



Die Digitale Transformation mit Open-Hybrid-Cloud-Lösungen meistern

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THE PATH TO DIGITAL LEADERSHIP

IT TAKES MORE THAN JUST TECHNOLOGY TO MOVE THE BUSINESS FORWARD



CULTURE

Collaborative
Transparent
Open



PROCESS

Agile
Continuous
Iterative

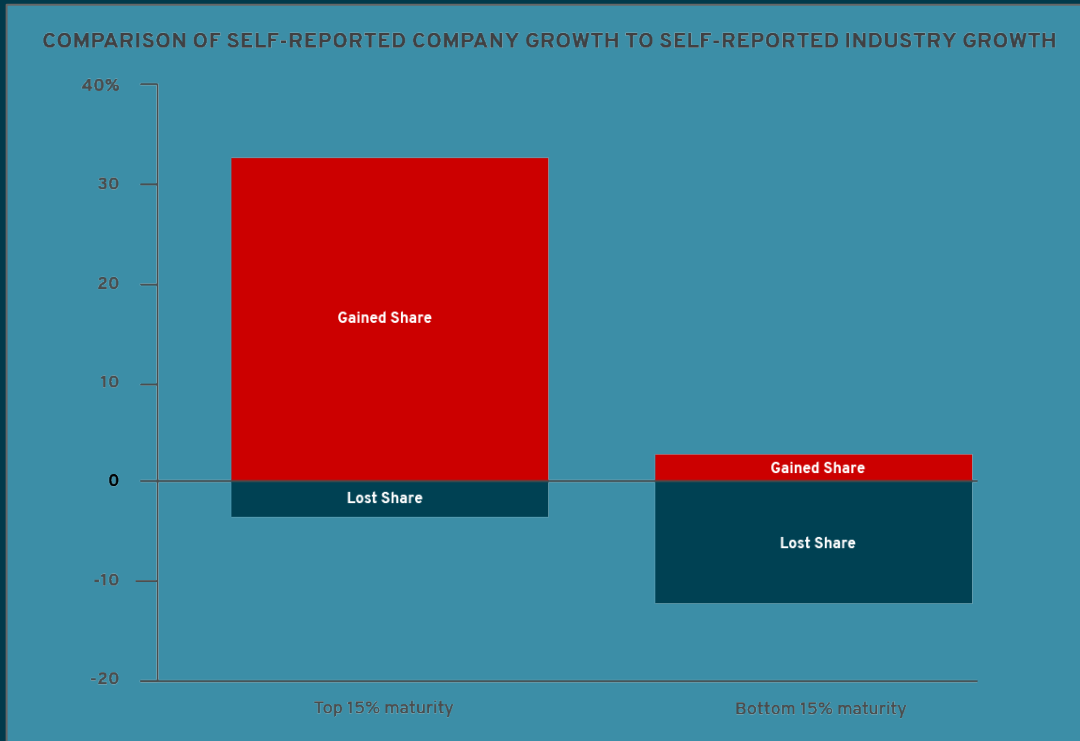


TECHNOLOGY

Open source
Hybrid
Connected

BUSINESS IMPACT

DIGITAL LEADERS OUTPERFORM



DIGITAL LEADERS ARE HIGH PERFORMERS

I.T. THROUGHPUT MEANS MOVING QUICKLY TO ANSWER DEMAND

High-performing organizations deploy

200x

more frequently than low-performing ones

PROCESS CHANGES & IMPROVEMENT

AS YOU CHANGE CULTURE, UPDATE THE WAYS YOUR TEAMS CONNECT

AGILE

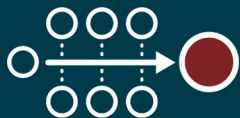
CONTINUOUS

ITERATIVE

AUTOMATED

BENEFITS OF MODERN BUSINESS PROCESSES

THEY BRING CONSISTENCY, COLLABORATION, & BETTER DECISIONS



IMPROVED
ORCHESTRATION



INCREASED
AUTOMATION



ENABLED
LOB

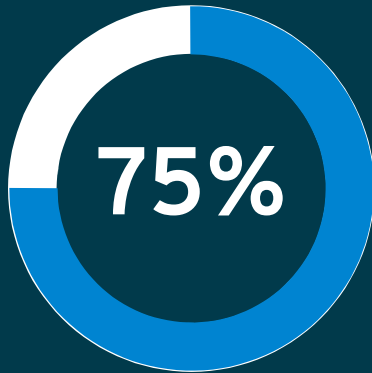


DEEPER
ANALYSIS

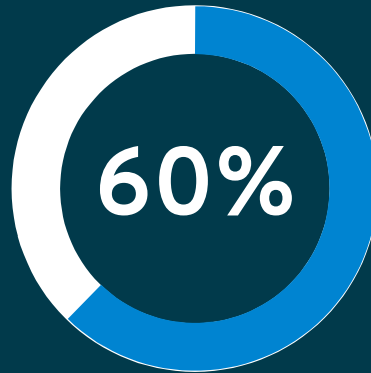
IMPROVING YOUR PROCESSES HAS REAL ROI

ONE CUSTOMER'S RETURN ON INVESTMENT AFTER UPDATING BUSINESS PROCESSES

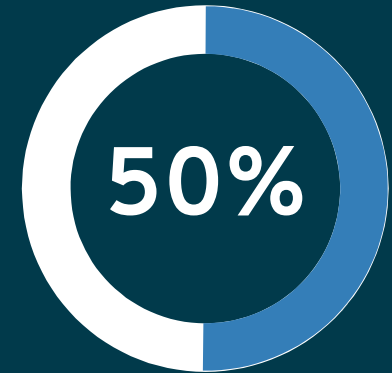
Reduced
development
life cycle by



Lowered
development
costs

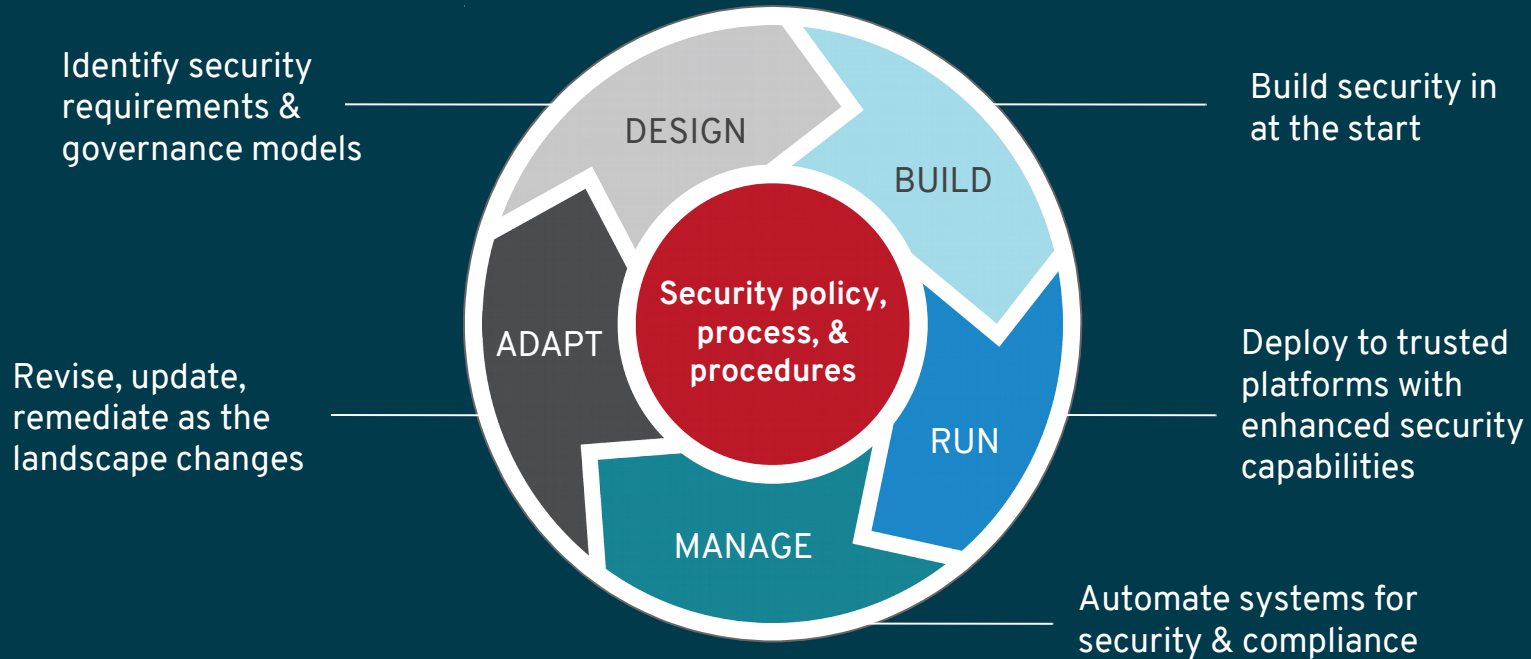


Increased
market
reach by



IMPROVE SECURITY PROCESSES

PUT SECURITY POLICY & PROCEDURES AT THE HEART OF YOUR BUSINESS



**OUR VISION:
TECHNOLOGY**

MOVING TO OPEN TECHNOLOGY

GIVES YOU THE FLEXIBILITY YOU NEED FOR THE FUTURE

INTEGRATED

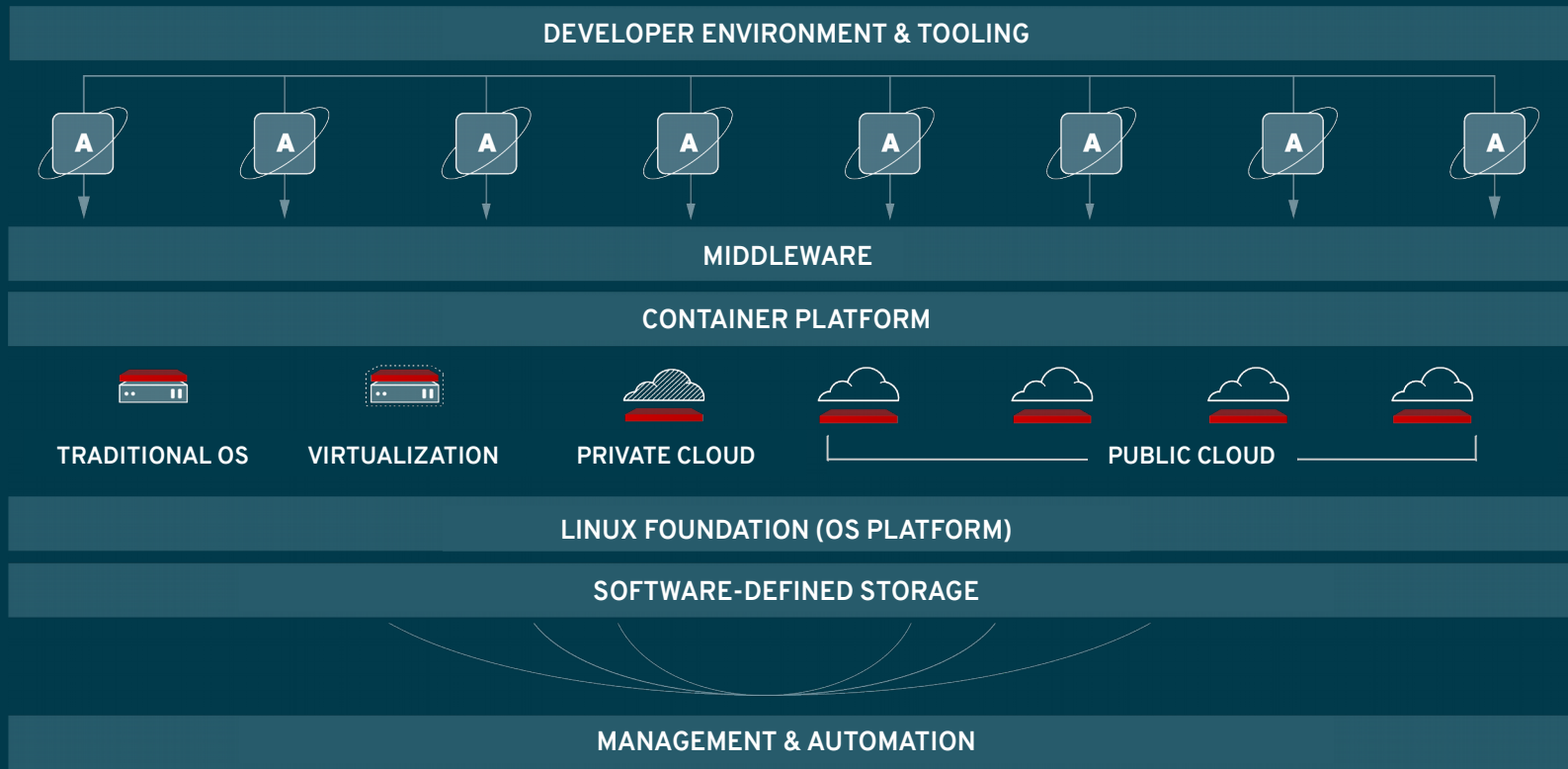
HYBRID

OPEN

INTEROPERABLE

Everything must work together.

THE FUTURE IS HYBRID & MULTICLOUD



KEY CHARACTERISTICS OF HYBRID

- Runtimes
- Security
- Orchestration
- Automation
- APIs
- Ecosystem
- Monitoring & management
- Policy & governance

True hybrid cloud should allow you to achieve consistency across these areas

BMW GROUP LOOKS TO SERVICES FOR SPEED

TECHNOLOGY STORY: HYBRID CLOUD WITH MICROSERVICES, CONTAINERS, DEVOPS



Built a container-centric hybrid cloud platform using agile DevOps methodologies

- Point scaling handles fluctuating demand for BMW ConnectedDrive
- Reliable, continuous service for drivers

SANGER INSTITUTE CHANGES THE GENOME GAME

TECHNOLOGY STORY: CLOUD MANAGEMENT



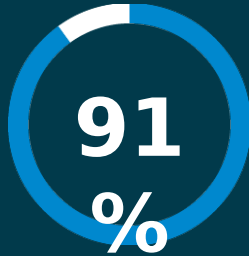
Unified management for VMware and OpenStack environments, public cloud platforms

- Science-as-a-Service for startups, researchers
- Management, security improvements keep the focus on research

THE JOURNEY TO OPEN HYBRID CLOUD

DIGITAL TRANSFORMATION

IF YOU'RE NOT THERE YET, YOU'RE NOT ALONE



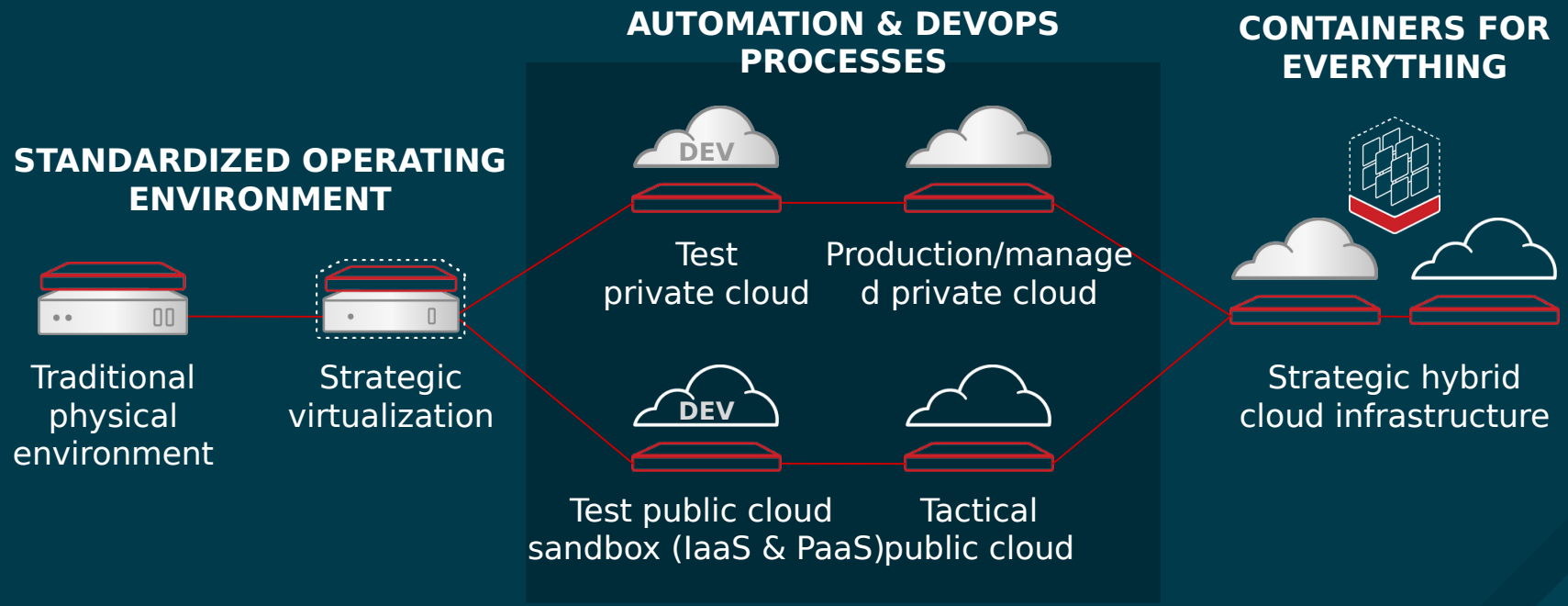
of respondents indicate they have a role for themselves in their organization's digital innovation over the next 2 years, with 29% saying it will be a significant role or their primary role



indicate their organization is either not ready or aren't sure whether they're ready, which highlights a real concern that cannot be ignored

IT'S A DIFFERENT JOURNEY FOR EVERYONE

BUT HERE'S WHAT IT LOOKS LIKE FOR ONE FINANCIAL SERVICES CUSTOMER



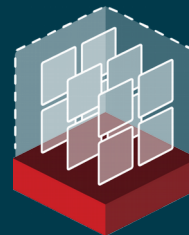
HOW WE GET THERE



LINUX FOUNDATION
ACROSS ALL
ENVIRONMENTS



HYBRID CLOUD
INFRASTRUCTURE &
MANAGEMENT



CONTAINERS &
CLOUD-NATIVE
APP PLATFORMS

COMMON OPERATING PLATFORM



RED HAT
ENTERPRISE LINUX

- A common foundation for Red Hat platforms
- The first step toward cloud-based infrastructure, platforms, and applications
- Part of traditional OS, virtualization, private cloud, and all public clouds

OPEN HYBRID CLOUD INFRASTRUCTURE



HYBRID CLOUD
INFRASTRUCTURE

- The best approach to cloud computing
- A secure environment, managed across multiple footprints
- Presence of multiple vendors prevents public cloud lock-in

CONTAINERS ARE LINUX



CONTAINERS

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

COMMON APPLICATION PLATFORM ACROSS THE HYBRID CLOUD



OpenShift Container
Platform

- Consistent Developer Experience
- Platform services for management, resiliency, tracing, elasticity, storage
- Support for CI/CD
- Multi-language, multi-framework
- Both stateful and stateless applications

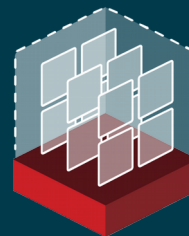
ARCHITECTURAL CONSIDERATIONS



STANDARD OPERATING
PLATFORMS &
PROCESSES



HYBRID CLOUD
INFRASTRUCTURE &
MANAGEMENT



CONTAINERS &
CLOUD-NATIVE
APP PLATFORMS

AUTOMATION / ANSIBLE

ORCHESTRATION / KUBERNETES

CONTAINERS / LINUX

VIRTUALIZATION / KVM

MODERNIZE EXISTING APPLICATIONS

CONTAIN, REWRITE, OR START FRESH



REHOST

Move existing workloads to a new platform

Focus on small or frozen apps

Keep external integrations and data on legacy systems



REPLATFORM

Legacy remains intact

Create a new layer with new capabilities

Create new integration points between legacy and new layers



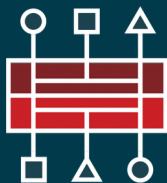
REFACTOR

Legacy is totally replaced with new interfaces and data

Data and features can be rewrapped, but most are refactored

RETHINK INTEGRATION

APIs AND FLEXIBLE, REUSABLE APPS AND RESOURCES



API-FIRST APPROACH

Well-defined, loosely coupled,
well-managed endpoints

Reusable, with
dependency management

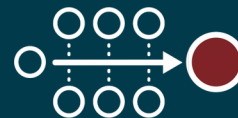


CONTAINER DEPLOYMENT

Lean artifacts,
individually deployable

Container-based scaling
and high availability

Scalable, cloud-native
with modern management



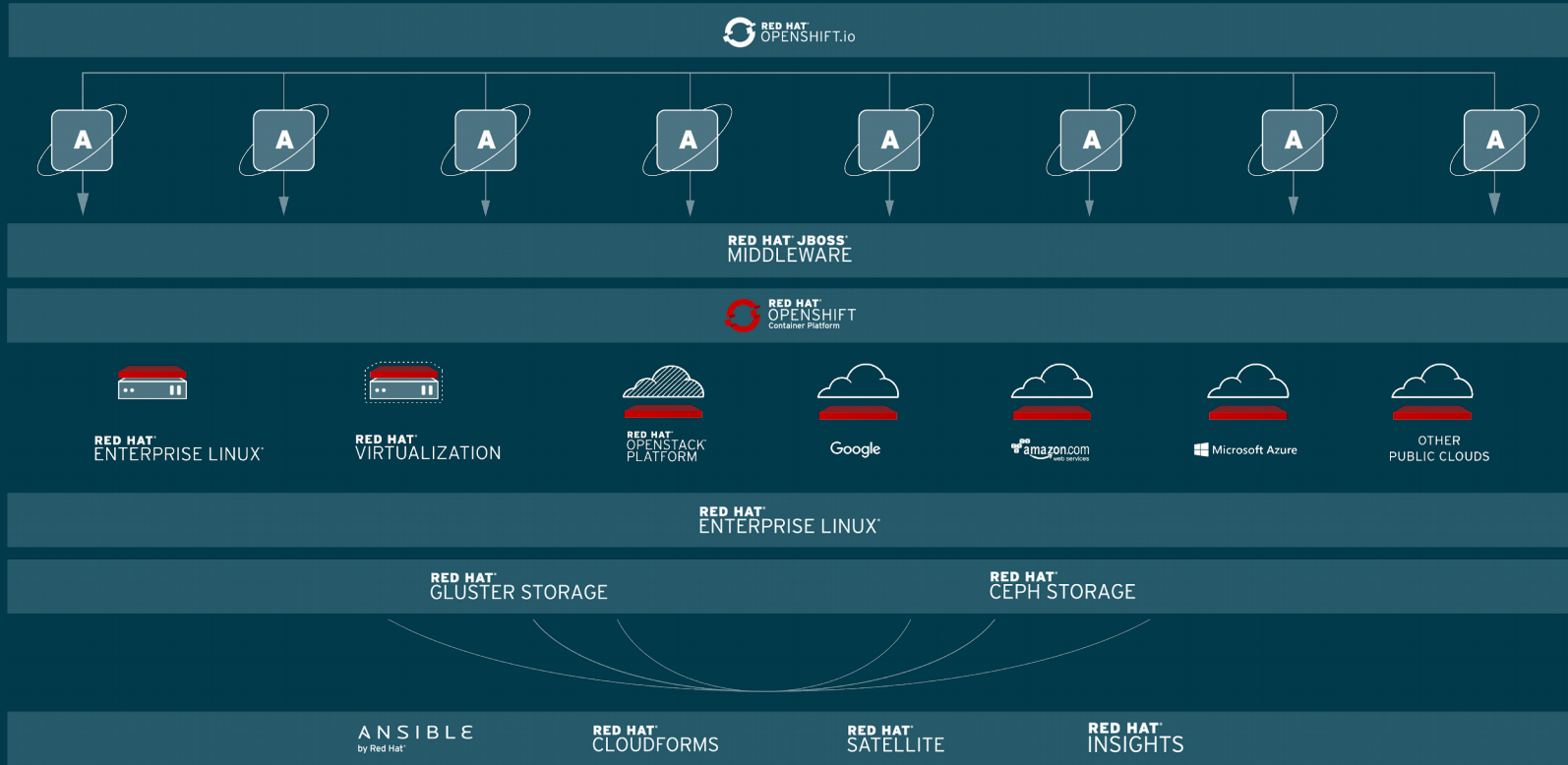
DISTRIBUTED INTEGRATION

DevOps-based

Pattern-based development

Flexible and efficient

THE RED HAT PORTFOLIO

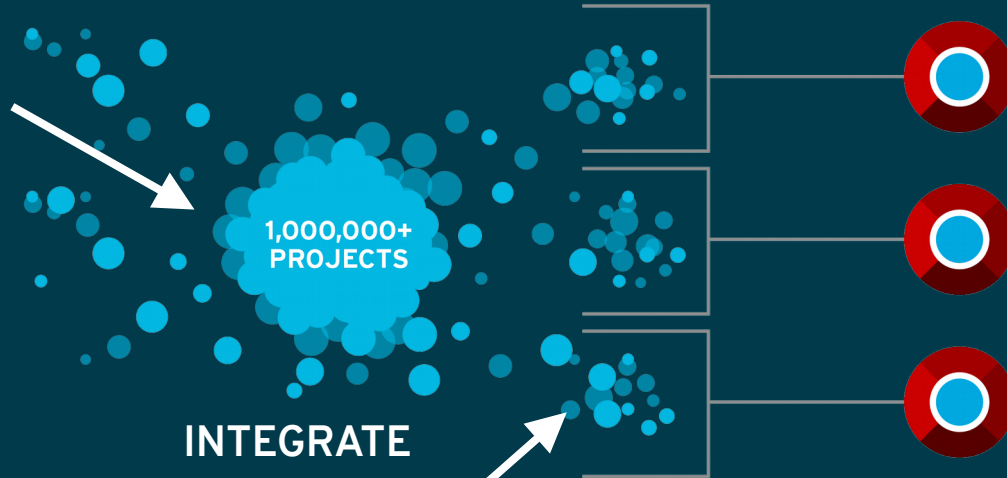


HOW WE DEVELOP PRODUCTS

FROM COMMUNITY TO COMMERCIAL

PARTICIPATE

We join (and sometimes create) community upstream projects



INTEGRATE

We integrate upstream projects, fostering open community platforms

STABILIZE

We commercialize these platforms with a rich ecosystem of services & certifications

COMBINING OUR GREATEST STRENGTHS

TO MAKE EVEN GREATER SOFTWARE

USER INTERFACES

GETTING CHANGES
ACCEPTED UPSTREAM

RAPID ITERATION

BRILLIANT INNOVATION

COMMUNITY DEVELOPMENT

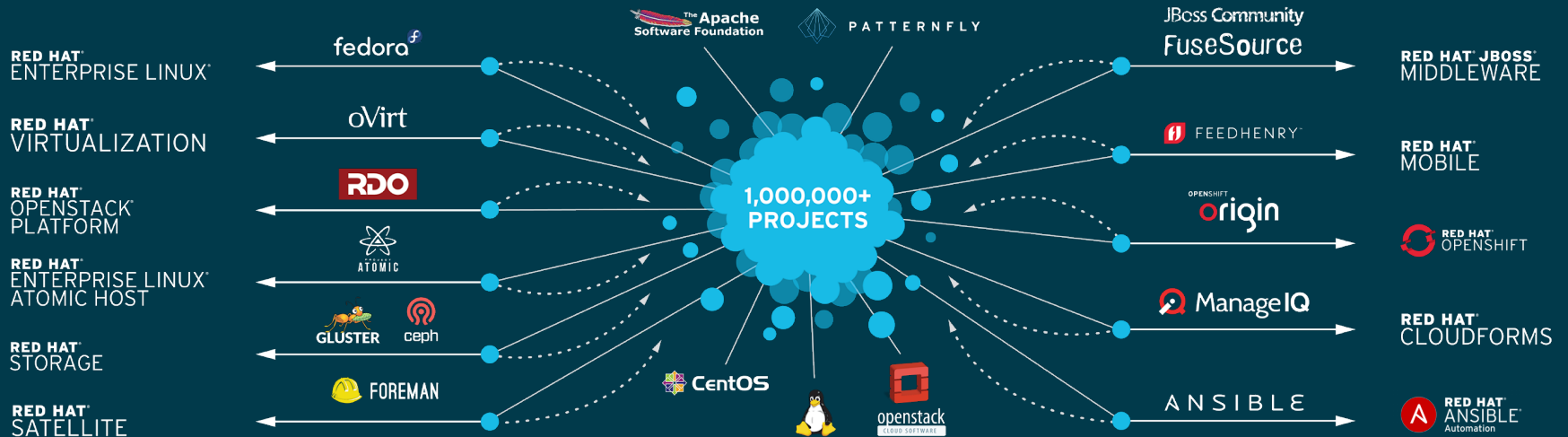
SOLVING COMMON CHALLENGES
THROUGH COLLABORATION

QA AND INTEGRATION

PREDICTABLE, STABLE
LIFE CYCLE SUPPORT

FROM COMMUNITY TO ENTERPRISE

WE ARE BUILDING MODERN I.T. SOLUTIONS



PARTNER ECOSYSTEM

CLOUD PARTNERS



TECH PARTNERS



SI PARTNERS



OPEN INNOVATION LABS

A HANDS-ON ENVIRONMENT FOR RAPID INNOVATION & REAL BUSINESS RESULTS



EXPERIMENT

Rapidly build prototypes,
do DevOps, & be agile



IMMERSE YOUR TEAM

Work side-by-side with experts
in a residency-style engagement



INNOVATE

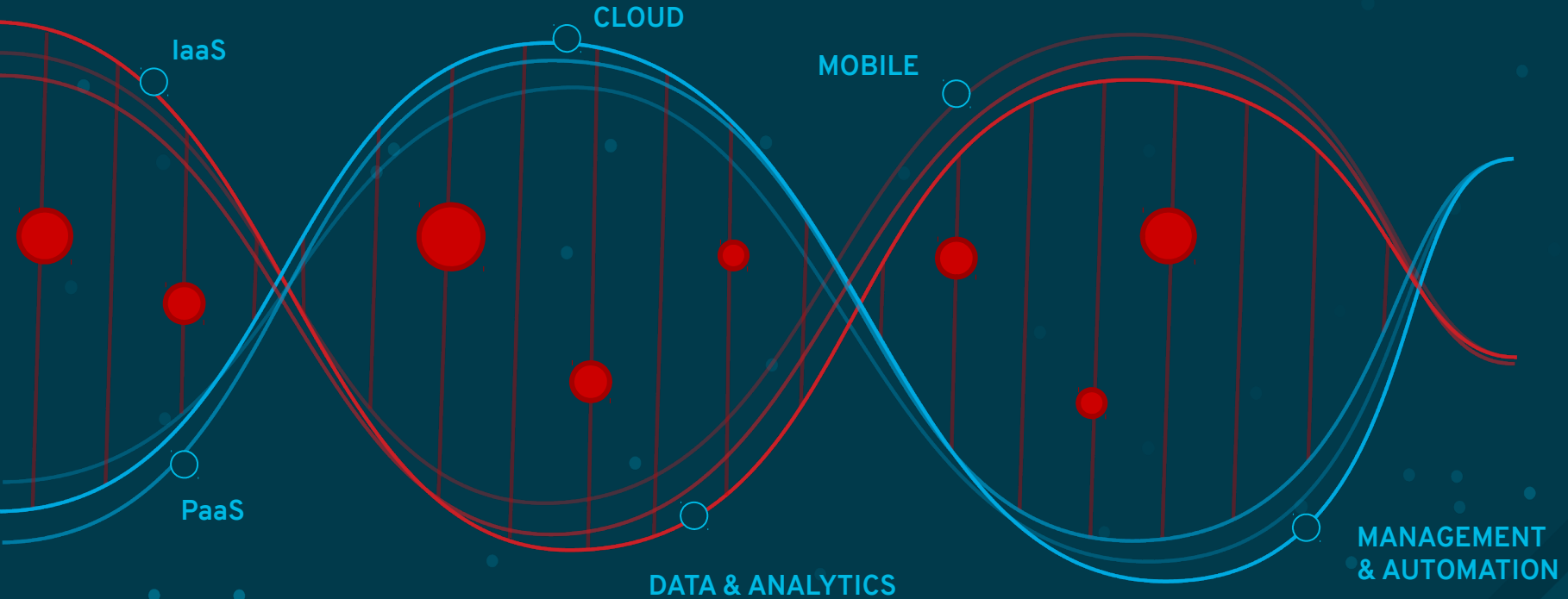
Bring modern application
development back to your team



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

COLLABORATE WITH US

DON'T JUST BUILD A SOLUTION, BECOME PART OF IT





THANK YOU



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