



# DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

**MICHEL ISNARD**  
VICE PRESIDENT SALES  
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

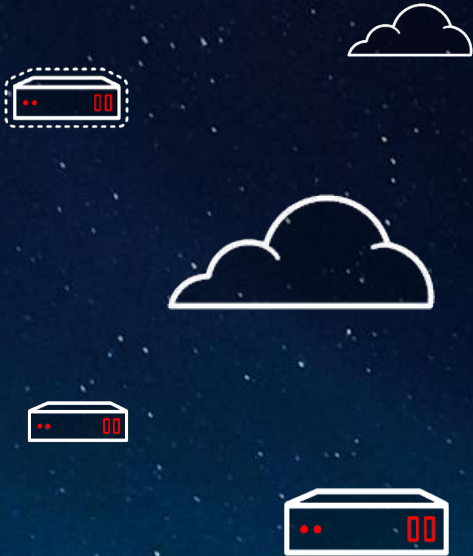
CNBC (*Squawk Alley*) | June 2018



**BUT HOW DO WE START?**

# CONFIGURE

YOUR TECHNOLOGY  
AND ARCHITECTURE  
FOR THE FUTURE



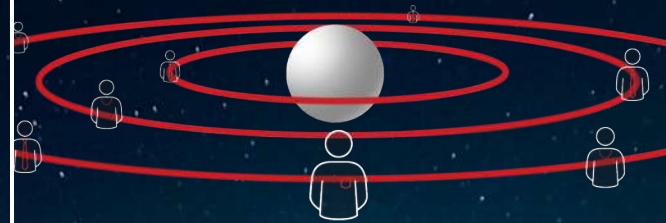
# ENABLE

AGILE PROCESSES



# ENGAGE

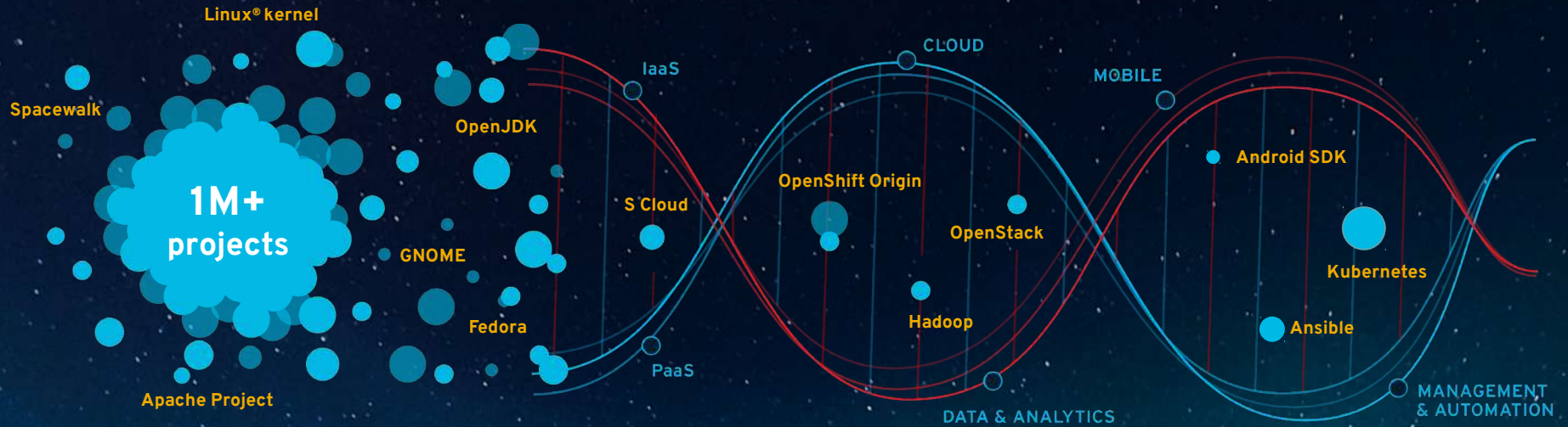
IN A COLLABORATIVE  
CULTURE



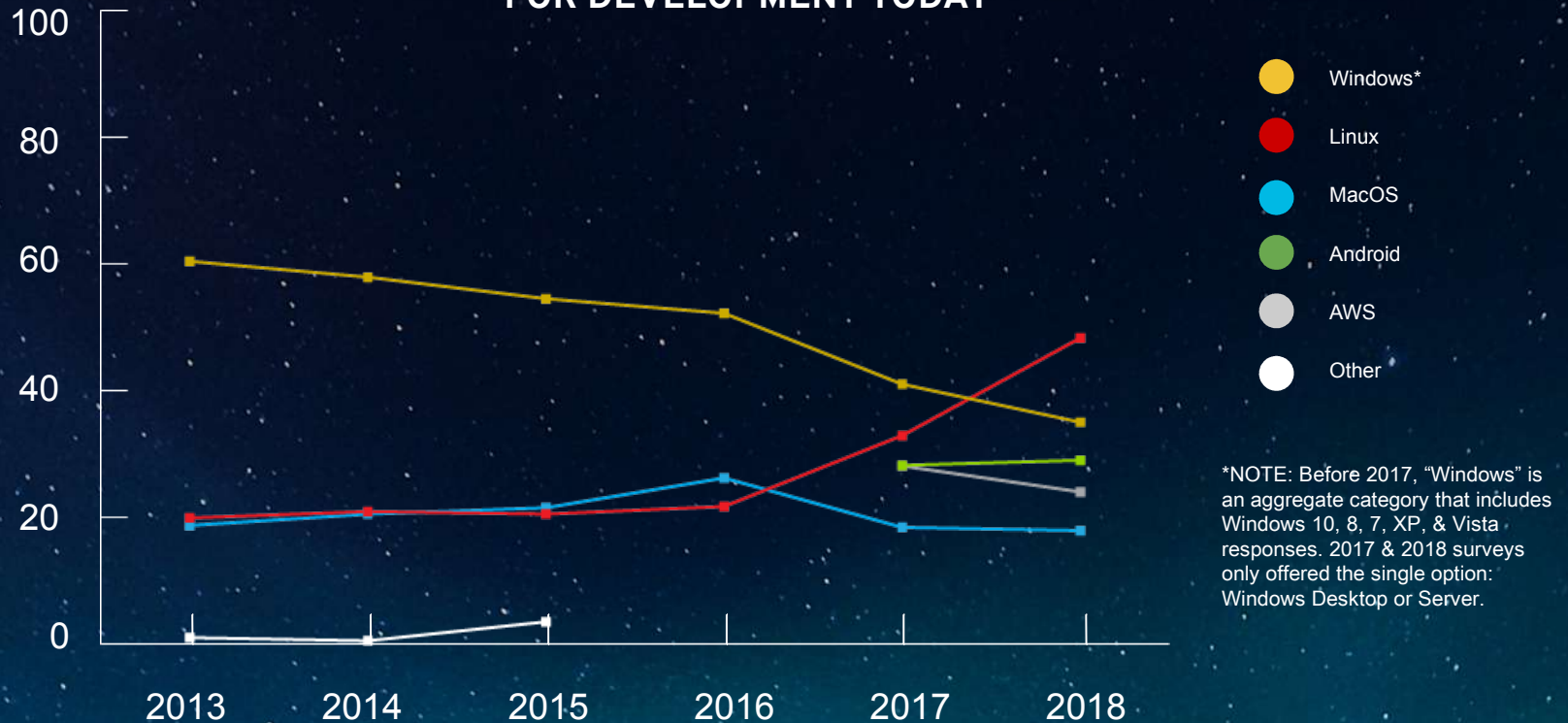


# CONFIGURE | TECHNOLOGY

# OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION

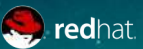


# LINUX IS THE MOST-USED PLATFORM FOR DEVELOPMENT TODAY

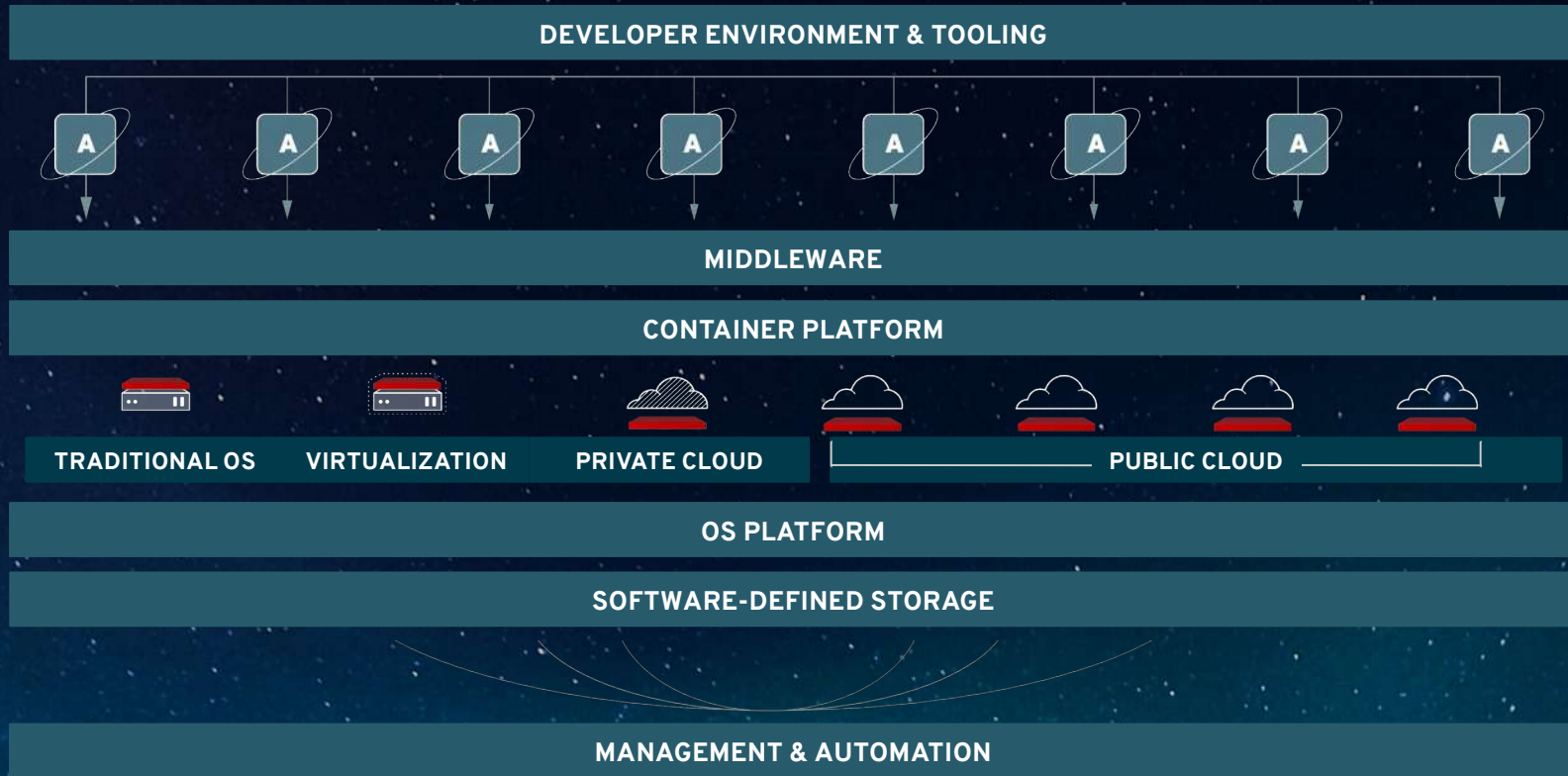


\*NOTE: Before 2017, "Windows" is an aggregate category that includes Windows 10, 8, 7, XP, & Vista responses. 2017 & 2018 surveys only offered the single option: Windows Desktop or Server.

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



# WE HAVE BEEN HERE BEFORE

**IBM**



**SUN**



**HP**



**DIGITAL**





# WE HAVE BEEN HERE BEFORE

**SOFTLAYER**<sup>®</sup>  
an IBM Company

 Microsoft Azure

 **amazon.com**  
web services

  
Google Cloud Platform

**IBM**



**SUN**



**IIP**



**DIGITAL**



# 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**

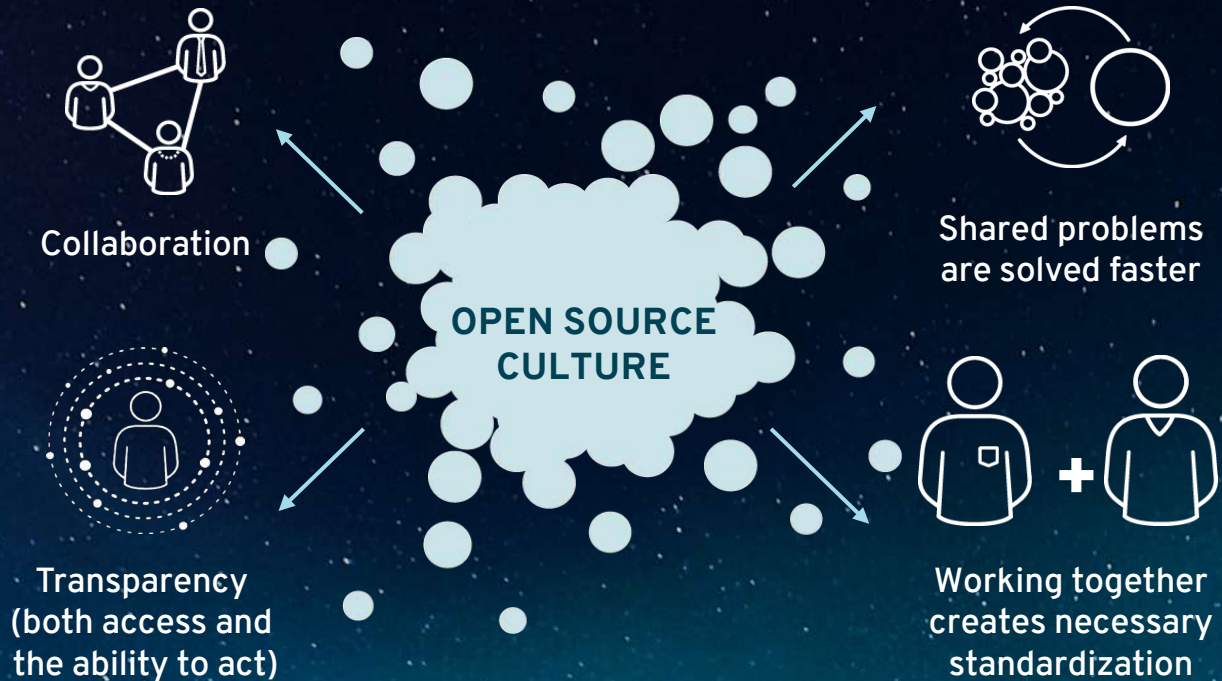
AGILITY | DEVOPS | MVP | FAILURE IS A GOOD THING | FAIL FAST - FAIL EARLY

# ENGAGE | CULTURE



# OPEN SOURCE IS AN ADVANTAGE

CULTURE IS CRITICAL



# THE OPEN ORGANIZATION

## CONVENTIONAL ORGANIZATION

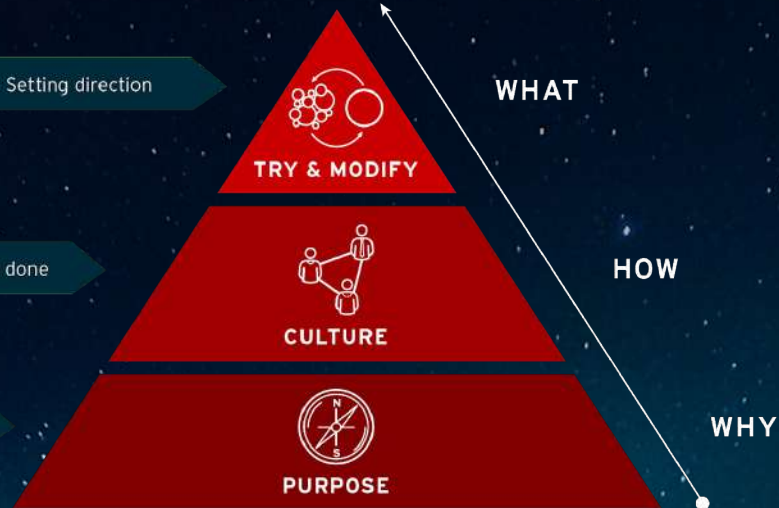
"Top Down"



Optimized for efficiency  
in a static environment

## OPEN ORGANIZATION

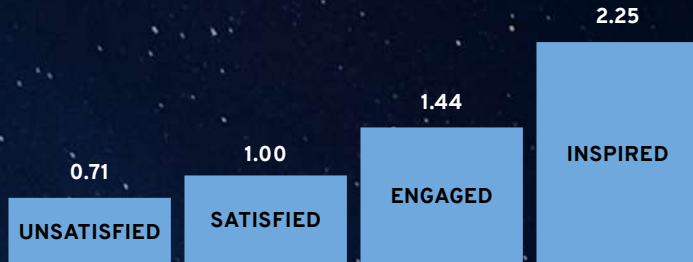
"Bottom Up"



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*



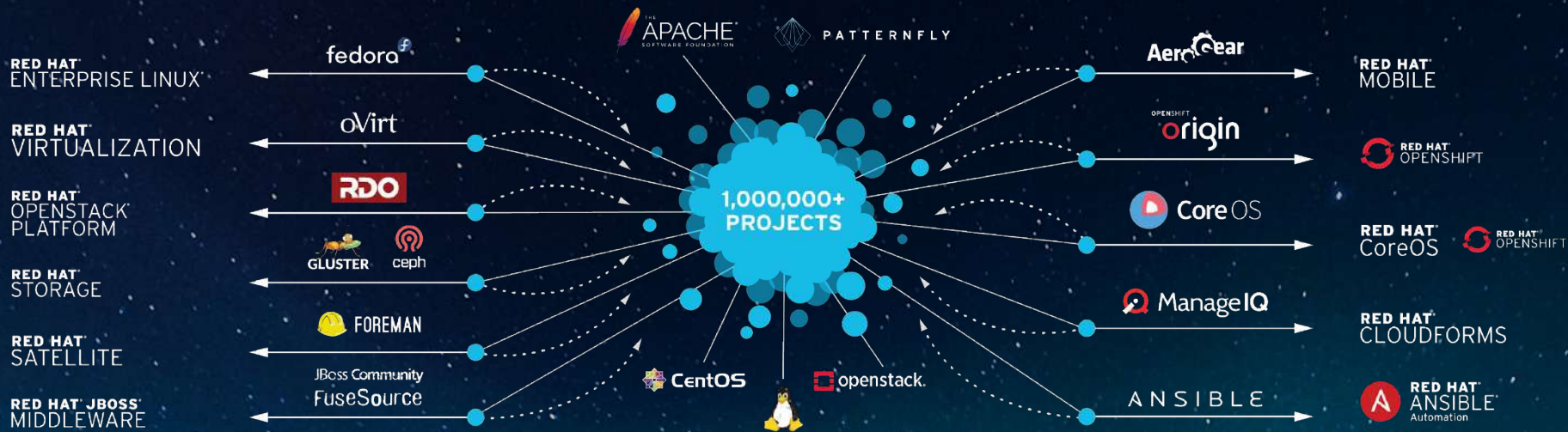
2017 EMEA Red Hat Associate Survey:  
88% recommend Red Hat

# WHY RED HAT



# WE STARTED WITH LINUX

## BUT WE DIDN'T STOP THERE







**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.**



The background features a network of white lines connecting various red circles of different sizes. The circles are scattered across the frame, with some being larger and more prominent than others. The overall aesthetic is futuristic and technological, set against a dark blue gradient background speckled with white stars.

**WE BRING  
THE FUTURE  
TO THE ENTERPRISE**



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