



DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

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SENIOR VICE PRESIDENT & GENERAL MANAGER
RED HAT EMEA

YOU ARE BEING DISRUPTED

ENGAGED BUT NOT READY

MOST LACK BOLDNESS, ABILITY TO SCALE



90%

of companies indicate they are engaged in some form of digitization.



Only
16%

said their company has responded with a bold strategy and at scale.



**BUT WHAT DOES RED HAT
KNOW ABOUT DISRUPTION?**

WE DISRUPTED AN ENTIRE INDUSTRY

LONG BEFORE THESE COMPANIES GOT STARTED



redhat.

1993

2003

TESLA

aws

2006

UBER

2008



airbnb

2009

OPEN SOURCE DISRUPTED THE TECH INDUSTRY

WE ARE PART OF THAT REVOLUTION

“Microsoft has heritage here. We were a developer tools company first and now, of course,
WE ARE ALL IN ON OPEN SOURCE.”

Satya Nadella

Microsoft CEO

CNBC (*Squawk Alley*) | June 2018



BUT HOW DO WE START?

CONFIGURE

YOUR TECHNOLOGY AND
ARCHITECTURE FOR THE
FUTURE



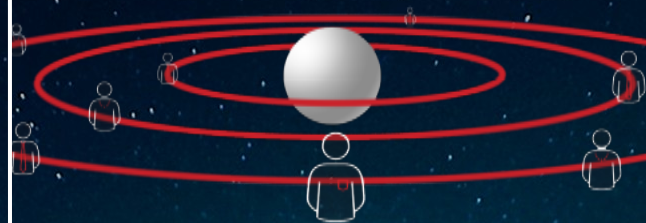
ENABLE

AGILE PROCESSES



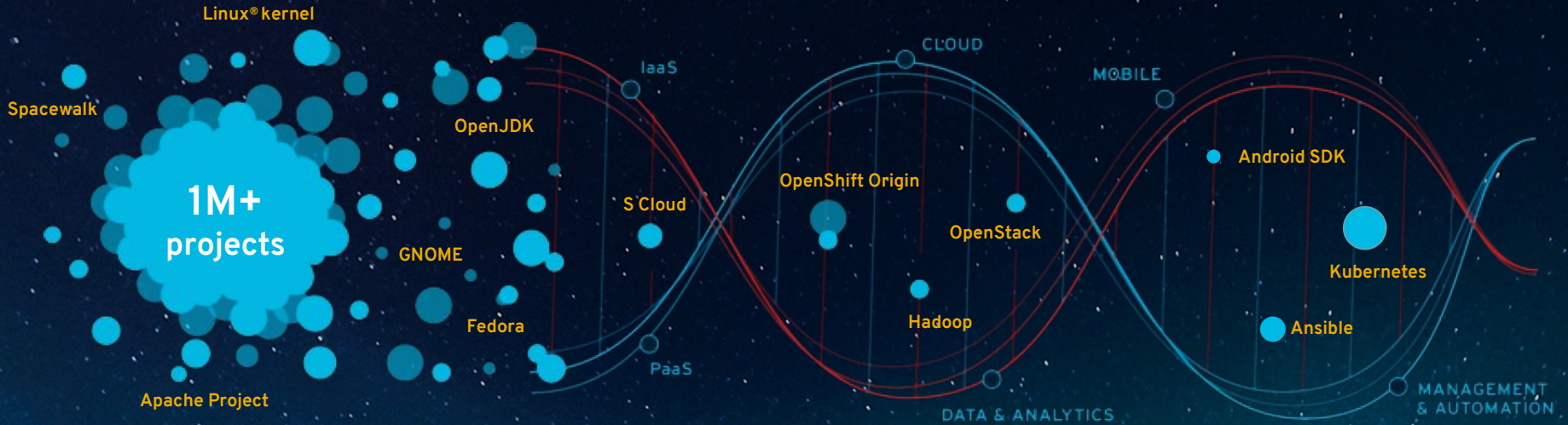
ENGAGE

IN A COLLABORATIVE
CULTURE

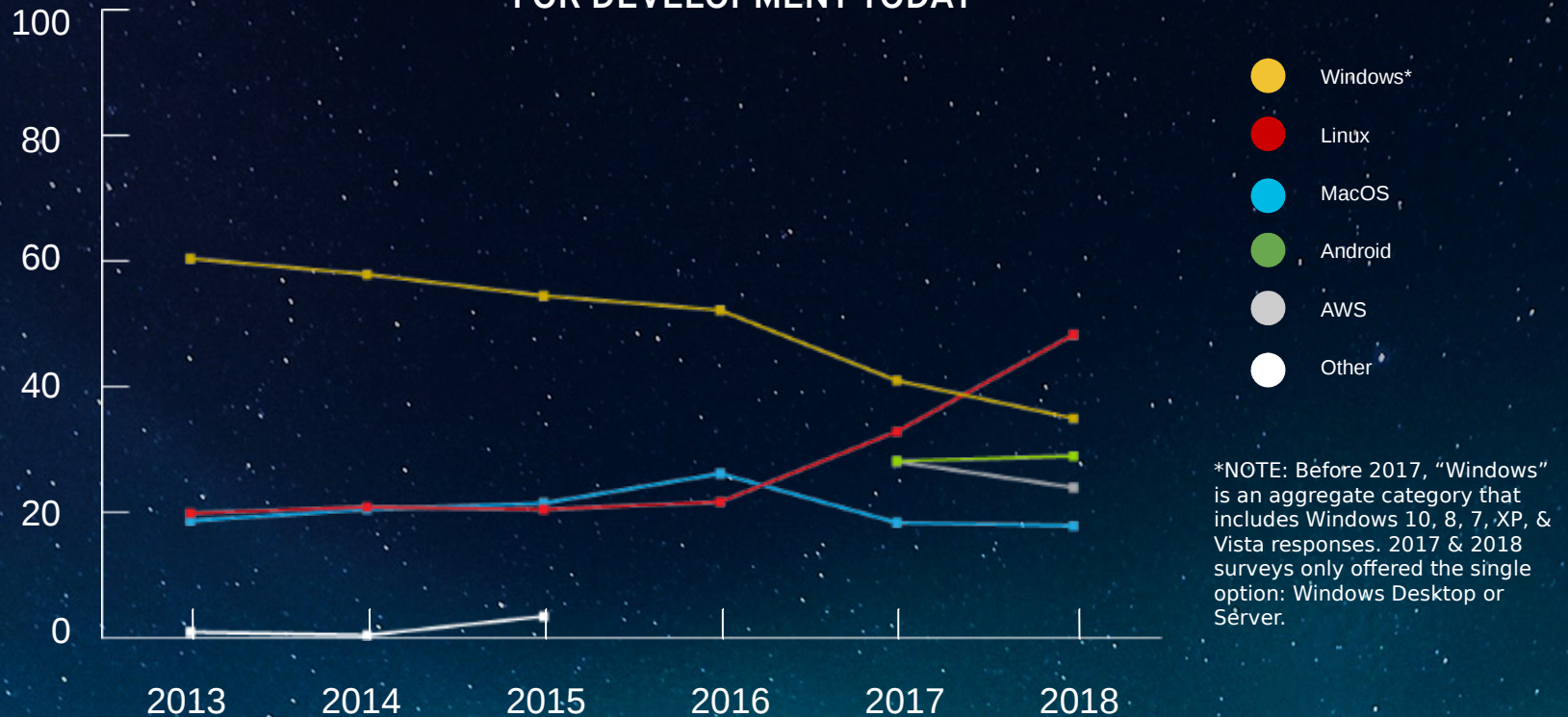


CONFIGURE | TECHNOLOGY

OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION

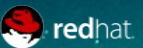


LINUX IS THE MOST-USED PLATFORM FOR DEVELOPMENT TODAY

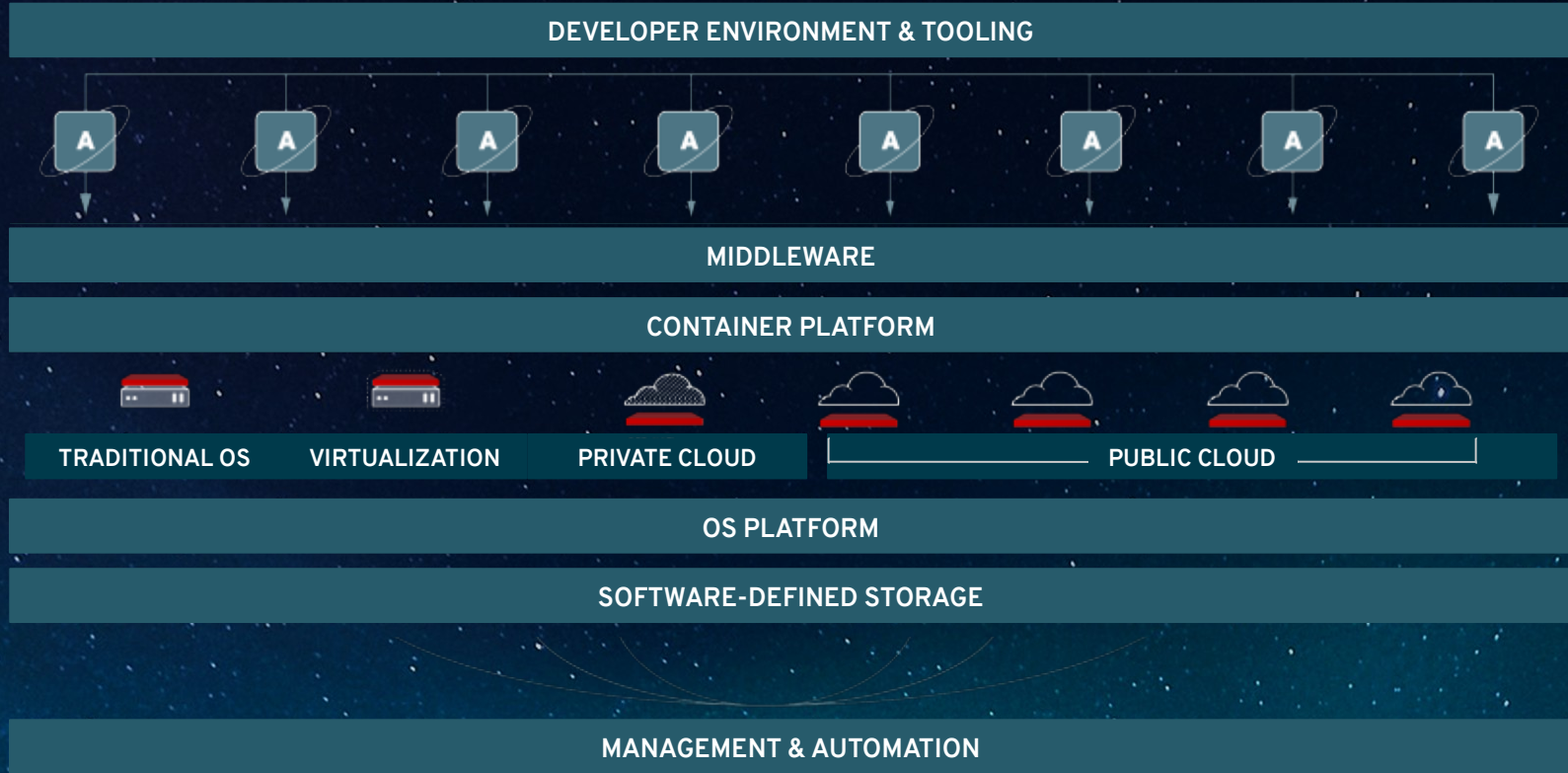


*NOTE: Before 2017, "Windows" is an aggregate category that includes Windows 10, 8, 7, XP, & Vista responses. 2017 & 2018 surveys only offered the single option: Windows Desktop or Server.

Source: Most popular technology platforms, Stack Overflow, [Developer Survey Results 2018](#) & [Developer Survey Results 2017](#).
Most popular desktop-OS, Stack Overflow, [Developer Survey Results 2013-2016](#).



THE FUTURE IS HYBRID & MULTICLOUD



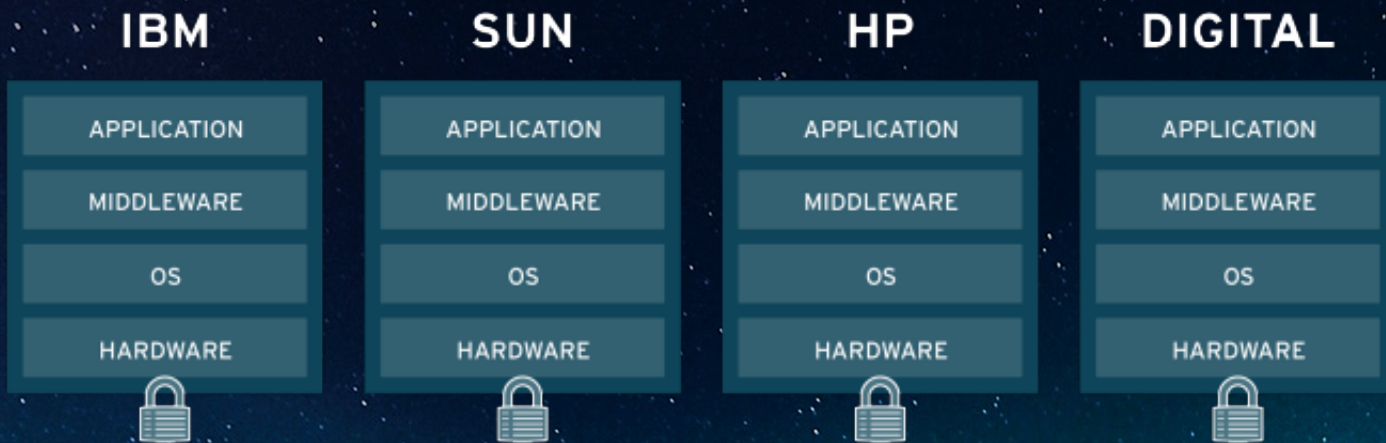
GARTNER MARKET INSIGHT

“The landscape of cloud adoption is one of hybrid clouds and multiclouds.

By 2020, 75% of organizations will have deployed a multicloud or hybrid cloud model.”


Source: Market Insight - Making Lots of Money in the New World of Hybrid Cloud and Multicloud. September 2018

WE HAVE BEEN HERE BEFORE



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



LINUX IS THE FOUNDATION OF OUR PORTFOLIO



DX - CAPABILITY CAN'T BE BOUGHT IT MUST BE BUILT THROUGHOUT YOUR ORGANIZATION



DEVELOPMENT
PROCESSES



BUSINESS
PROCESSES



AUTOMATION
PROCESSES



SECURITY
PROCESSES

AGILITY | DEVOPS | MVP | FAILURE IS A GOOD THING | FAIL FAST - FAIL EARLY

ENGAGE | CULTURE

OPEN SOURCE IS AN ADVANTAGE

CULTURE IS CRITICAL



Collaboration

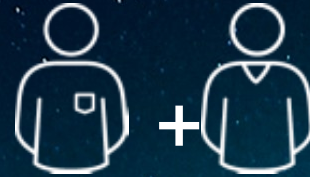


Shared problems
are solved faster



Transparency
(both access and
the ability to act)

OPEN SOURCE
CULTURE



Working together
creates necessary
standardization

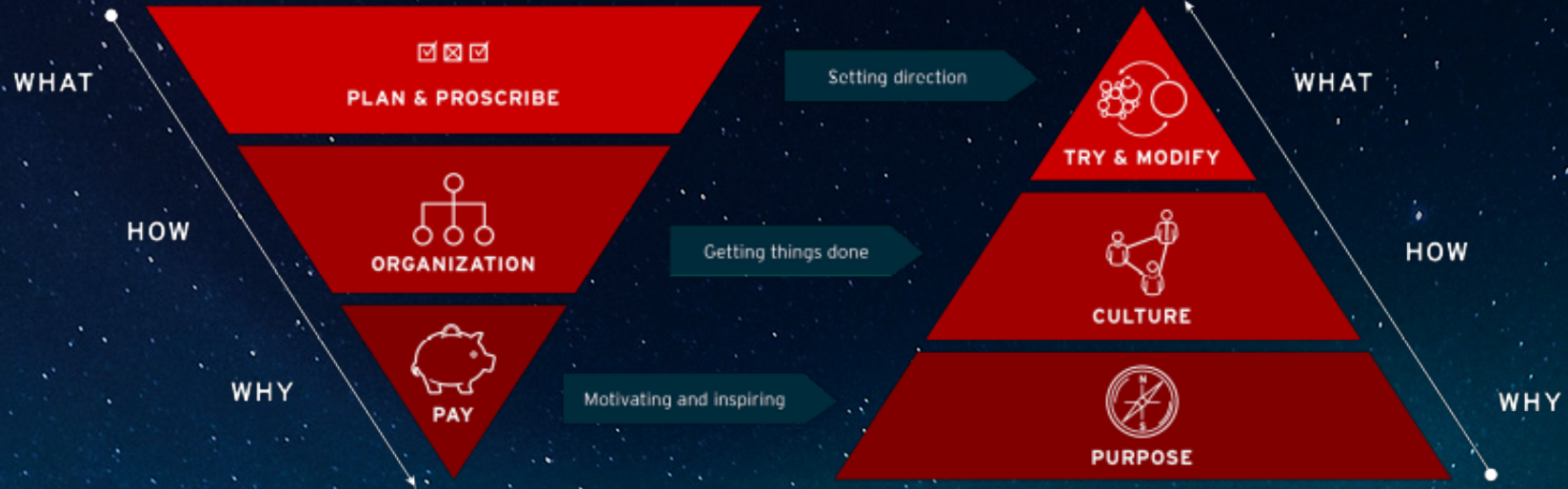
THE OPEN ORGANIZATION

CONVENTIONAL ORGANIZATION

"Top Down"

OPEN ORGANIZATION

"Bottom-Up"

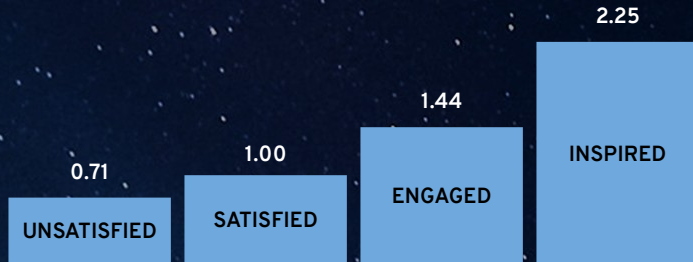


Optimized for efficiency
in a static environment

Optimized for agility
in an ambiguous world

PEOPLE SUCCESS

Competitiveness = IQ * Engagement



Personal commitment (**belief**) drives
marginal discretionary effort (**behaviour**)

Source: HBR, Engaging your employees is good but don't stop there



2017 EMEA Red Hat Associate Survey:
88% recommend Red Hat

WHY RED HAT

WE STARTED WITH LINUX

BUT WE DIDN'T STOP THERE



RH0064-4



**WE BROUGHT
LINUX + OPEN SOURCE
TO THE ENTERPRISE.**



WE OPENED UP
VIRTUALIZATION
FOR THE ENTERPRISE



WE BRING
LINUX CONTAINERS
TO THE ENTERPRISE.



**WE BRING
KUBERNETES THROUGH OPENSIFT
TO THE ENTERPRISE.**



**WE BRING
OPEN HYBRID CLOUD
TO THE ENTERPRISE.**

**WE BRING
THE FUTURE
TO THE ENTERPRISE**



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