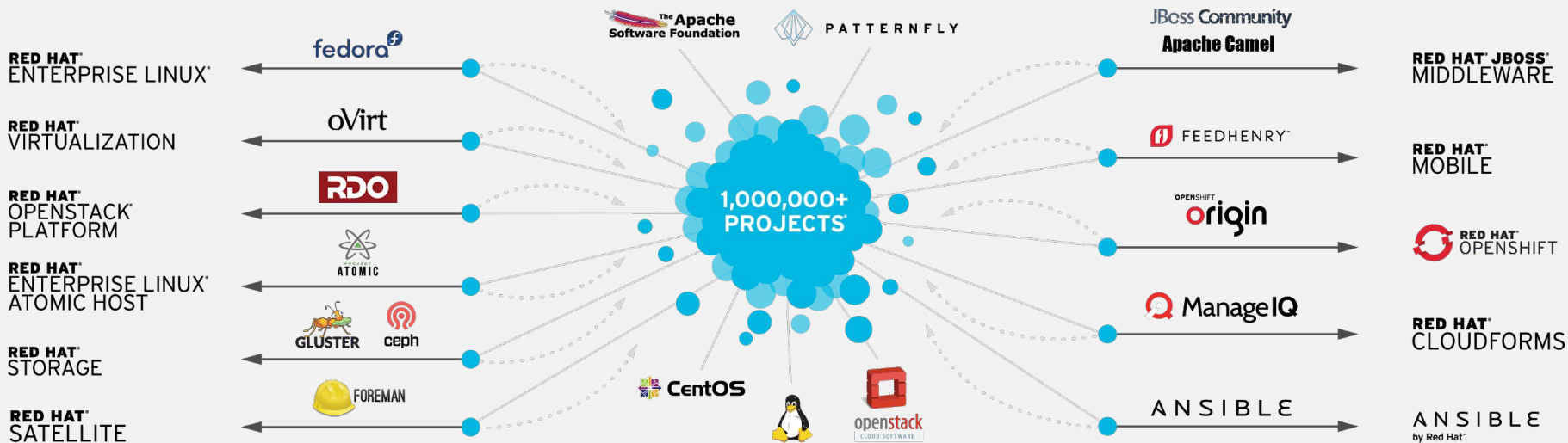


Working together creates
standardization

OPEN SOURCE FUELS RAPID INNOVATION



FROM COMMUNITIES TO ENTERPRISE



RH0064-3



Thank You!

Hubert Schweinesbein
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Manager EMEA Partner Enablement Team
13th of Sep. 2017



THANK YOU



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twitter.com/RedHatNews



youtube.com/user/RedHatVideos

ADDITIONAL RESOURCES

These external-facing resources may also be helpful to review and share. The redhat.com link provided for each asset, see also PNT Portal and Content Hub.

- [The CIO's alternative brochure](#)
- [Who relies on Red Hat? brochure](#)
- [Company brochure](#)
- [Company info page \(redhat.com\)](#)
- [Open source topic page \(redhat.com\)](#)
- [Enterprise-grade open source: An imperative for modern IT](#) an IDC white paper (avail through June 2017)
- [Security topic page \(redhat.com\)](#)
- [Customer success stories \(redhat.com\)](#)

To aid in your delivery of this presentation, review corporate messaging, as well as product-specific information, in [Red Hat's Messaging Index](#) on Mojo.