

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

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

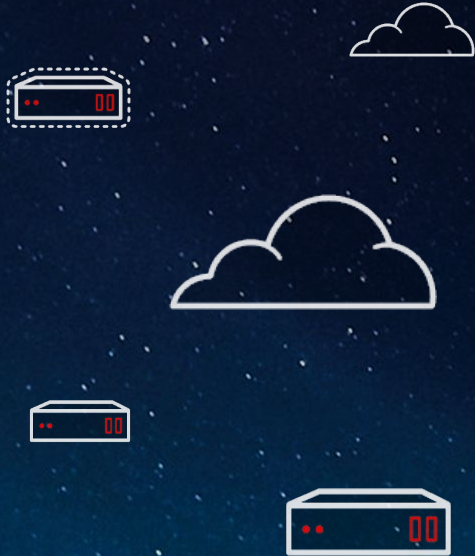
Microsoft CEO

CNBC (*Squawk Alley*) | June 2018

BUT HOW DO WE START?

CONFIGURE

YOUR TECHNOLOGY AND
ARCHITECTURE FOR THE
FUTURE



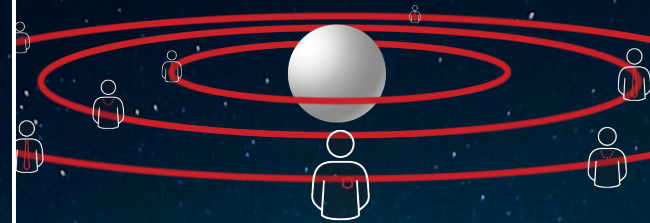
ENABLE

AGILE PROCESSES



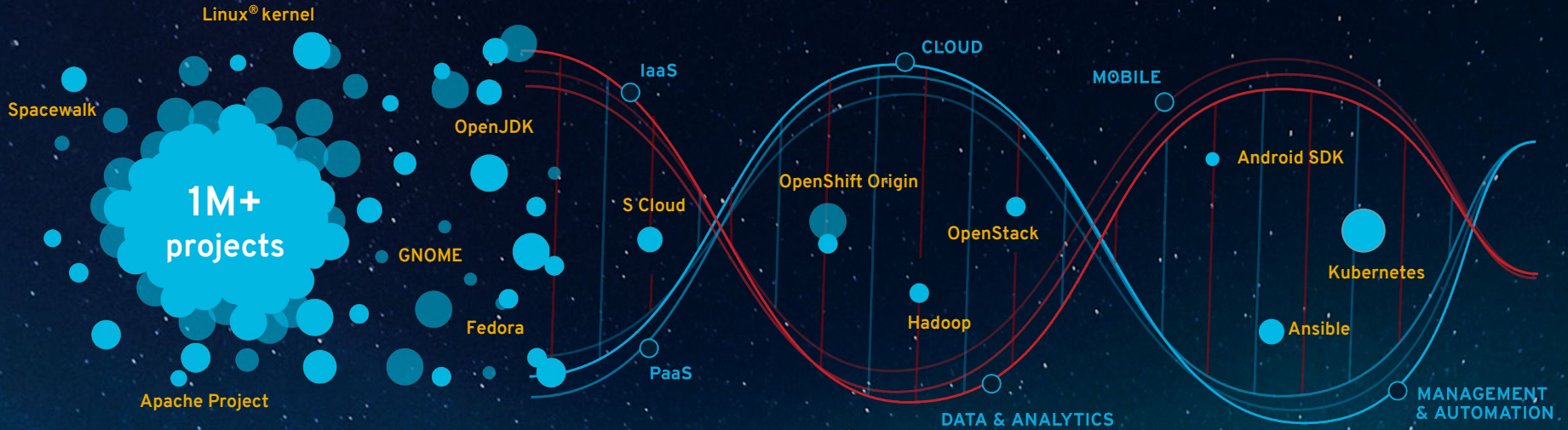
ENGAGE

IN A COLLABORATIVE
CULTURE



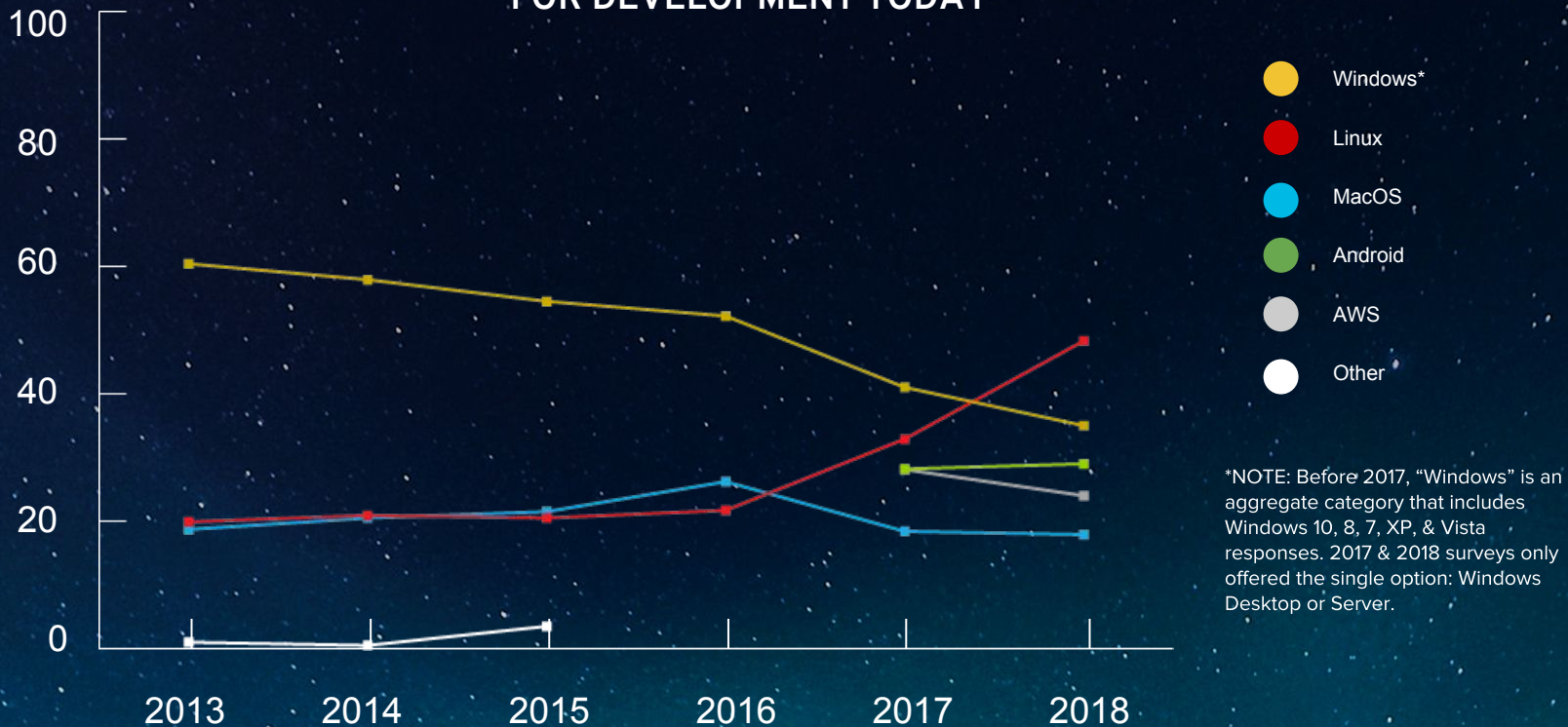
CONFIGURE | TECHNOLOGY

OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION



LINUX IS THE MOST-USED PLATFORM

FOR DEVELOPMENT TODAY

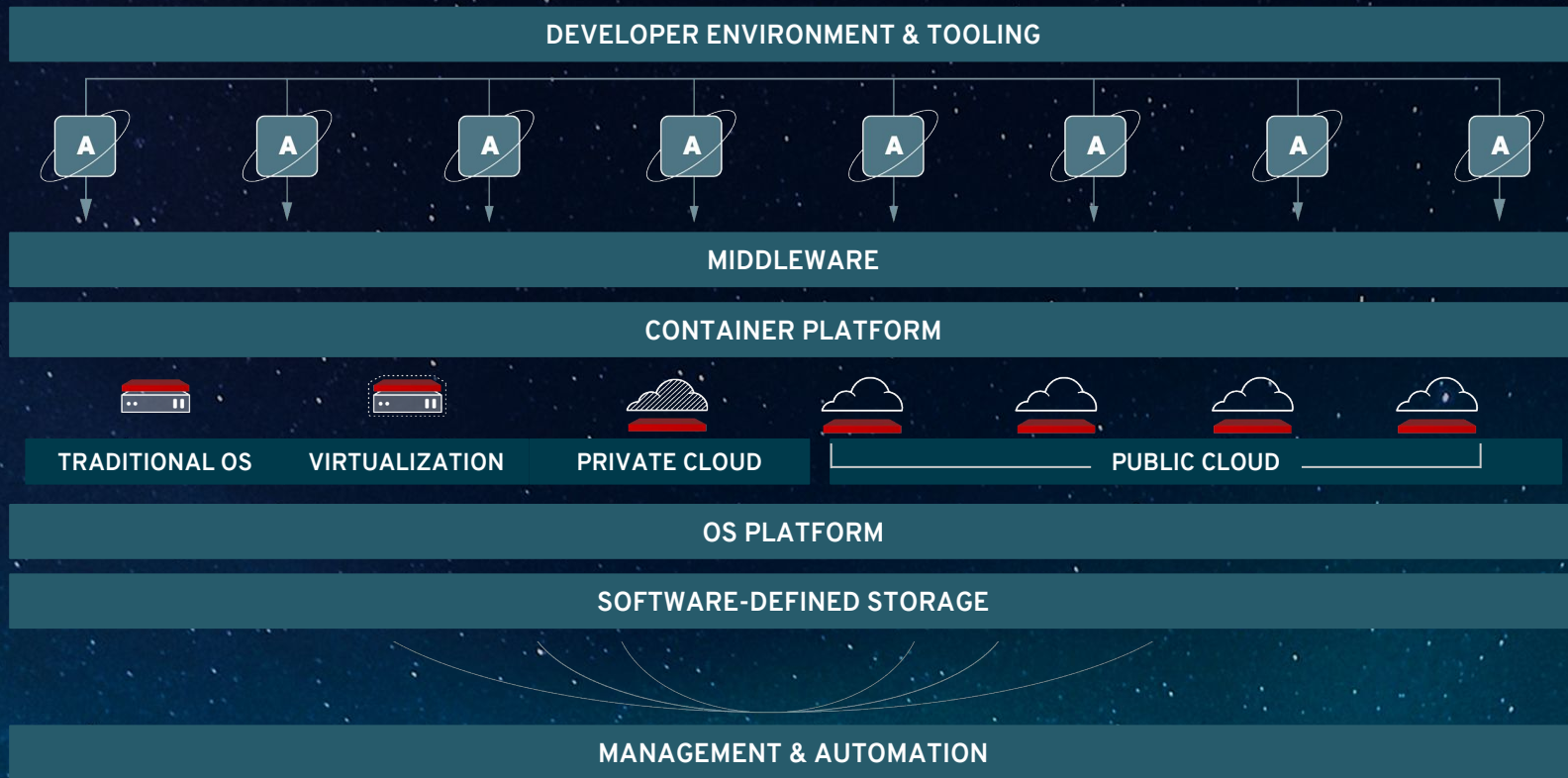


*NOTE: Before 2017, "Windows" is an aggregate category that includes Windows 10, 8, 7, XP, & Vista responses. 2017 & 2018 surveys only offered the single option: Windows Desktop or Server.

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](#).

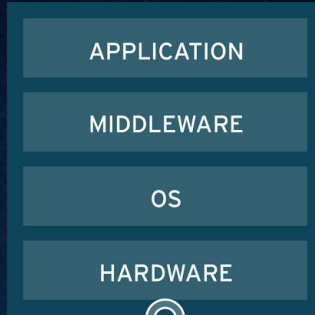


THE FUTURE IS HYBRID & MULTICLOUD

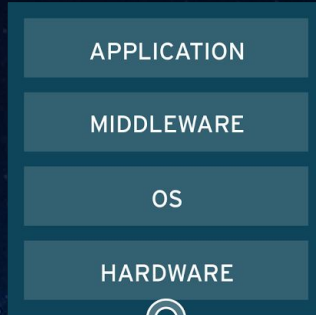


WE HAVE BEEN HERE BEFORE

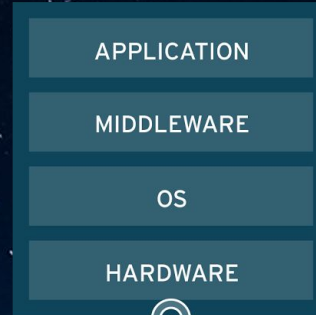
IBM



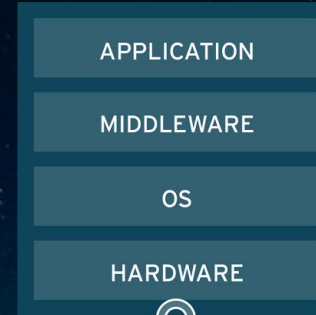
SUN



HP



DIGITAL



WE HAVE BEEN HERE BEFORE

SOFTLAYER[®]
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

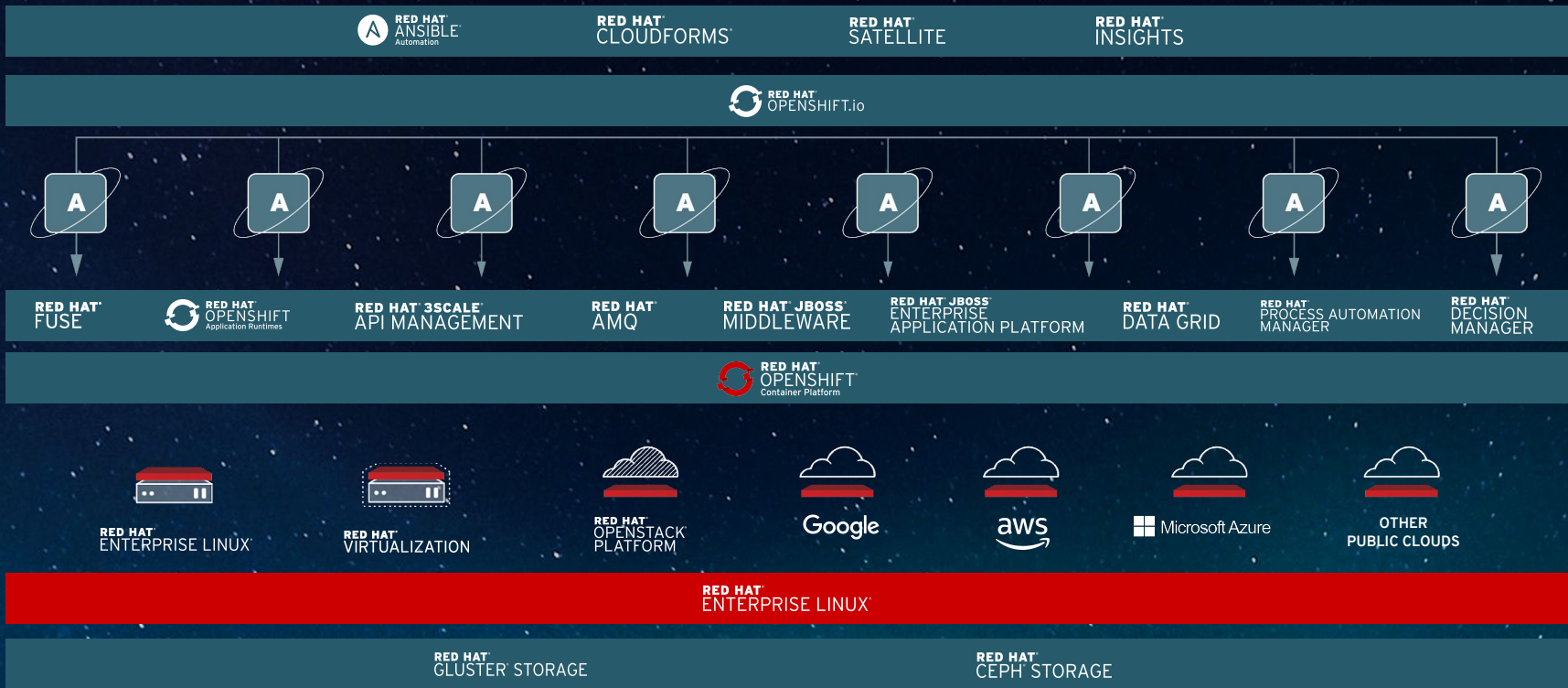
MIDDLEWARE

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



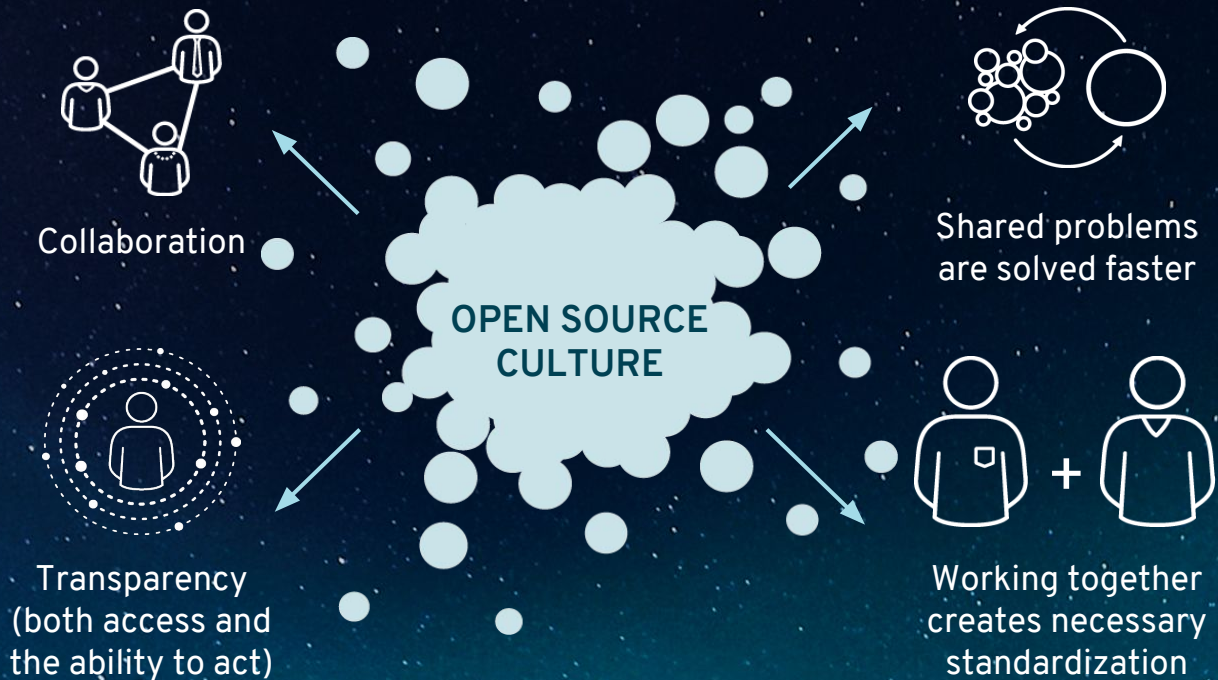
SECURITY
PROCESSES

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

ENGAGE | CULTURE

OPEN SOURCE IS AN ADVANTAGE

CULTURE IS CRITICAL



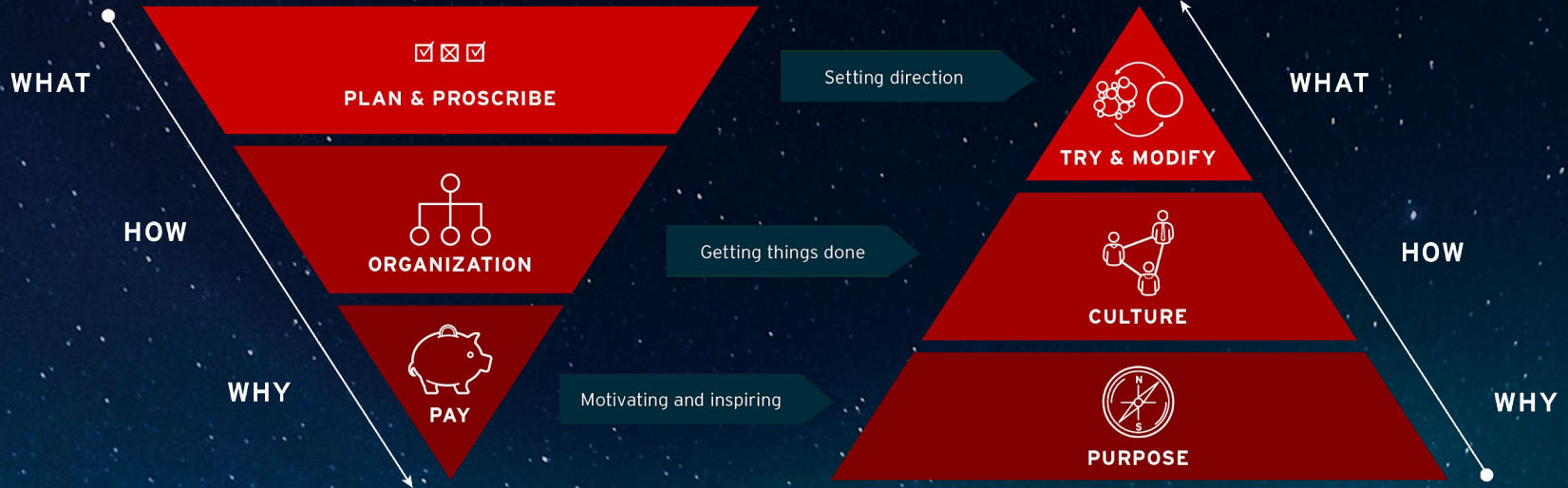
THE OPEN ORGANIZATION

CONVENTIONAL ORGANIZATION

"Top Down"

OPEN ORGANIZATION

"Bottom Up"



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

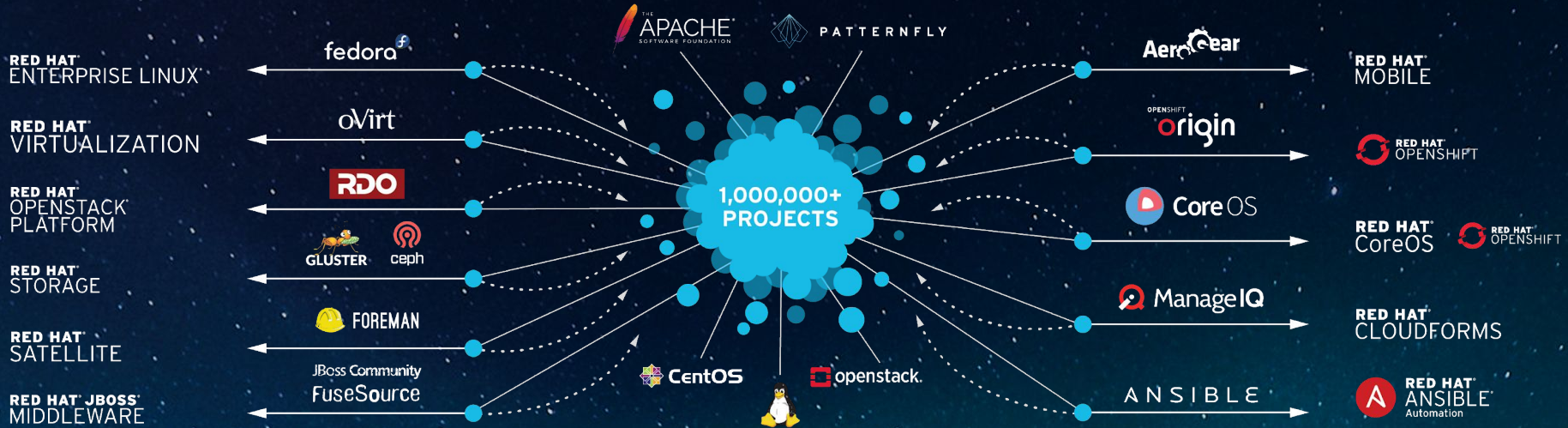


2017 EMEA Red Hat Associate Survey:
88% recommend Red Hat

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 OPENSHIFT
TO THE ENTERPRISE.**



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



**WE BRING
THE FUTURE
TO THE ENTERPRISE**



redhat.®



DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

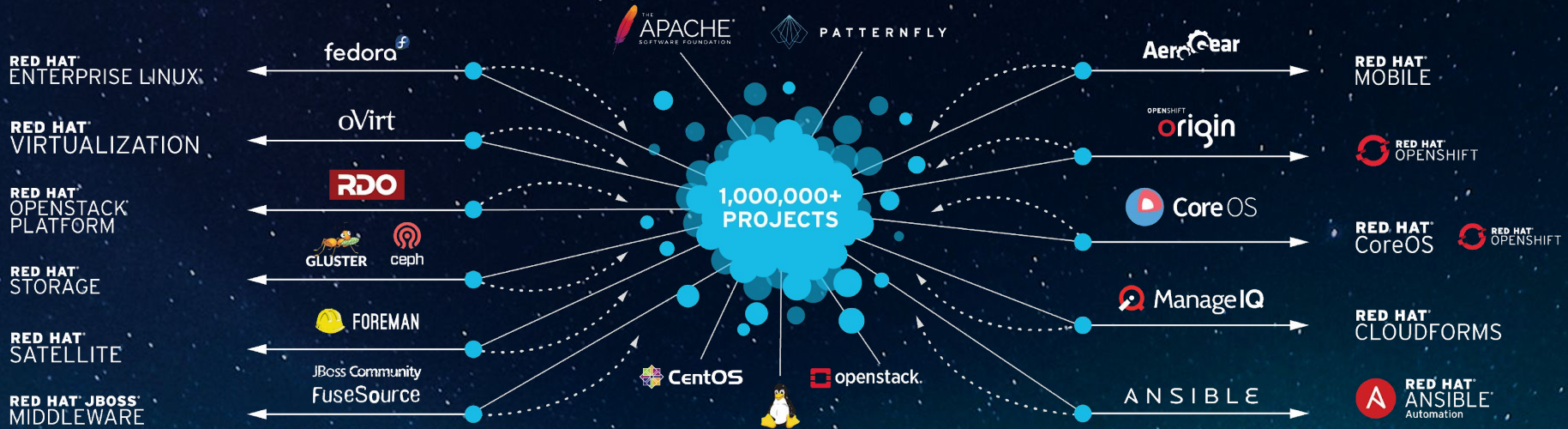
MICHEL ISNARD
VICE PRESIDENT
RED HAT EMEA



OUR BUSINESS

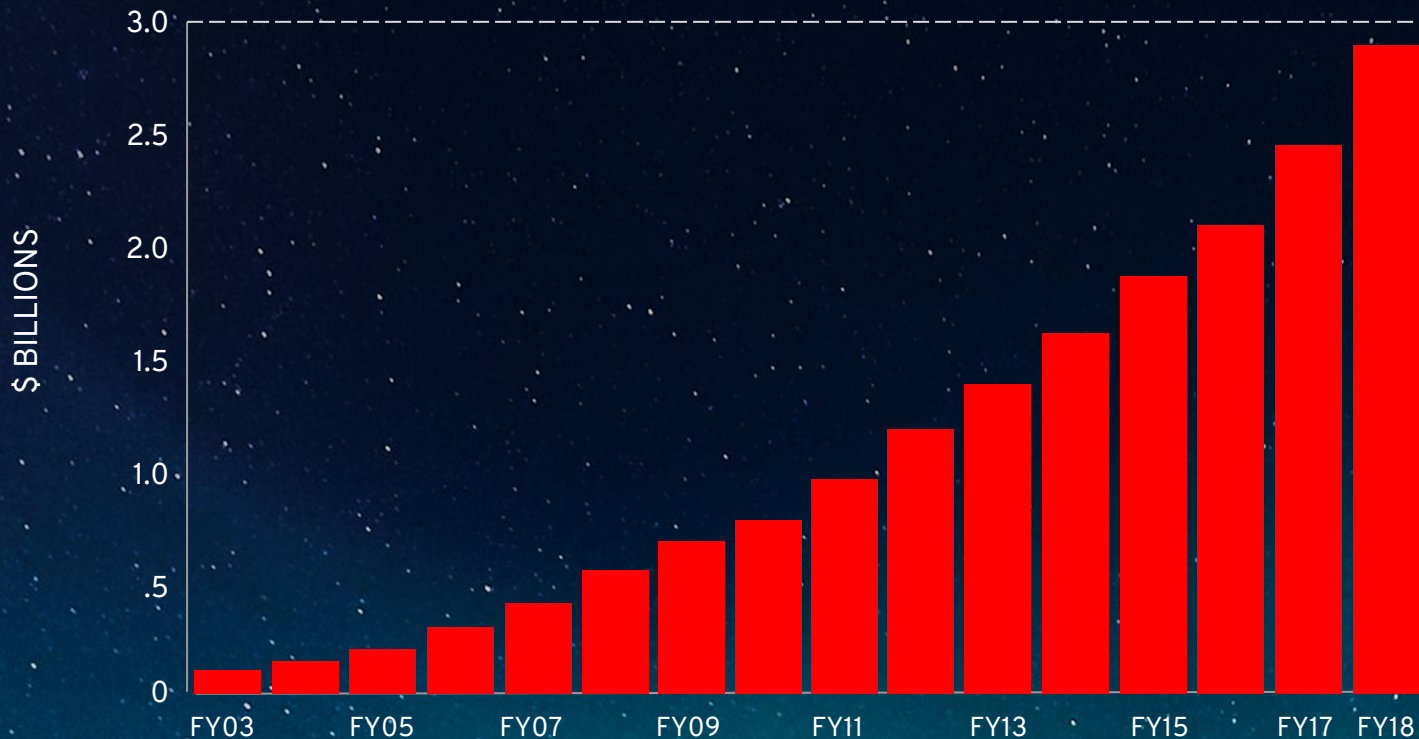
Red Hat is an *enterprise-class software company*
with an open source development model

COMMUNITY PROJECTS > ENTERPRISE PRODUCTS



THE MODEL WORKS

FY2003 – FY2018



WHAT IS DIGITAL TRANSFORMATION?

Digital transformation is the integration of digital technology into all areas of a business, *fundamentally changing how you operate and deliver value to customers*. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure.



REACT



ANTICIPATE



TOP DOWN



BOTTOM UP

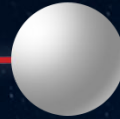


GO BIG

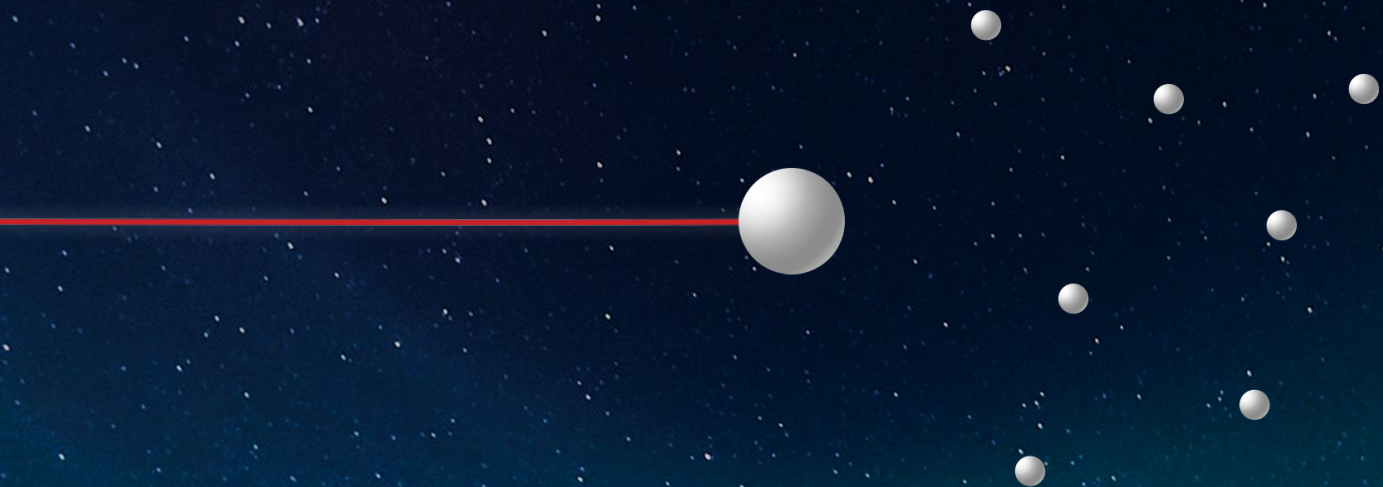


START SMALL

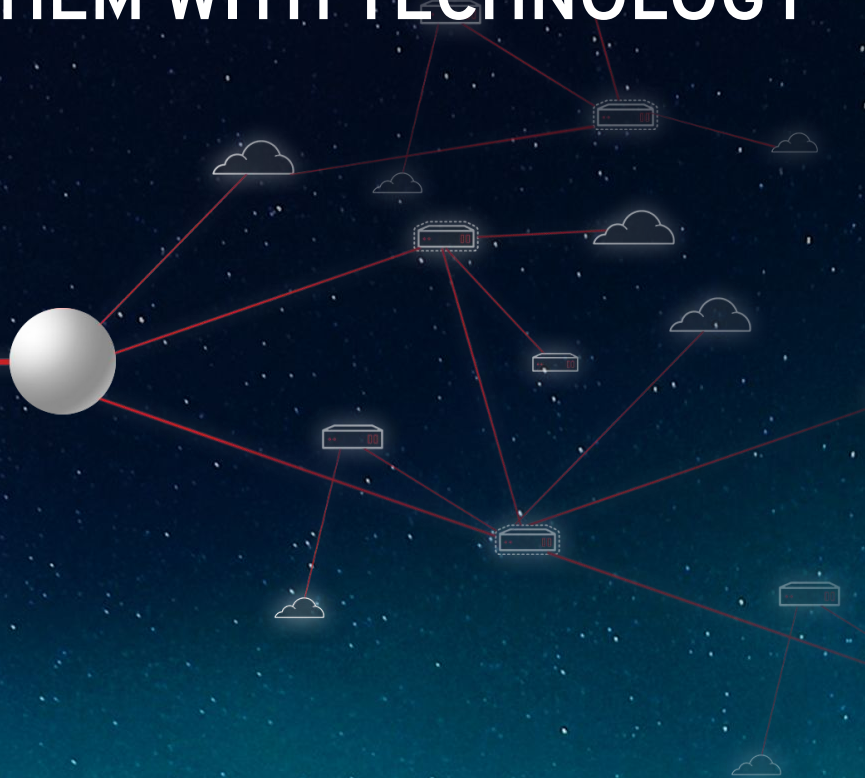
THIS IS HOW WE LEAD OUR COMPANY



**IT'S HOW WE HAVE BEEN ABLE TO
PREDICT WHAT'S NEXT**



**WE ANTICIPATE TRENDS AND
ANSWER THEM WITH TECHNOLOGY**





Generation **Z**

**OPEN UNLOCKS THE
WORLD'S POTENTIAL**



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