



# DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

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VICE PRESIDENT SALES  
RED HAT EMEA



**YOU ARE BEING DISRUPTED**

# ENGAGED BUT NOT READY

MOST LACK BOLDNESS, ABILITY TO SCALE



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



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

The background is a deep red color with a subtle pattern of small white dots. Overlaid on this are several white spheres of varying sizes and thin red lines that intersect and form geometric shapes, resembling a stylized constellation or a network diagram. One sphere in the upper right has a small red ring around it, and another in the lower right has a small red ring around it as well.

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

# WE DISRUPTED AN ENTIRE INDUSTRY

LONG BEFORE THESE COMPANIES GOT STARTED



redhat

1993

2003

TESLA



2006

UBER

2008

2009



airbnb

# 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

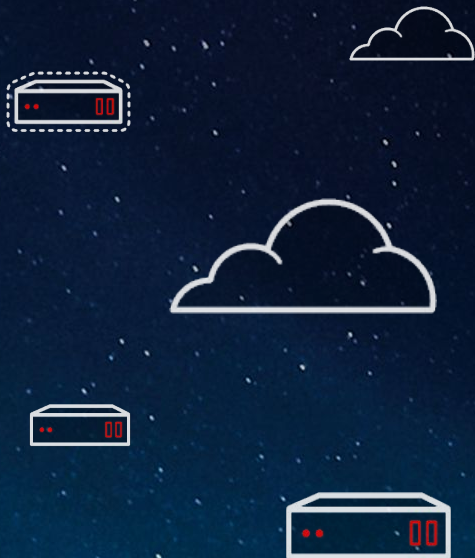
CNBC (*Squawk Alley*) | June 2018

The background is a deep red color with a subtle pattern of small white dots. Overlaid on this are several white spheres of varying sizes and thin red lines. Some lines connect the spheres, while others form loops around them, creating a sense of movement or orbits. The overall aesthetic is clean and modern, with a focus on geometric shapes and color contrast.

**BUT HOW DO WE START?**

# CONFIGURE

YOUR TECHNOLOGY AND  
ARCHITECTURE FOR THE  
FUTURE



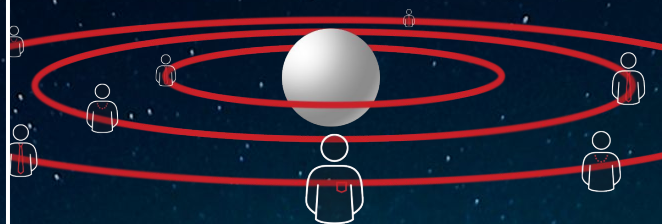
# ENABLE

AGILE PROCESSES



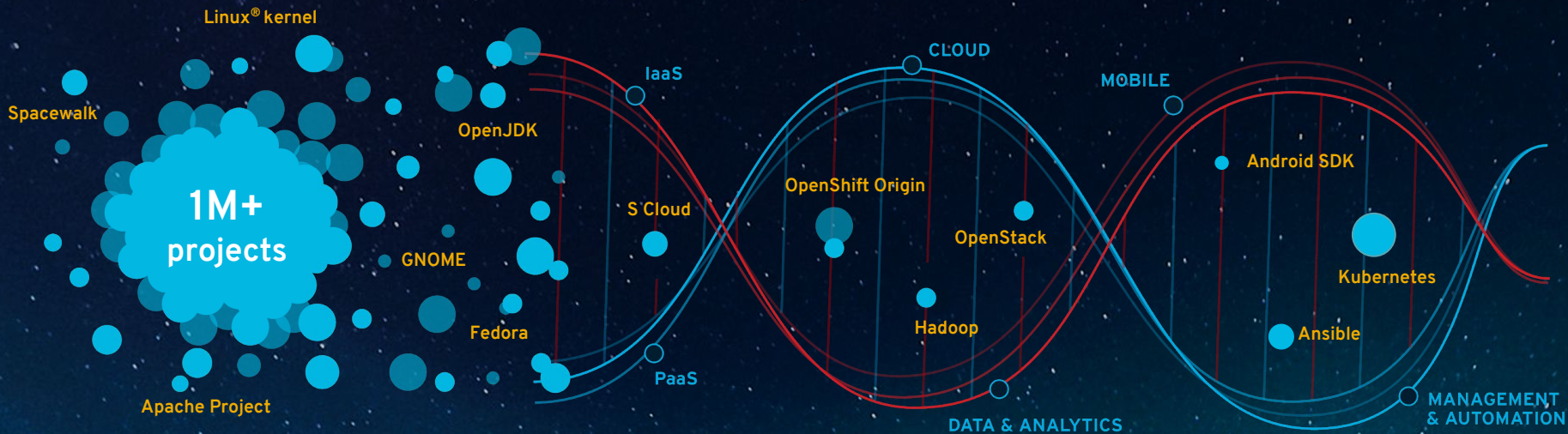
# ENGAGE

IN A COLLABORATIVE  
CULTURE



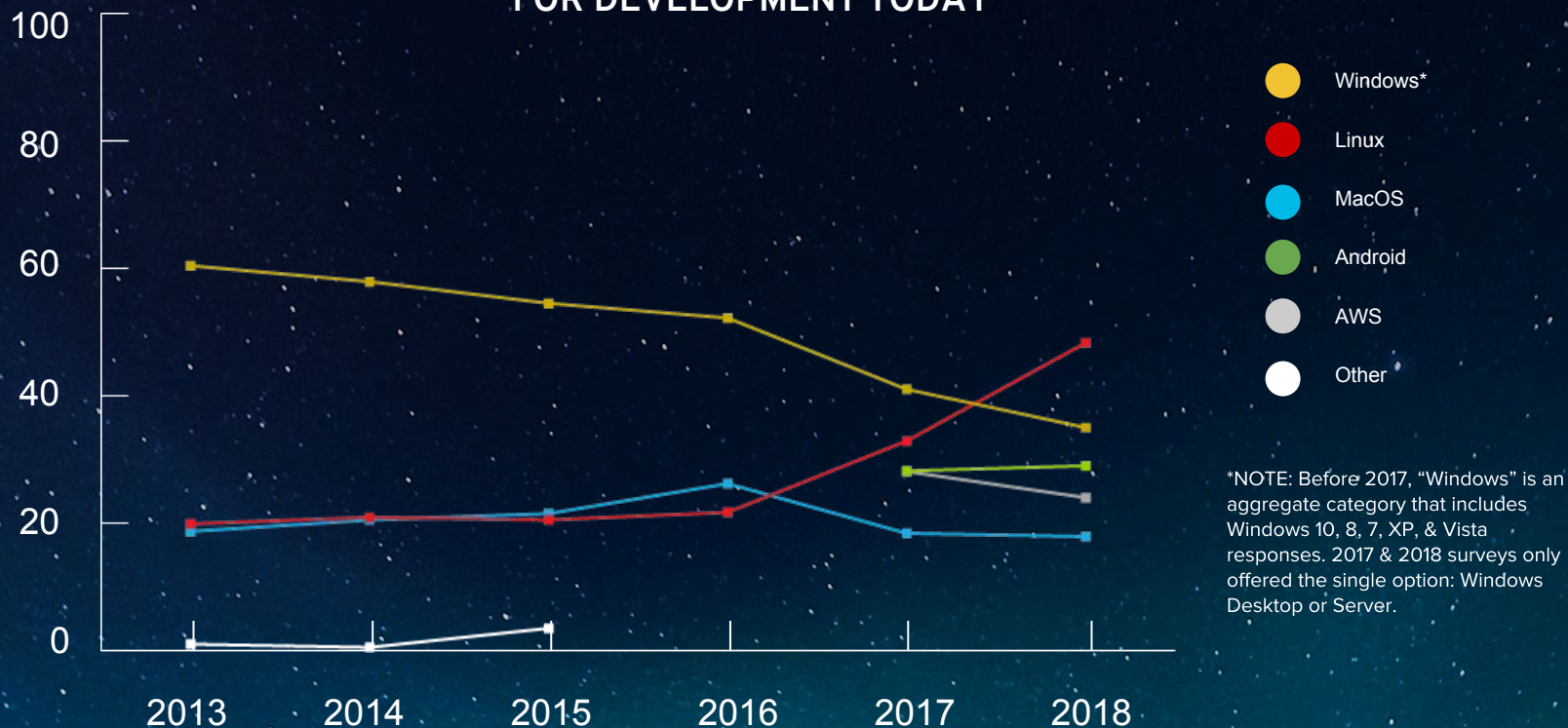
# CONFIGURE | TECHNOLOGY

# OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION



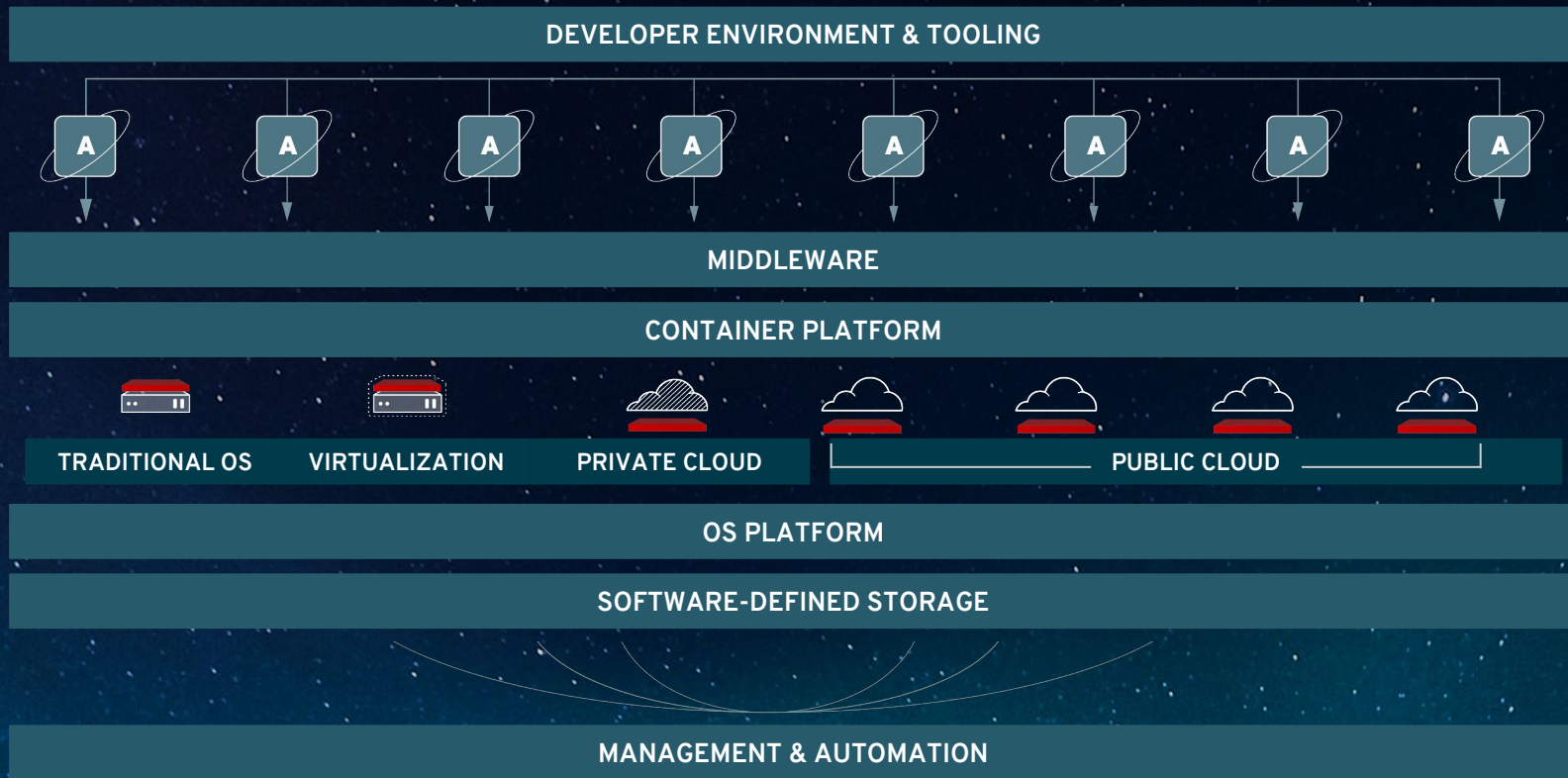
# LINUX IS THE MOST-USED PLATFORM

FOR DEVELOPMENT TODAY

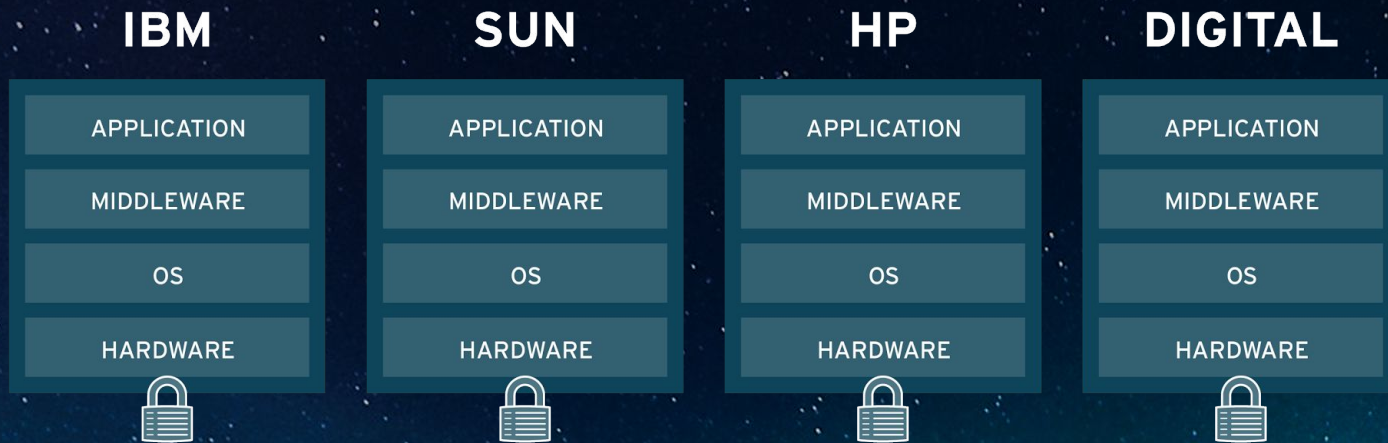


Source: Most popular technology platforms, Stack Overflow, [Developer Survey Results 2018](#) & [Developer Survey Results 2017](#).  
Most popular desktop OS, Stack Overflow, [Developer Survey Results 2013-2016](#).

# THE FUTURE IS HYBRID & MULTICLOUD



# 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



# ENABLE | PROCESS

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



DEVELOPMENT  
PROCESSES



BUSINESS  
PROCESSES



AUTOMATION  
PROCESSES



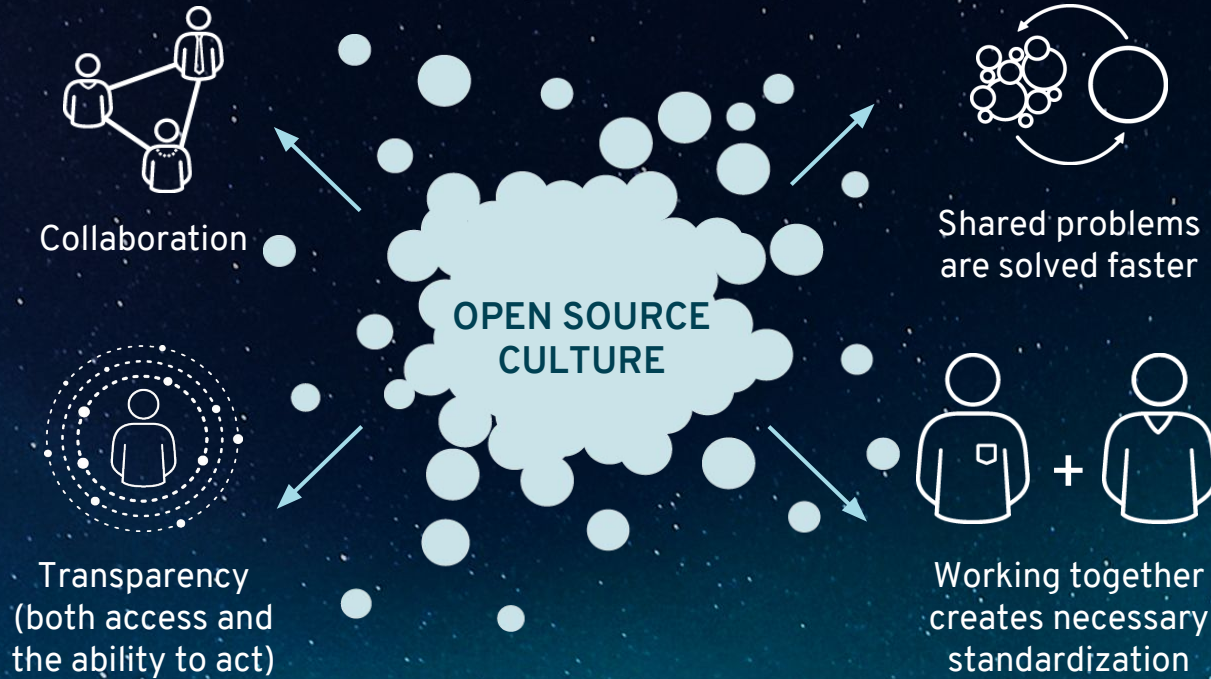
SECURITY  
PROCESSES

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

# ENGAGE | CULTURE

# OPEN SOURCE IS AN ADVANTAGE

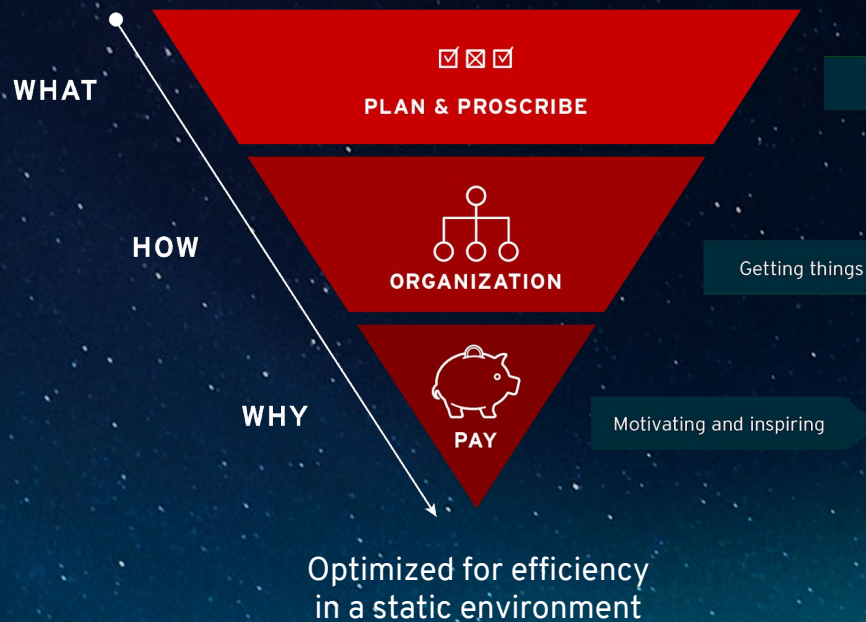
CULTURE IS CRITICAL



# THE OPEN ORGANIZATION

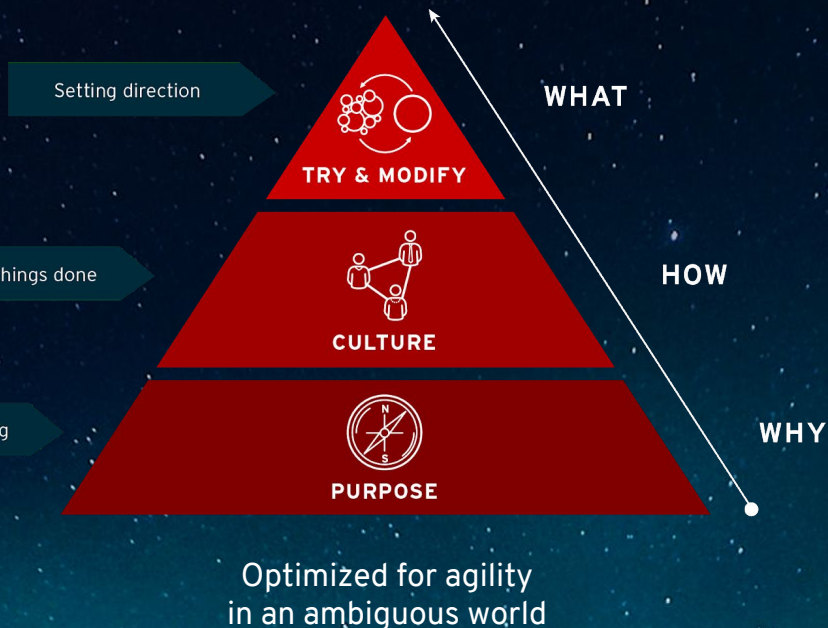
## CONVENTIONAL ORGANIZATION

"Top Down"



## OPEN ORGANIZATION

"Bottom Up"



# 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*

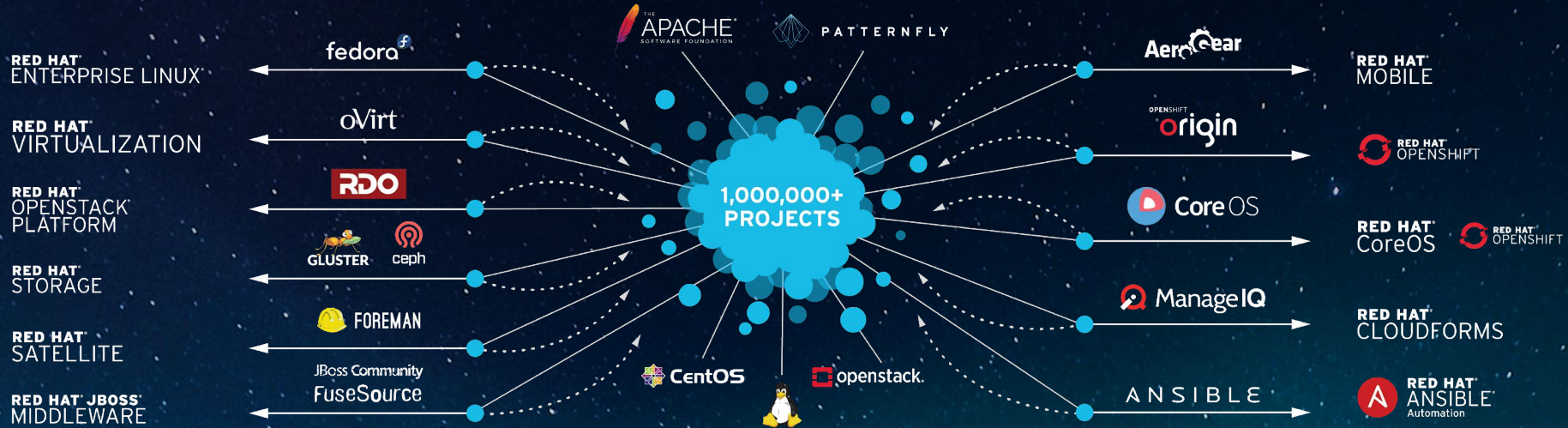


2017 EMEA Red Hat Associate Survey:  
**88% recommend Red Hat**

# 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 OPENSHIFT  
TO THE ENTERPRISE.**



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



**WE BRING  
THE FUTURE  
TO THE ENTERPRISE**



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