



# Delivering a Hybrid Cloud Strategy for Digital Transformation

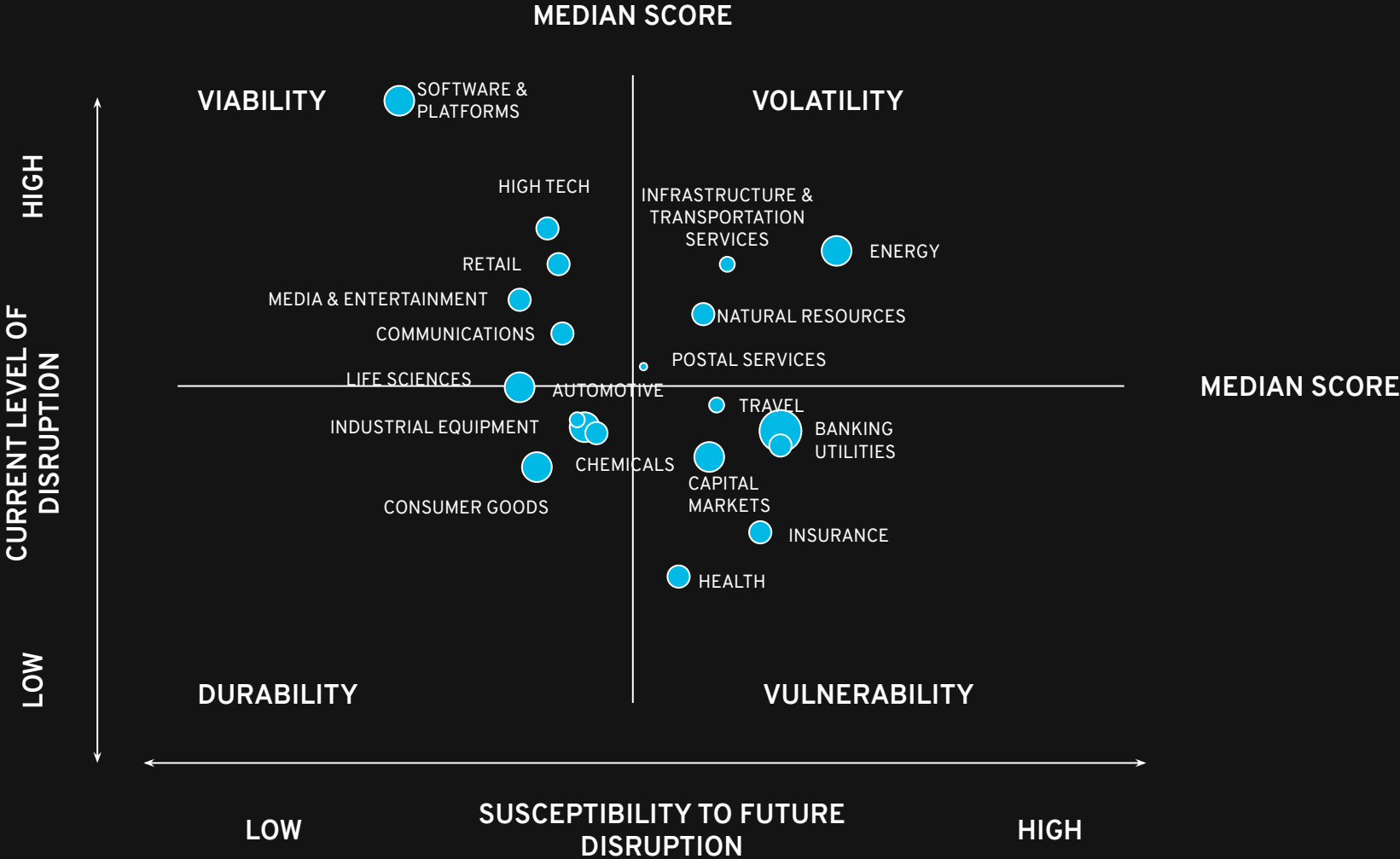
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Red Hat - Director of Engineering Global

# Delivering a Hybrid Cloud Strategy for Digital Transformation

# Few Industries are truly durable



Source: Accenture, *Disruption Need Not Be an Enigma*. February 2018.  
<https://www.accenture.com/us-en/insight-leading-new-disruptability-index>



# DIGITAL TRANSFORMATION

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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.

# WHAT A LACK OF CLOUD INFRASTRUCTURE SOUNDS LIKE

“We can’t seem to keep up with our competitors.”



I.T. LEADER

“Our infrastructure can’t scale to meet demand.”



I.T. ARCHITECT

“It’s takes a long time to develop applications.”



DEVELOPER

“We’re losing control of our security policies and compliance regulations.”



SYS ADMIN

DIGITAL LEADERS ARE HIGH PERFORMERS  
I.T. THROUGHPUT MEANS MOVING QUICKLY TO ANSWER DEMAND

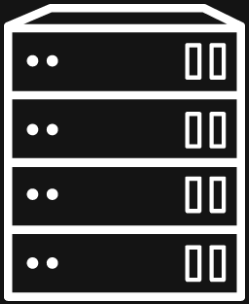
High-performing organizations deploy code

**46x**

more frequently than low-performing ones

# Delivering a Hybrid Cloud Strategy for Digital Transformation

# BALANCING INNOVATION AND OPTIMIZATION



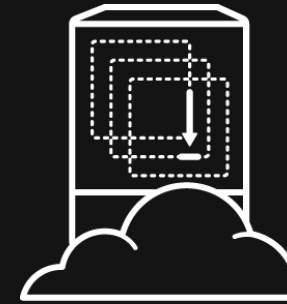
Optimize the IT you have



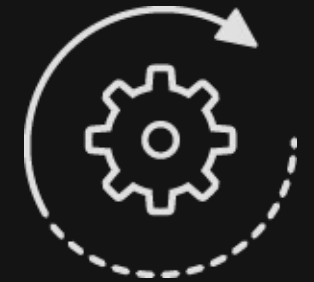
Integrate apps, data, & processes



Add & manage hybrid cloud infrastructure



Develop cloud-native applications



Automate & manage IT





# WHAT IS PRIVATE CLOUD?

WHEN YOU WANT IT TO BE YOURS... ALL YOURS

- Provides public cloud-like automation and infrastructure
- Defined by privacy settings and management responsibilities
- Scales IT resources on demand to meet user demand
- Includes core compute, storage, and networking resources (and more)
- Standardizes on a single IT infrastructure among multiple business units
- Provides a foundation for modern, web-scale applications and containers



# WHAT IS AN OPEN HYBRID CLOUD PLATFORM?

A MODERN PLATFORM THAT TAKES BEST ADVANTAGE OF ALL ENVIRONMENTS

Uses both private and public cloud infrastructure

Unifies management across all environments

Shares resources (storage, networking, etc.) across infrastructure platforms

Provides a container environment with orchestration

Adheres to open, common industry standards and APIs

# WHY CUSTOMERS MIGRATE TO HYBRID CLOUDS

INNOVATION IS REQUIRED TO KEEP UP WITH THE COMPETITION



## IMPROVE BUSINESS AGILITY<sup>1</sup>

“Red Hat technology has helped us to work in a more efficient way, with speed and agility as the biggest outcomes.”

- *Luis Uguina, Macquarie*<sup>2</sup>



## REDUCE TOTAL COST OF OWNERSHIP<sup>1</sup>

“...our operating costs have significantly decreased.”

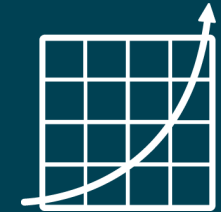
- *Yui Onodera, C.A. Mobile*<sup>3</sup>



## SUPPORT INNOVATION<sup>1</sup>

“We can deliver products to market more quickly than our competitors. It’s a game-changer.”

- *Paul Cutter, CTO, Betfair*<sup>4</sup>



## GROW THE BUSINESS<sup>1</sup>

“We are keen to spearhead development for technology platforms that can power our future networks, like OpenStack...”

- *Christian Gacon, Orange*<sup>5</sup>

Sources: [1] ( n=1,057 ) Red Hat, Cloud Technologies Research Survey, May 2018

[2] Red Hat case study, *Macquarie transforms its digital banking experience for customers*, May, 2017. [3] Red Hat case study, *C.A. Mobile meets traffic demands with a modern infrastructure*, April 2016. [4] Red Hat case study, *Paddy Power Betfair upgrades systems to improve online betting*, June 2016. [5] Red Hat press release, *Orange and Red Hat join forces to spearhead network virtualization innovation*, November 2017.

# THE RISK OF THE STATUS QUO

WHAT HAPPENS IF WE DO NOTHING?

## WHEN YOU CAN'T MEET:

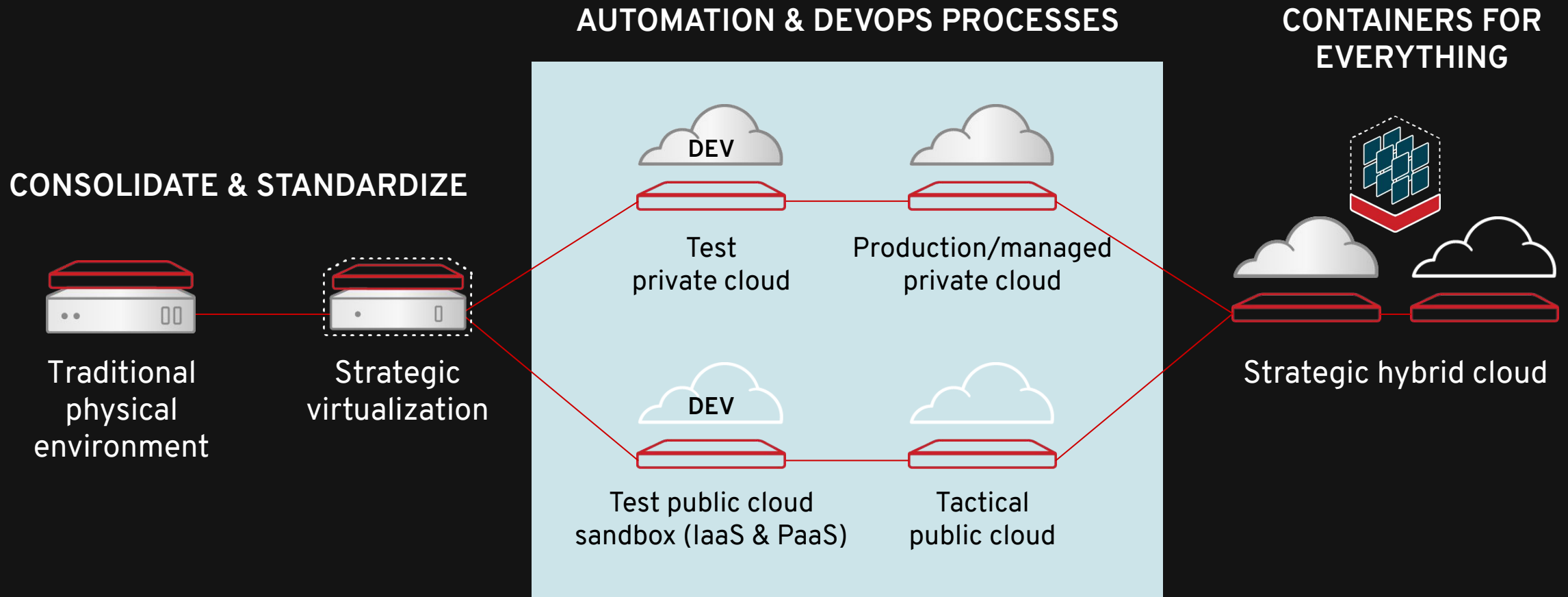
- Expectations set by consumer experience, mobile, and SaaS applications
- Variable demands for delivering new business services

## YOU RISK:

- Developers and the LoB going to cloud anyway
- Loss of revenue and market share to competitors who are more responsive
- Loss of control over security policies and compliance

# ONE WAY TO IMPLEMENT A CLOUD STRATEGY

A FINANCIAL CUSTOMER'S ROADMAP TO A WORKLOAD-DRIVEN CLOUD STRATEGY



# Delivering a Hybrid Cloud Strategy for Digital Transformation

# WHY RED HAT FOR HYBRID CLOUD?

WE CAN HELP YOU STANDARDIZE ON A FOUNDATION FOR INNOVATION



Your hybrid cloud will stand on top of technologies with military-grade security, supported by our security response team



Standardize on a tested platform that performs predictably with streamlined updates



Do whatever you need to on scalable software that features the latest development tools and is certified by hundreds of cloud providers

# ADDING AND MANAGING CLOUD INFRASTRUCTURE

YOUR CLOUD JOURNEY BEGINS RIGHT WHERE YOU ARE



DEVELOP A  
WORKLOAD-DRIVEN  
CLOUD STRATEGY

**RED HAT®**  
CONSULTING



IMPLEMENT A FOUNDATION  
FOR HYBRID CLOUD

**RED HAT®**  
ENTERPRISE  
LINUX®



BUILD A PRIVATE CLOUD

**RED HAT®**  
OPENSTACK®  
PLATFORM



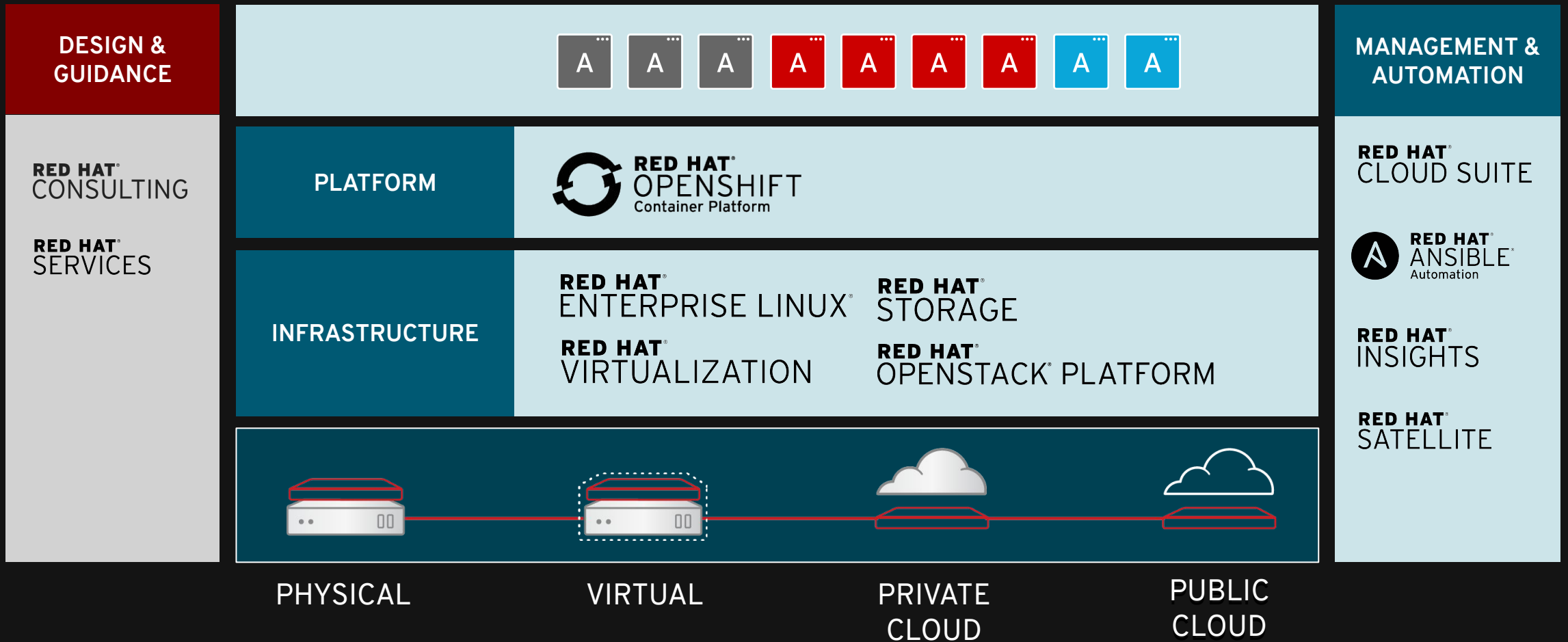
DEPLOY A MULTICLOUD  
CONTAINER PLATFORM

 **RED HAT®**  
OPENSIFT®  
Container Platform



# RED HAT ARCHITECTURE

## HOW TO CREATE A HYBRID CLOUD





# RED HAT CAN HELP

1. We are a **leading contributor to container projects** like Kubernetes and the Open Container Initiative (OCI).
2. **Containers are Linux—and we know Linux.** Containers are only as reliable and secure as the Linux host beneath it, and Red Hat Enterprise Linux comes with a 99.999% uptime SLA.
3. Our container platform facilitates agile and DevOps methodologies, helping deliver more **timely, robust, and functional** applications and features.
4. Our container platform's unified lifecycle validates networking, storage, image registry, and security solutions so **users can write more code** instead of maintain infrastructure.
5. Use a comprehensive container and cloud infrastructure portfolio that allows you to **deploy confidently** with an integrated stack.
6. Hundreds of certified partners give you a marketplace in which you can confidently find appropriate solutions to unique problems.

# A CONSISTENT CONTAINER APPLICATION PLATFORM

FROM YOUR DATACENTER TO THE CLOUD



Automated  
operations



Multi-tenant



Secure by default



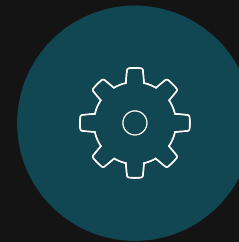
Network  
traffic control



Over-the-air  
updates



Monitoring  
& chargeback



Pluggable  
architecture



BARE METAL, VSPHERE, RHV, OPENSTACK, AWS, AZURE, GOOGLE

Sponsoring Partners with Managed Red Hat Hybrid Cloud Solutions



~~Delivering a~~  
*Using a*  
Hybrid Cloud  
Strategy for  
Digital  
Transformation

# THE POWER OF THE OPENSIFT ECOSYSTEM

IT'S ALL HERE—ON A CONSISTENT PLATFORM FOR DEVELOPERS & IT OPS

## RED HAT PORTFOLIO

Optimized for Containers

RED HAT  
OPENSIFT  
Application Runtimes

RED HAT JBOSS  
WEB SERVER

RED HAT JBOSS  
ENTERPRISE  
APPLICATION PLATFORM

RED HAT  
DATA GRID

RED HAT  
AMQ

RED HAT  
FUZE

RED HAT  
MOBILE

RED HAT  
ANSIBLE  
Engine

RED HAT QUAY  
CONTAINER  
REGISTRY

RED HAT  
DECISION  
MANAGER

RED HAT  
PROCESS AUTOMATION  
MANAGER

RED HAT 3SCALE  
API MANAGEMENT

RED HAT  
OPENSIFT  
Container Storage

## ISV ECOSYSTEM

Certified Containers and Operations

IBM

Microsoft

SAP

New Relic

Couchbase

CRUNCHY  
Enterprise PostgreSQL

Sysdig

f5

VERITAS

ZABBIX

NetApp

Sonatype

JFrog

dynatrace

nuagenetworks

## CLOUD SERVICES

amazon  
web services

Microsoft Azure

Google Cloud

OperatorHub



Bare metal, vSphere, OpenStack, AWS, Azure, GCP

# WHAT IS YOUR TOP PRIORITY?

1. Building a cloud strategy
2. Using public cloud
3. Building new private cloud
4. Maintaining or improving existing private cloud
5. Using containers on cloud
6. Managing hybrid or multicloud resources
7. Security across hybrid cloud environments

# Thank you

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.



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