



YOUR FUTURE IS BUILT ON WHAT YOU DO TODAY

How you can prepare your organization for market disruption

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Senior Vice President and General Manager EMEA
October 2017



I.T.

USED TO STAND ALONE

BUT NOW TECHNOLOGY IS EVERYWHERE

AND CAN BELONG TO ANY TEAM

TECHNOLOGY IS PART OF EVERYTHING

MOBILE

BANKING

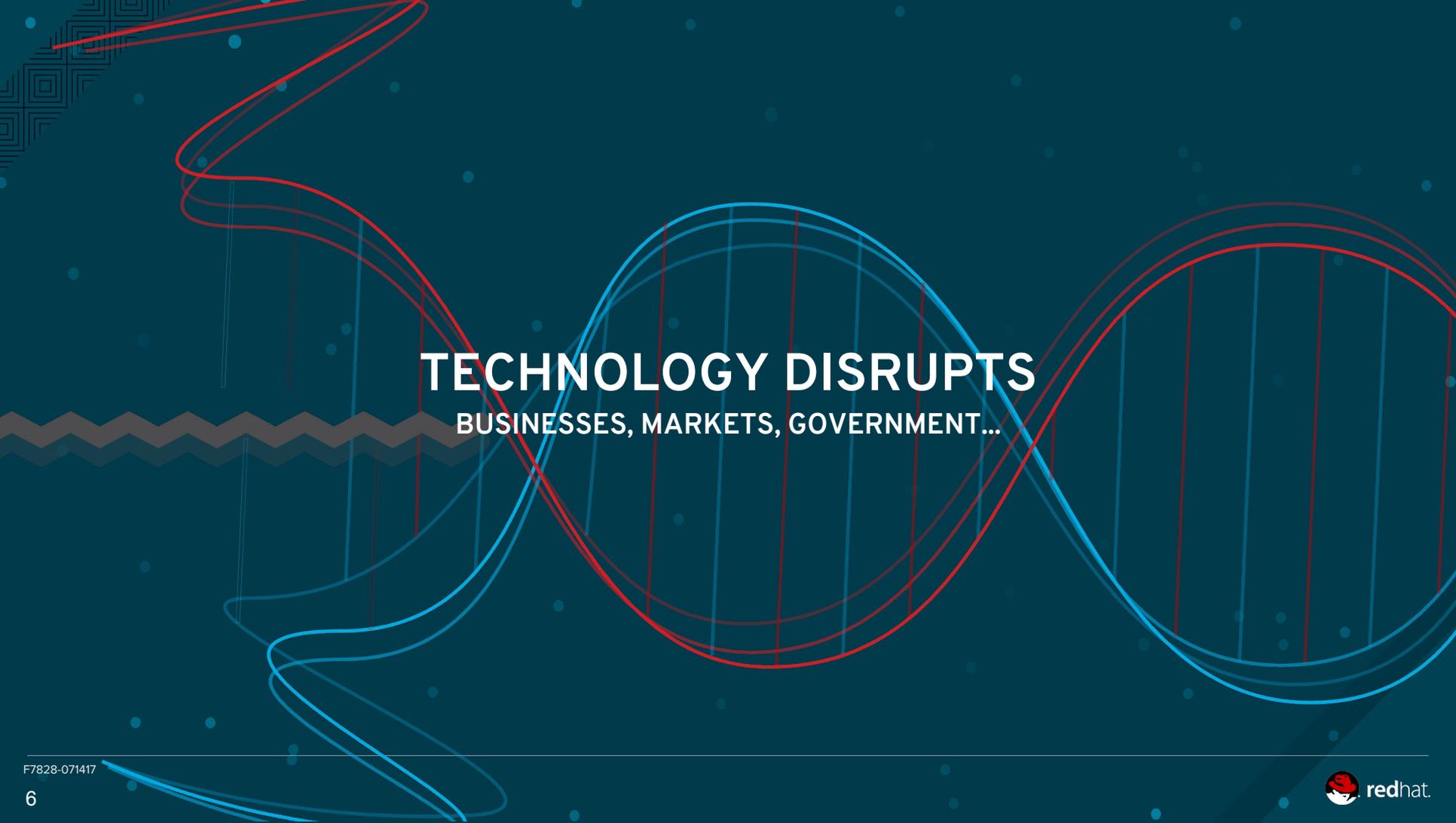
EDUCATION

MEDICINE

TOYS

SOCIAL MEDIA

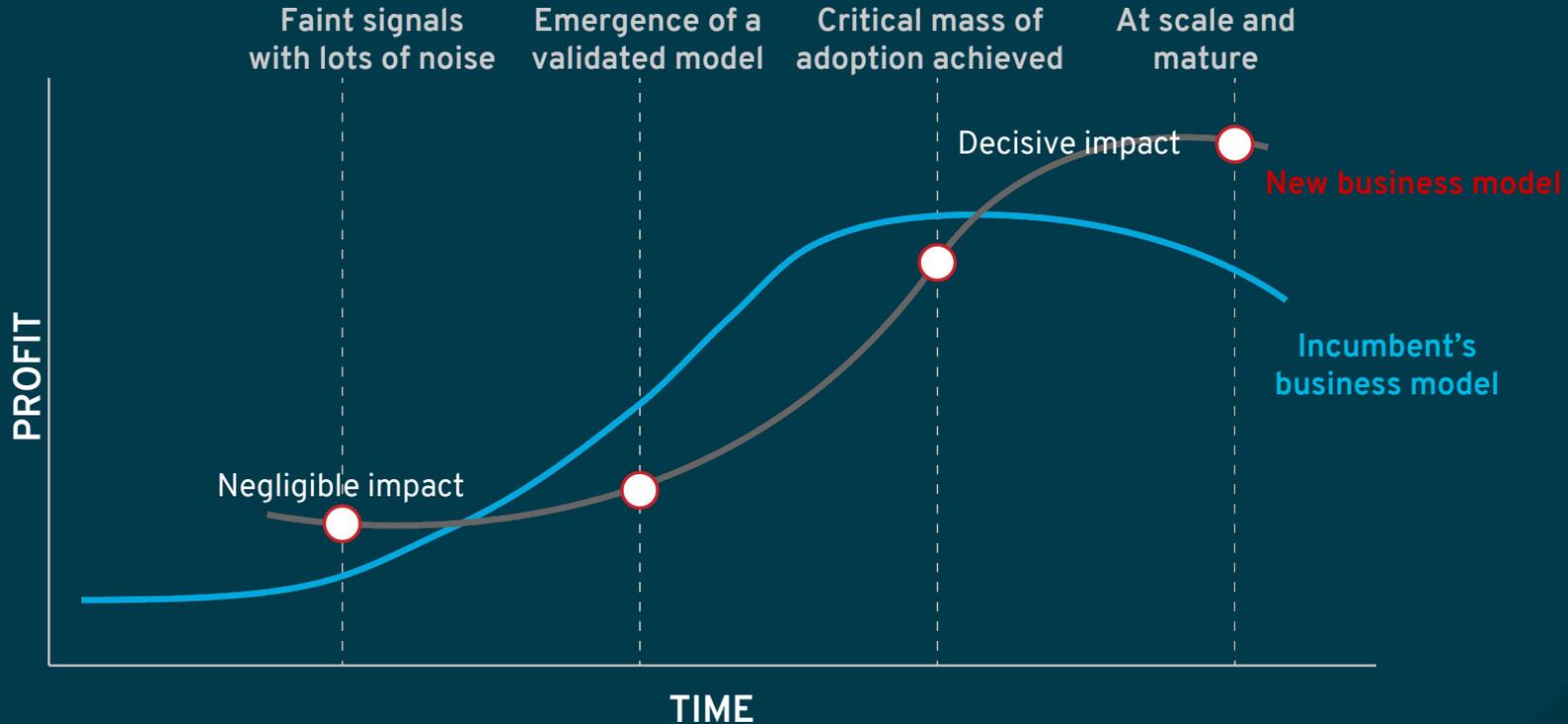
CARS



TECHNOLOGY DISRUPTS

BUSINESSES, MARKETS, GOVERNMENT...

AND YOU MAY NOT REALIZE IT UNTIL IT'S TOO LATE



DISRUPTION IS A MATTER OF WHEN, NOT IF

Kodak

LEGO

NETFLIX

THE LONGER YOU WAIT

THE HARDER IT IS TO CATCH UP

"Organizations that haven't modernized their application architecture and infrastructure to support digital business will fall further behind new entrants and fast-moving competitors."

"One striking finding is that the top performers are building more technology in-house than other enterprises."

GARTNER

Modernizing Application Architecture & Infrastructure Primer for 2017

Elizabeth Golluscio & Anne Thomas

17 Jan 2017

SO WHAT SHOULD WE DO?

ARE THESE YOUR CHALLENGES?

TOP DIGITAL TOPICS FOR RED HAT CUSTOMERS IN 2017

52%



1. DEVELOPING A
CLOUD STRATEGY

42%



2. BUILDING NEW APPS
QUICKLY

39%



3. OPTIMIZING AND
MODERNIZING
EXISTING I.T

SHIFTING YOUR TECHNOLOGY INVESTMENT

IS REALLY ABOUT BEING ABLE TO DO MORE, FASTER



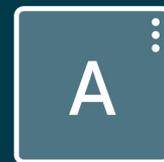
Optimize the IT
you have



Integrate apps, data,
and processes



Add and manage cloud
infrastructure



Build more modern
applications

EFFICIENCY

PRODUCTIVITY

AGILITY

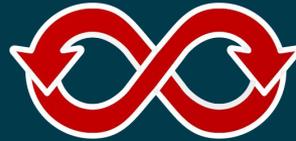
SPEED

IT TAKES MORE THAN JUST TECHNOLOGY TO MOVE THE BUSINESS FORWARD



CULTURE

Collaborative
Transparent
Open



PROCESS

Agile
Continuous
Iterative



TECHNOLOGY

Open source
Hybrid
Connected

CULTURE

IT'S NOT JUST CODE

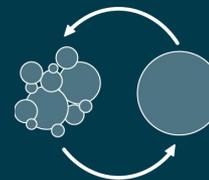
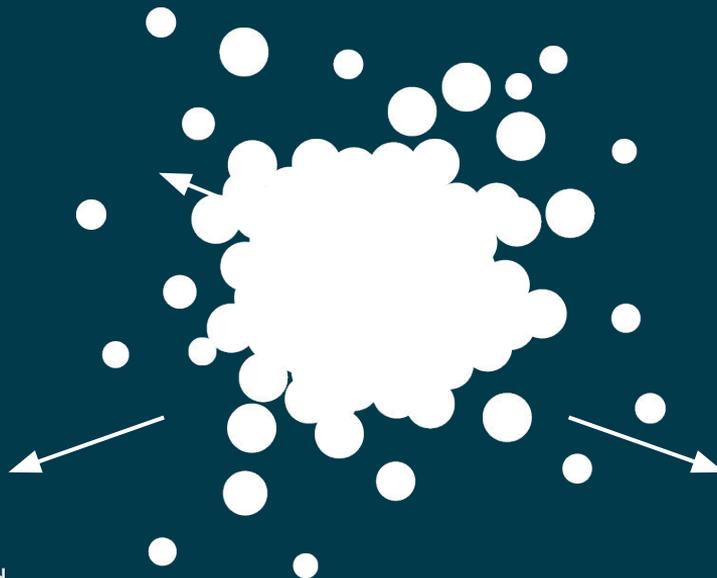
CULTURE IS CRITICAL



Collaboration
brings ideas
together



Transparency
(both access and
the ability to act)



Shared problems
are solved faster

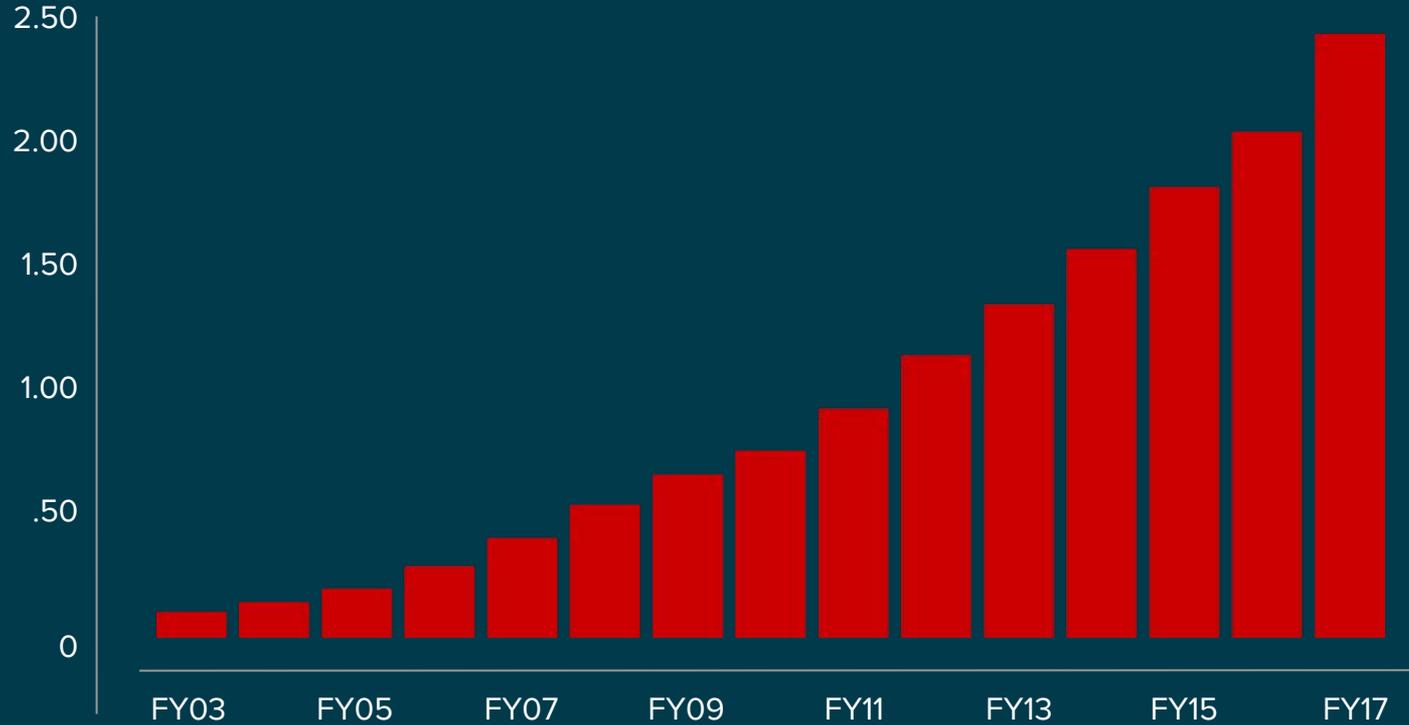


Working together
creates necessary
standardization

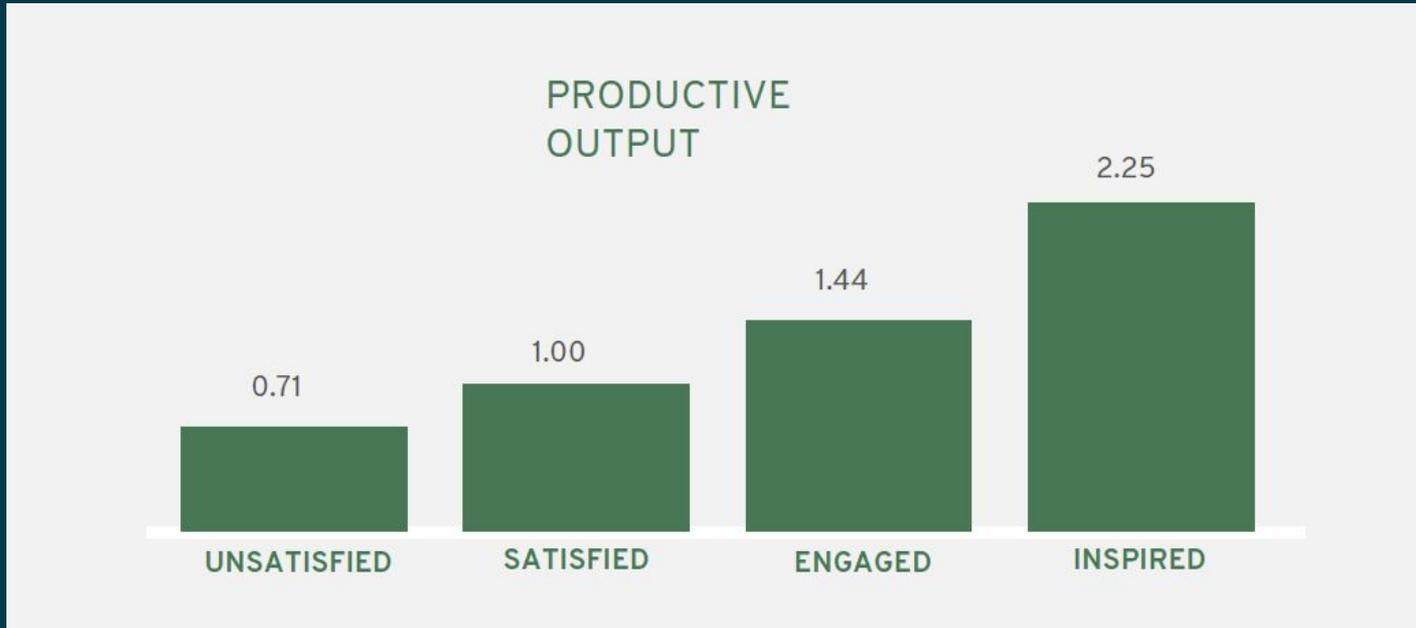
COMPANY REVENUE

\$ BILLIONS

FY2003 – FY2017



PERSONAL COMMITMENT (BELIEF) DRIVES MARGINAL DISCRETIONARY EFFORT (BEHAVIOUR)



MULTIPLE RESEARCH STUDIES LINK PURPOSE TO PERFORMANCE

Inspire Your Workforce

Purpose motivates the workforce



Acquisition

77% of millennials cited corporate purpose as a major factor in their employer selection¹



Productivity

65% claimed that Purpose would motivate them to go the "extra mile" in their jobs²



Retention

64% claimed it would engender a greater sense of loyalty towards the organization they work for²



Performance

89% of executives believe that Purpose improves employees performance³



Compensation

49% of employees would trade up to 20% of their salary to work at a Purpose-driven organization⁴

Drive Company Performance

Purpose delivers profits⁴

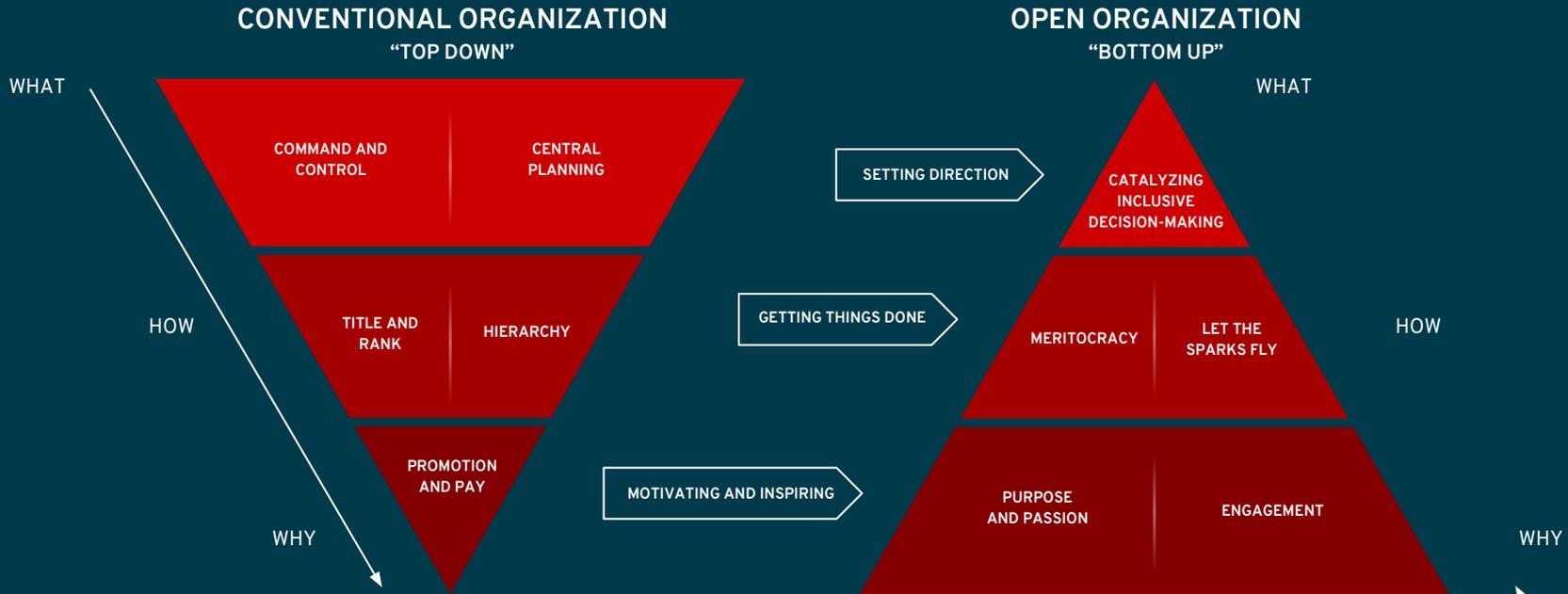


5-year Total Shareholder Return



10-year Returns of "Good to Great" Firms

RED HAT: THE OPEN ORGANIZATION



CLOSED vs OPEN

● Closed

A collection of individuals who look out for their own interests

Trust among employees has to be earned

Information is protected and closely held by a few people

Employees work on teams and projects only within their functional areas

An employee's title provides them with power

○ Open

Teams of people who share a common connection and sense of community

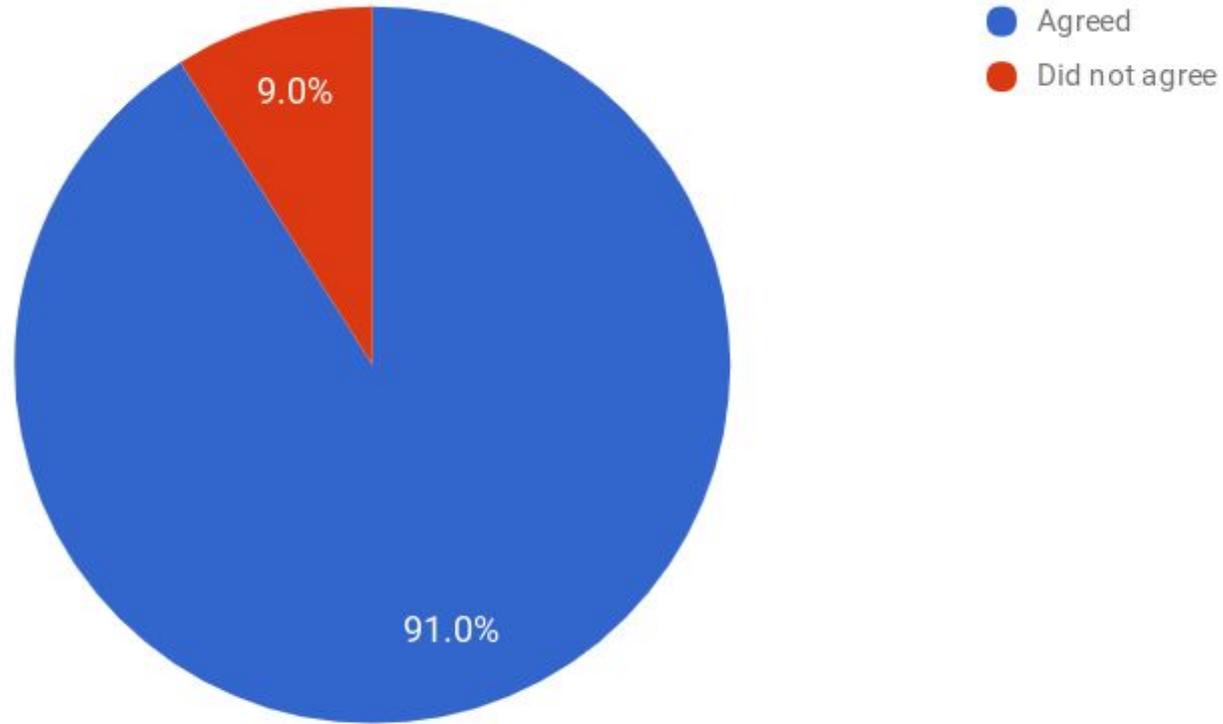
Trust among associates is given

Information is shared widely and there is a high degree of transparency

Associates who engage in collaboration across projects, functions and disciplines

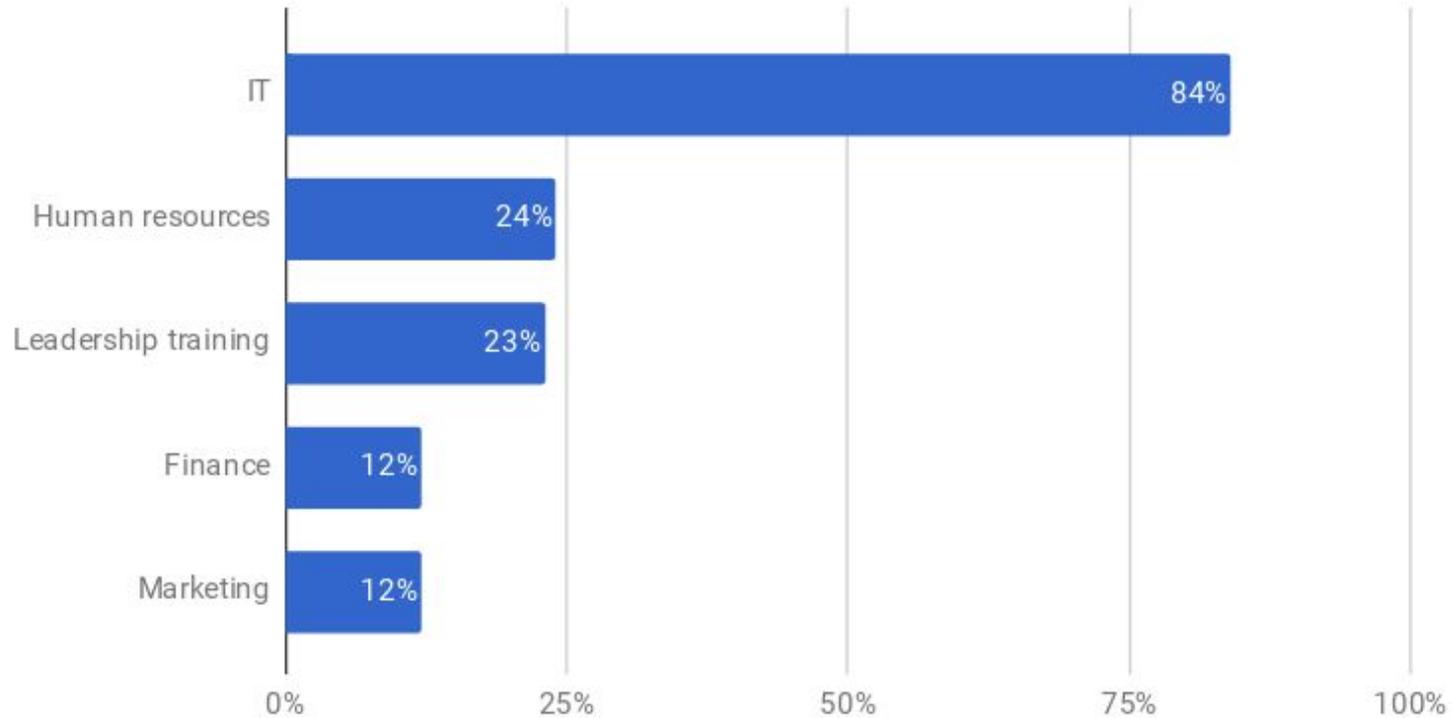
An associate's ideas provides them with the power of influence - meritocracy is honored

Technological developments are changing the way organizations in my industry must operate in order to succeed.



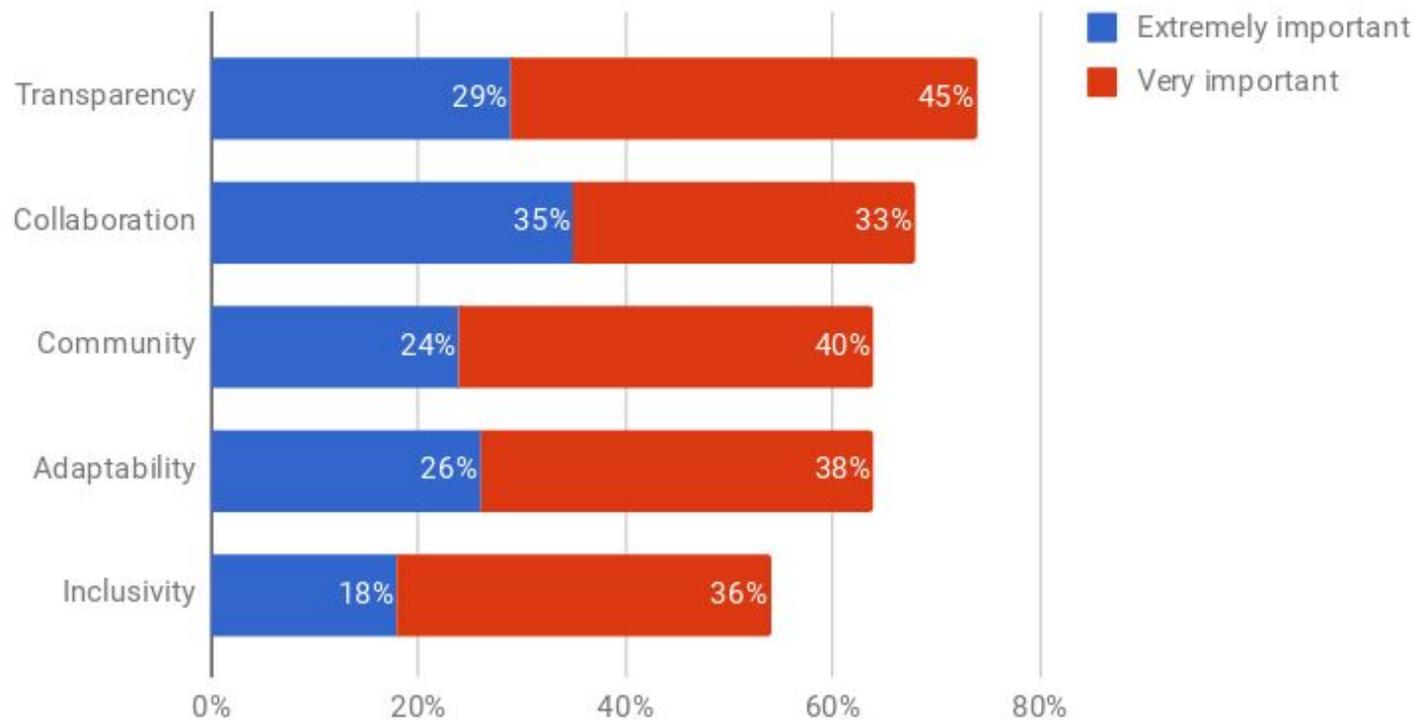
Source: TechValidate Open Source Culture Survey 10/2017

Which areas of your organization have attempted (or will attempt) culture change initiatives (check all that apply)?



Source: TechValidate Open Source Culture Survey 10/2017

How important are the following values to your team's or organization's change efforts?



Source: TechValidate Open Source Culture Survey 10/2017

PROCESS

LOOK AT PROCESSES ACROSS THE ORGANIZATION

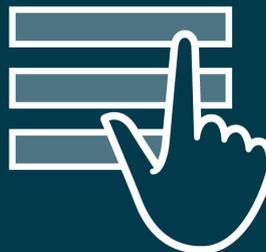
DEVELOPMENT, BUSINESS, AUTOMATION, & SECURITY



DEVELOPMENT
PROCESSES



BUSINESS
PROCESSES



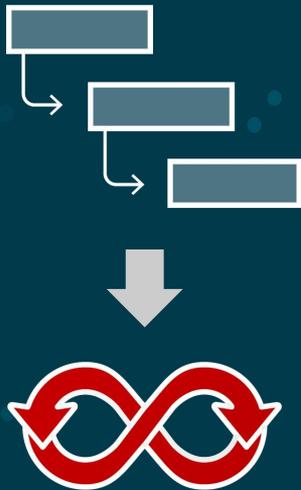
AUTOMATION
PROCESSES



SECURITY
PROCESSES

CHANGE YOUR DEVELOPMENT PROCESSES

AGILE, SCRUM, DEVOPs, CI/CD, & THE MODERN APP LIFE CYCLE

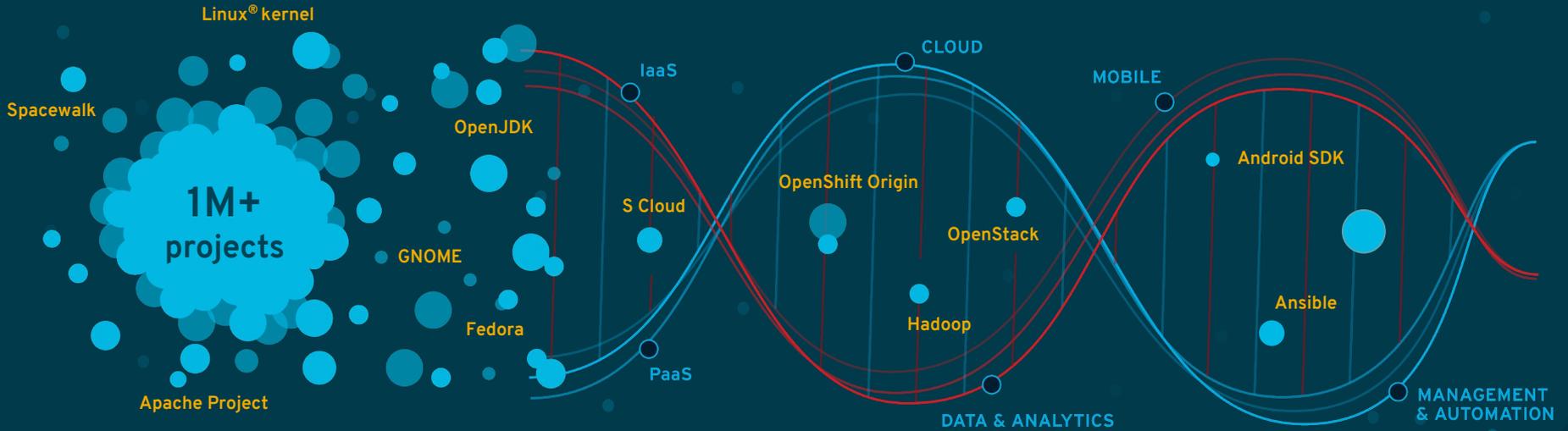


1. **Open your culture.** Transparency, collaboration, and consistency are requirements.
2. **Automate as much as you can.** Eliminating manual tasks gives you time to innovate.
3. **Get the right platform.** Containers are the best way to package apps for DevOps, & container platforms provide the needed automation.

TECHNOLOGY

OPEN SOURCE IS THE SOURCE

OF TECHNOLOGICAL INNOVATION



OPEN SOURCE IS EVERYWHERE

INCLUDING ENTERPRISE ORGANIZATIONS

"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."

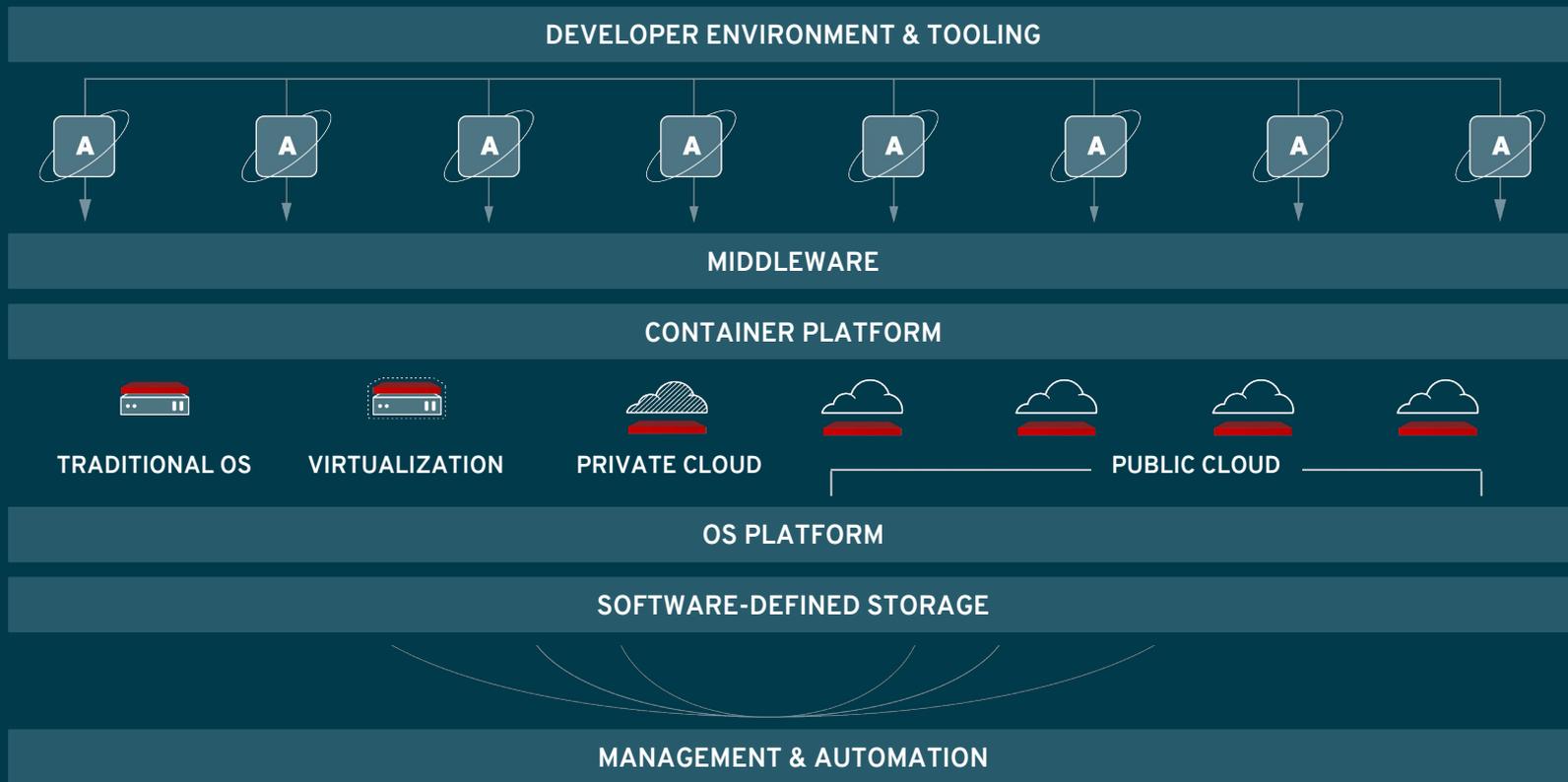
GARTNER

Hype Cycle for Open Source Software, 2016

Mark Driver

11 Jul 2016

THE FUTURE IS HYBRID & MULTICLOUD



WE HAVE BEEN HERE BEFORE

IBM

APPLICATION

MIDDLEWARE

OS

HARDWARE



SUN

APPLICATION

MIDDLEWARE

OS

HARDWARE



HP

APPLICATION

MIDDLEWARE

OS

HARDWARE



DIGITAL

APPLICATION

MIDDLEWARE

OS

HARDWARE



WE HAVE BEEN HERE BEFORE

SOFTLAYER[®]
an IBM Company

 Microsoft Azure

 **amazon.com**
web services


Google Cloud Platform

IBM

APPLICATION

MIDDLEWARE

OS

HARDWARE



SUN

APPLICATION

MIDDLEWARE

OS

HARDWARE



HP

APPLICATION

MIDDLEWARE

OS

HARDWARE



DIGITAL

APPLICATION

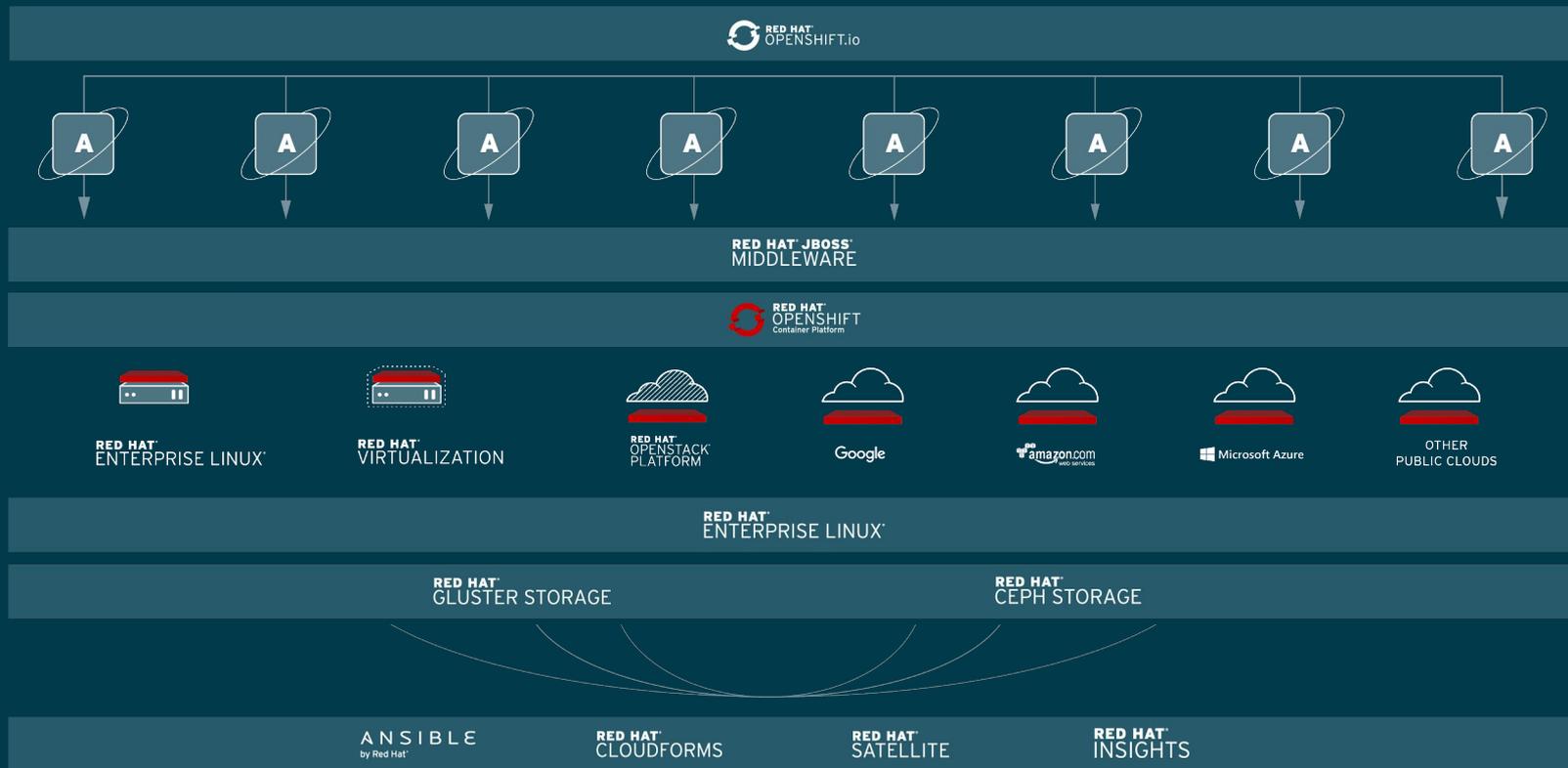
MIDDLEWARE

OS

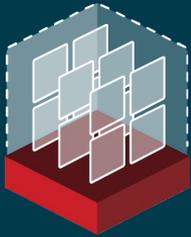
HARDWARE



THE FUTURE IS HYBRID & MULTICLOUD



CONTAINERS ARE LINUX



CONTAINERS

- Modern application platform for existing and new apps
- Portable across the hybrid cloud
- Container companies must be Linux companies

WHY RED HAT

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



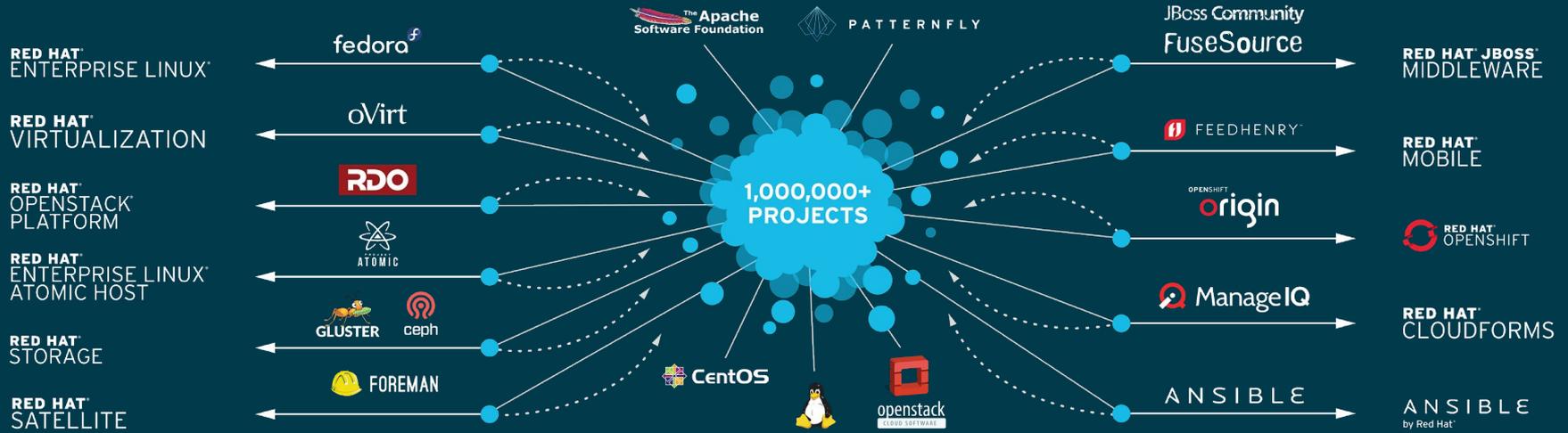
100%

of commercial
banks in the
Fortune 500 rely
on Red Hat



FROM COMMUNITY TO ENTERPRISE

WE ARE BUILDING MODERN I.T. SOLUTIONS



RH0064-3

THE WORLD'S LEADING PROVIDER

OF ENTERPRISE OPEN SOURCE I.T. SOLUTIONS

MORE THAN
90%
of the
FORTUNE
500
use
RED HAT
PRODUCTS &
SOLUTIONS¹

~10,500
EMPLOYEES

85
OFFICES

35
COUNTRIES

S&P
500
COMPANY

NYSE
RHT

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

COMPREHENSIVE SERVICES

WE CAN HELP YOU, NO MATTER WHERE YOU ARE (OR WHAT YOU NEED)



TRAINING & CERTIFICATION

Hands-on certifications & exams for 40+ courses, including automation & containers



SUPPORT

Tools, planning, and support is available 24x7, through our award-winning Customer Portal



CONSULTING

Design through project management to align process & IT, with on-site or remote delivery

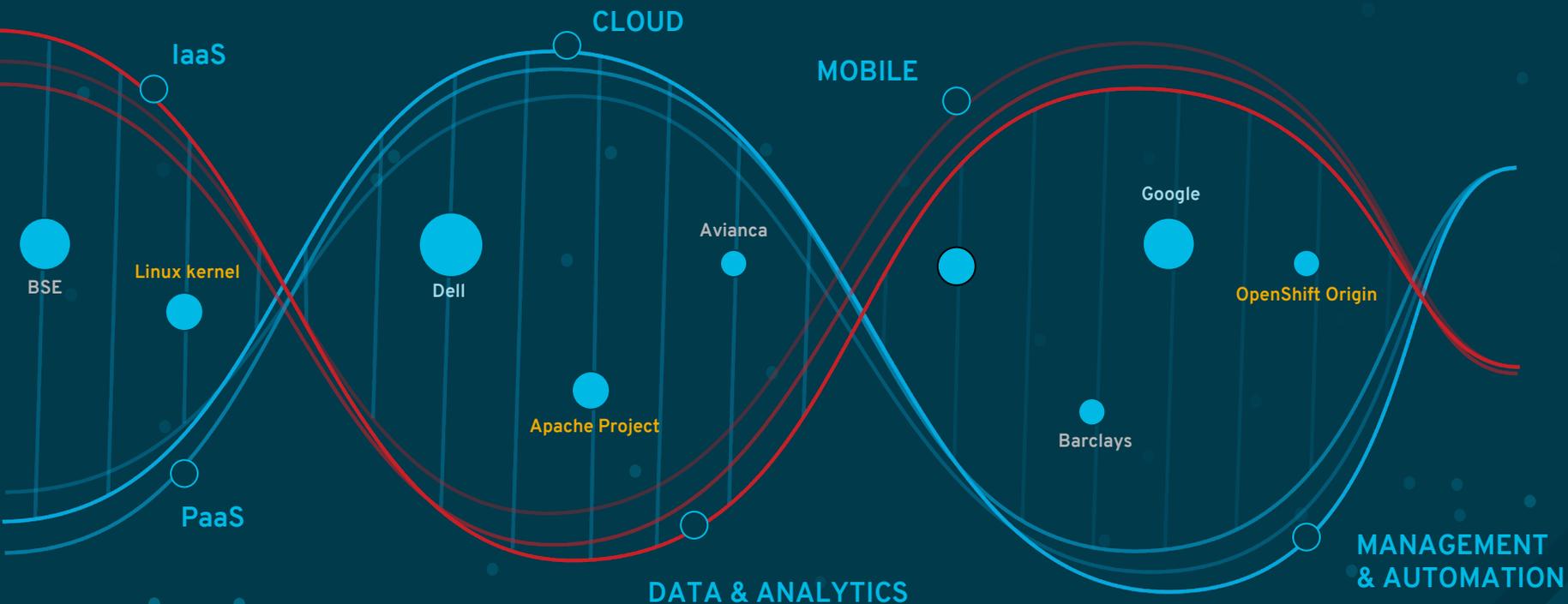


HARDWARE, SOFTWARE, & CLOUD CERTIFICATION

Certified public cloud providers, hardware platforms, apps, & containers

PARTNERS + COMMUNITIES + CUSTOMERS

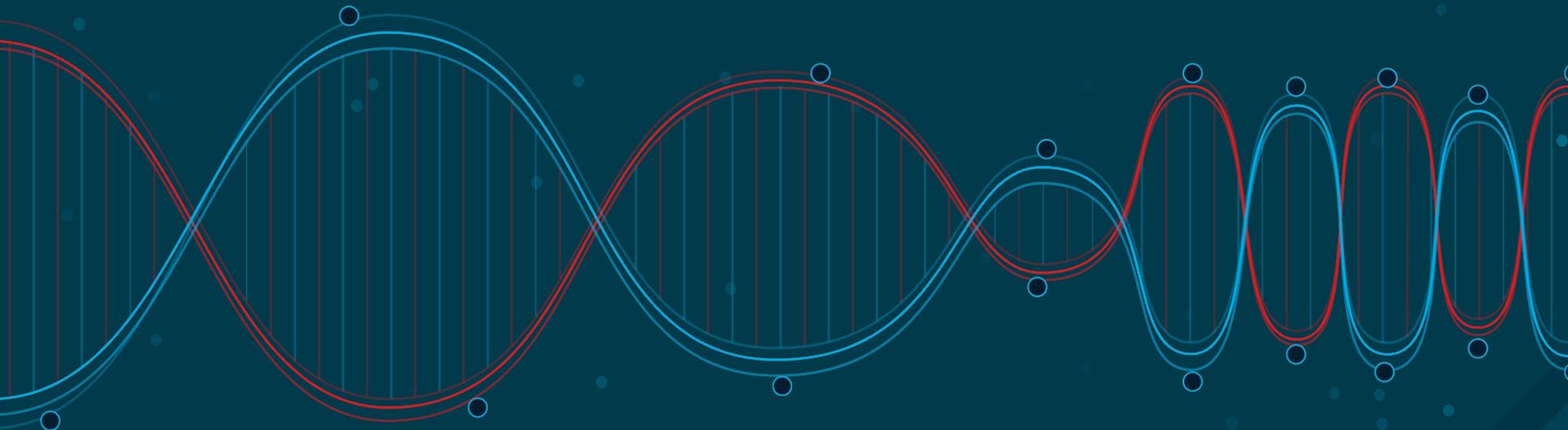
BUILDING THE FUTURE OF TECHNOLOGY, TOGETHER



**THE FUTURE IS
OPEN HYBRID CLOUD**

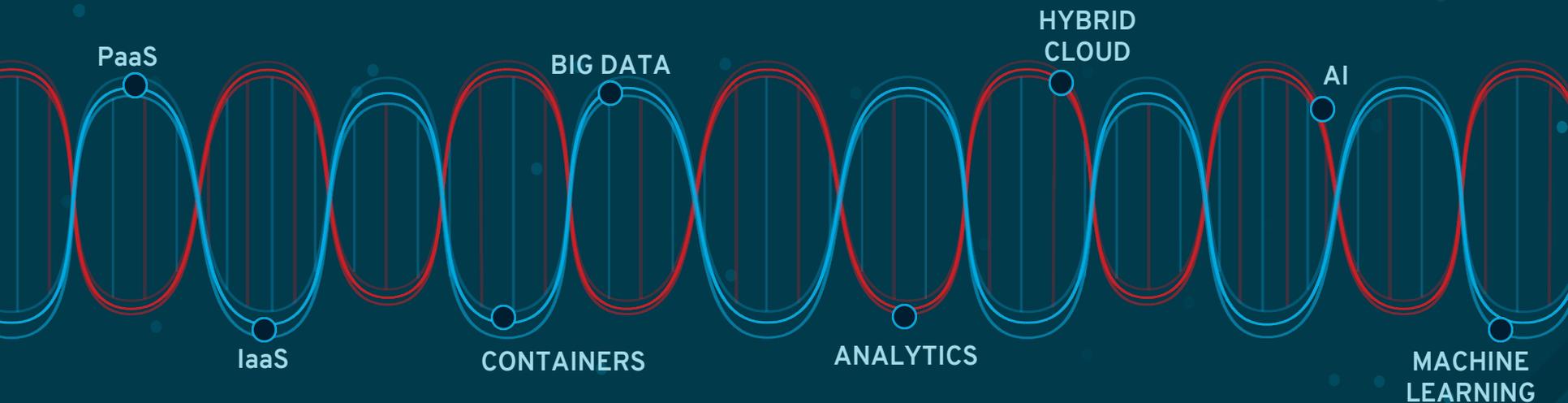
DIGITAL LEADERS MOVE FAST

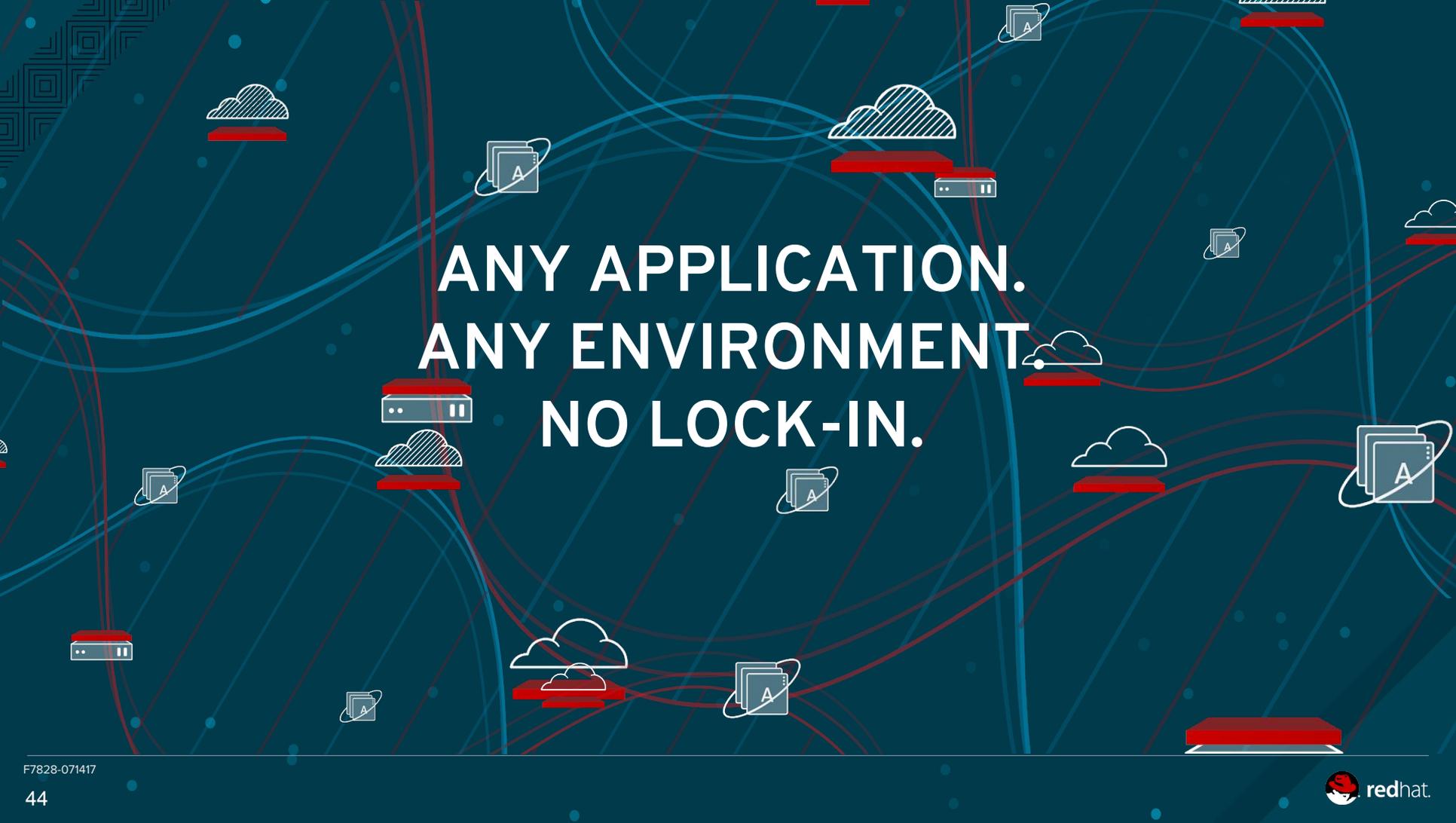
NIMBLE, FLEXIBLE APPS & SERVICES BRING SPEED



DIGITAL LEADERS ARE OPEN & HYBRID

INTEROPERABLE, FLEXIBLE, & SCALABLE





**ANY APPLICATION.
ANY ENVIRONMENT.
NO LOCK-IN.**



THANK YOU



plus.google.com/+RedHat



facebook.com/redhatinc



linkedin.com/company/red-hat



twitter.com/RedHatNews



youtube.com/user/RedHatVideos