



RED HAT OPEN HYBRID CLOUD

Accelerate. Innovate. Empower. Powering digital transformation

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Director, Cloud and Storage EMEA

WHAT IS HYBRID?



BEVX IMAGES

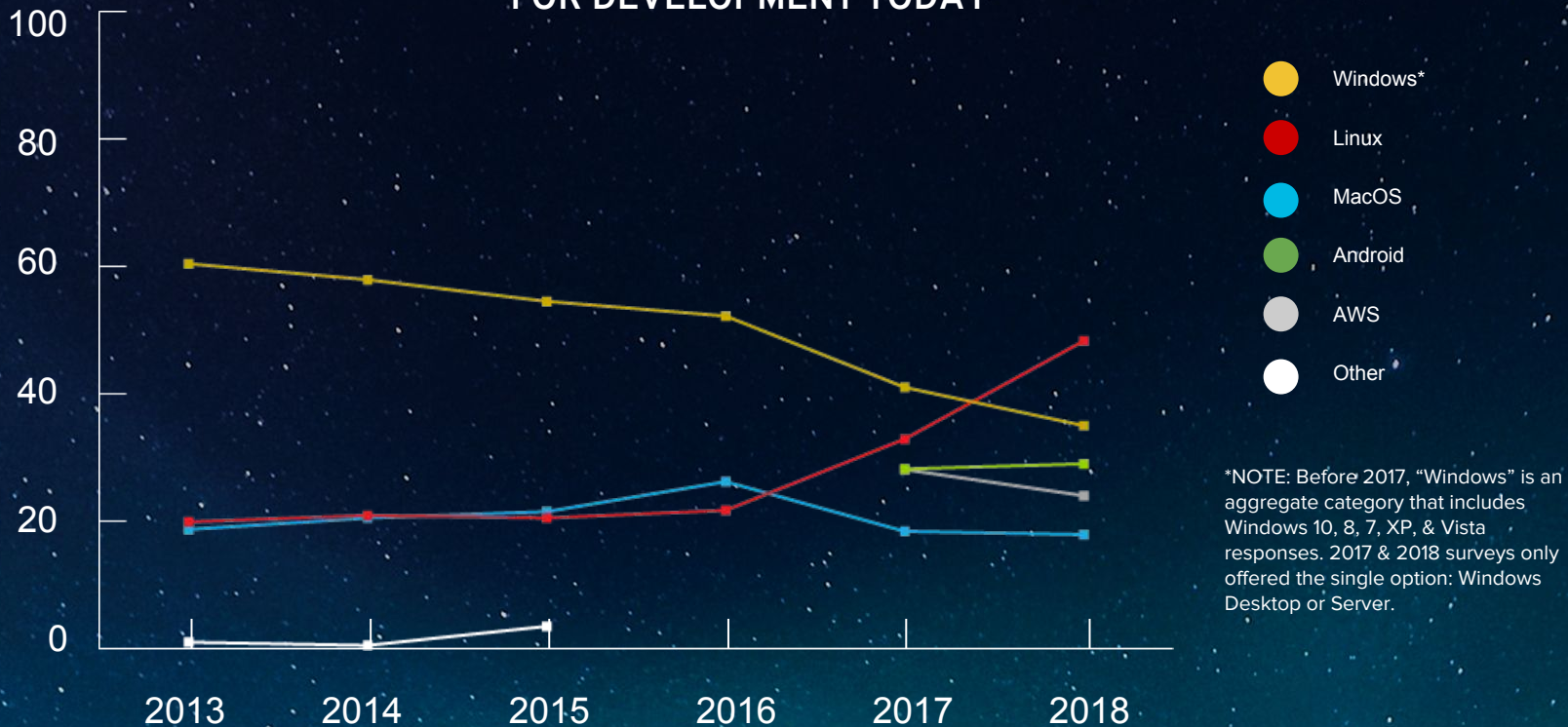


PREDICTING THE FUTURE THE RED HAT WAY

**THE INNOVATION ENGINE
FOR SOFTWARE IS
LINUX**

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](#).



LINUX IS THE MOST-USED PLATFORM

FOR VMs IN THE PUBLIC CLOUD



of all applications running in public cloud infrastructure are running on Linux VMs.

ALL THIS IS POSSIBLE BECAUSE OF LINUX

LINUX GAINED ADVANTAGE BECAUSE IT IS OPEN SOURCE



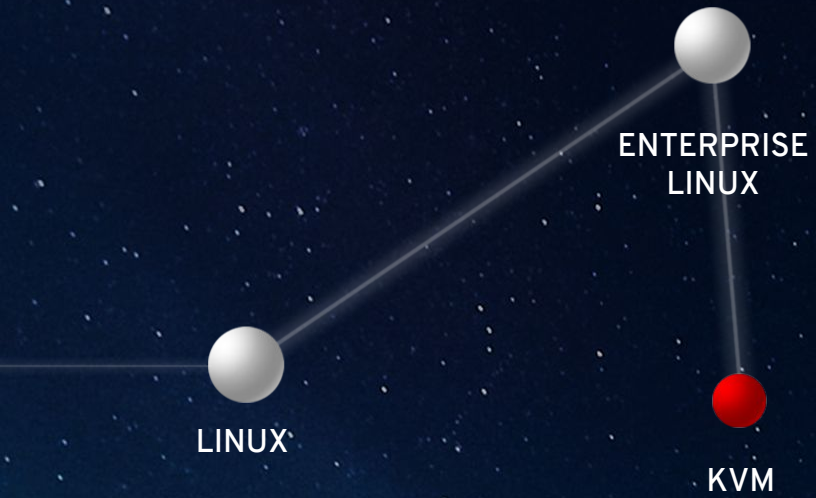
LINUX

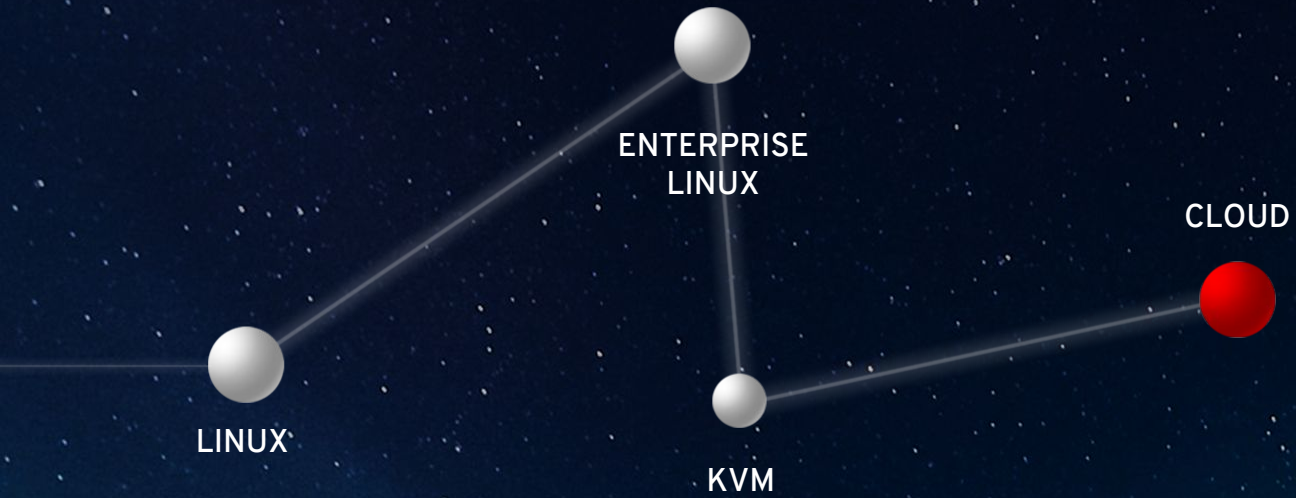


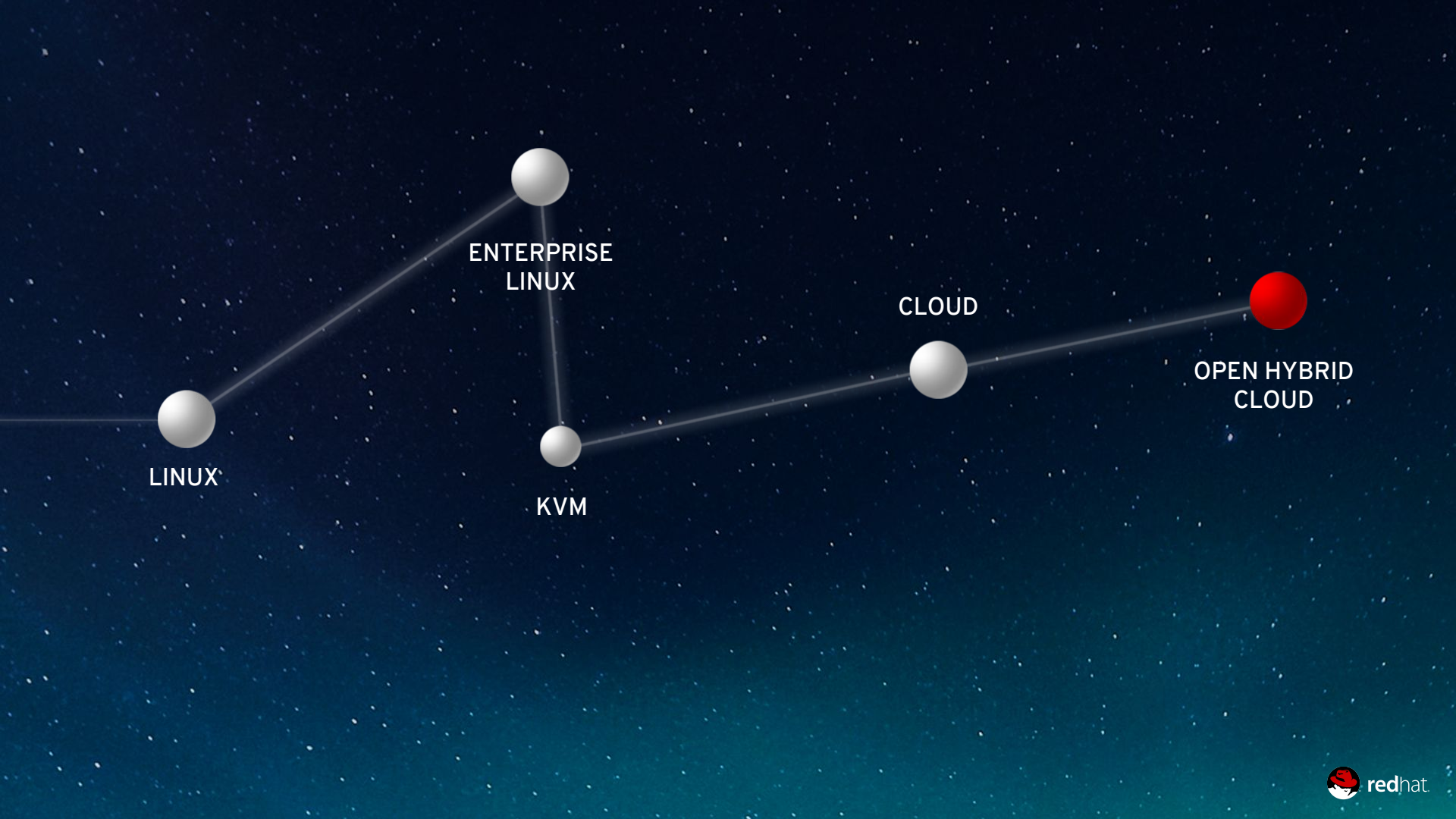
LINUX

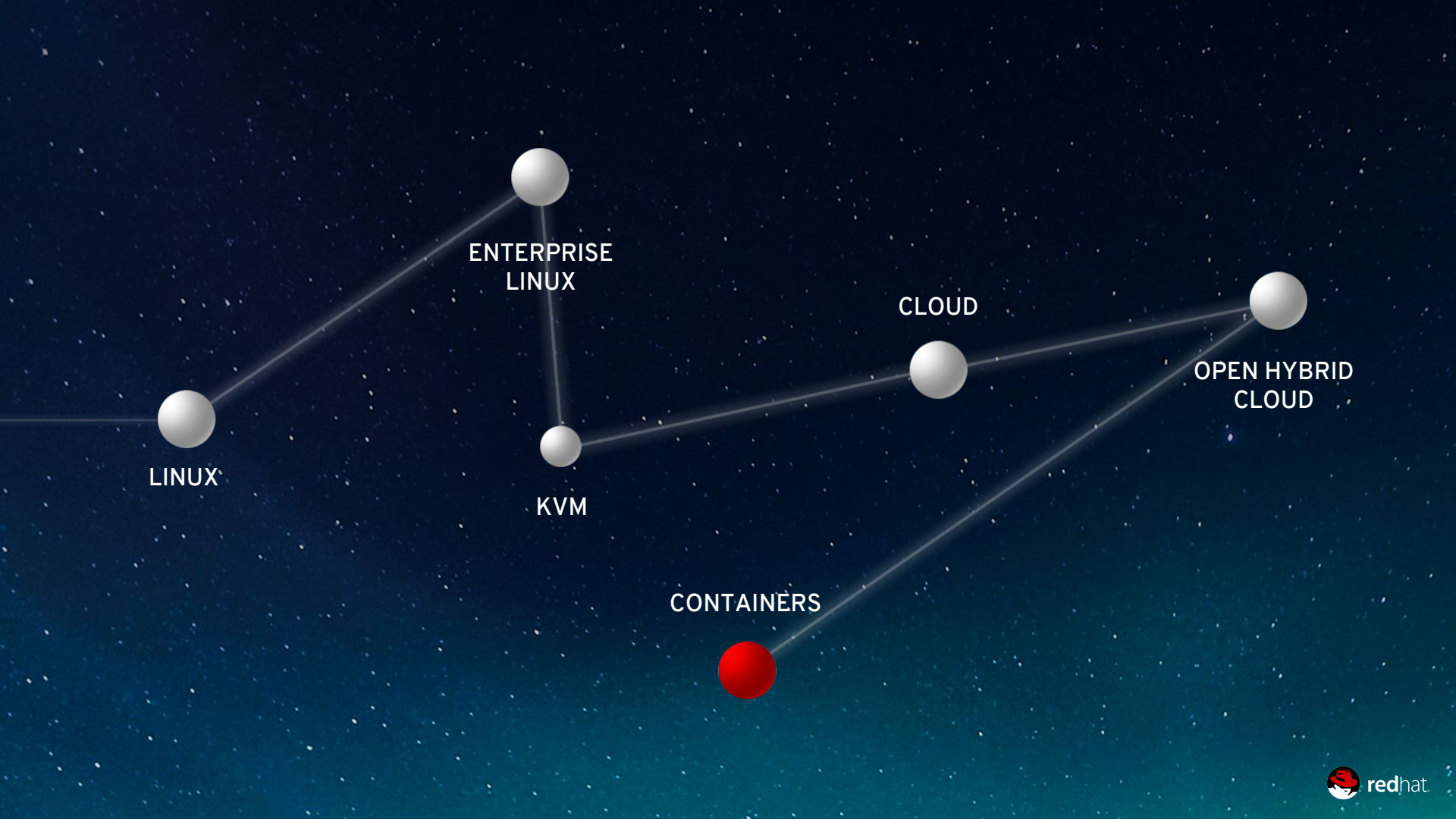


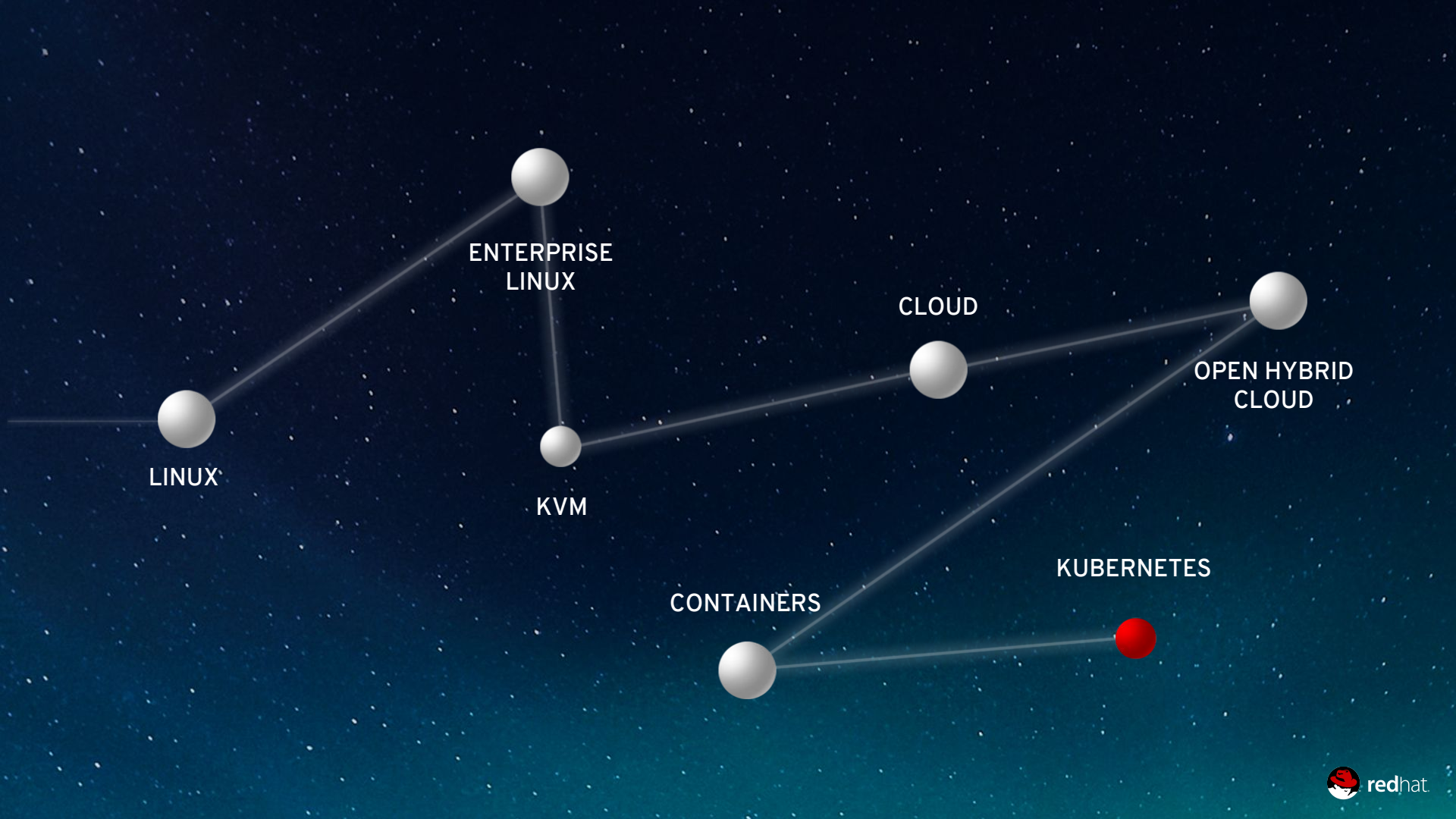
ENTERPRISE
LINUX











ARTIFICIAL
INTELLIGENCE

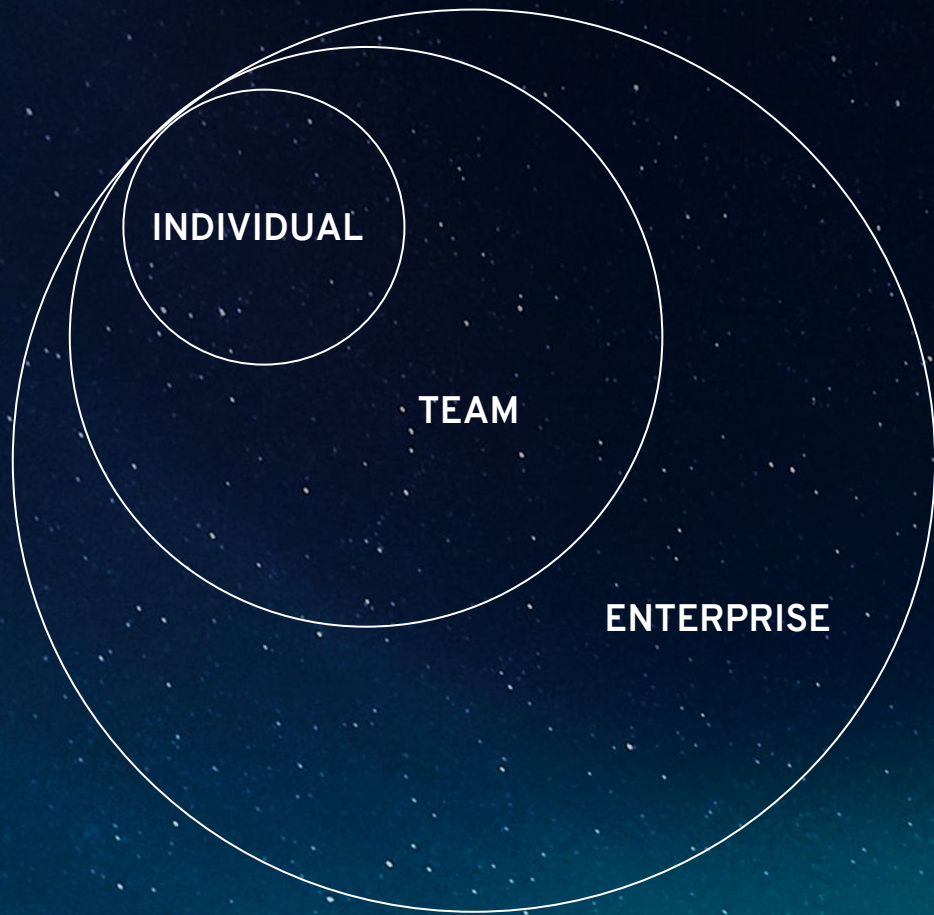
API

PREDICTIVE
ANALYTICS

EVERYTHING-
AS-A-SERVICE

MICROSERVICES

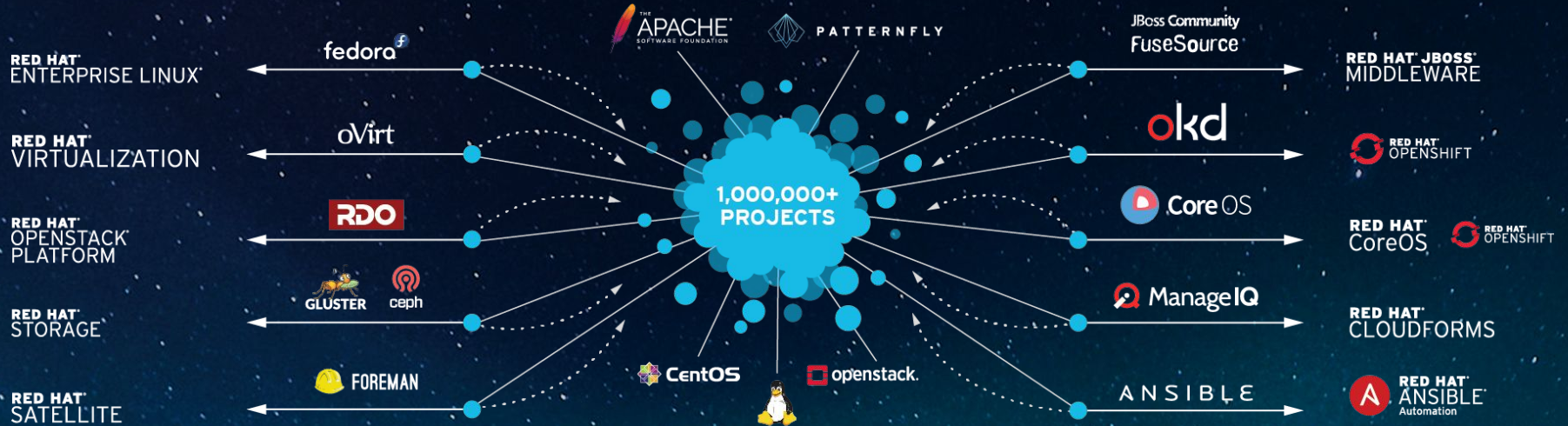
AUTOMATION



AUTOMATION GROWS
INCREMENTALLY

WE STARTED WITH LINUX

BUT WE DIDN'T STOP THERE



RH0064-4

OUR VISION: OPEN HYBRID CLOUD

ALL KINDS OF APPS AND ENVIRONMENTS, INCLUDING CONTAINERS

DEVELOPER TOOLING

APPLICATION PLATFORMS



BARE METAL



VIRTUAL

INFRASTRUCTURE PLATFORMS



PRIVATE CLOUD



PUBLIC CLOUD

SOFTWARE-DEFINED STORAGE

MANAGEMENT AND AUTOMATION

WITHOUT HYBRID CLOUD

YOU MIGHT HEAR THESE THINGS

"We can't seem to keep up with our competitors. It's taking too long to bring new products to market!"



CEO

"How do we use public cloud to our advantage without the risks to our business?"



CIO

"I can't scale our IT infrastructure to meet demand."



I.T. OPERATIONS

"We're losing control of our security policies and compliance regulations."

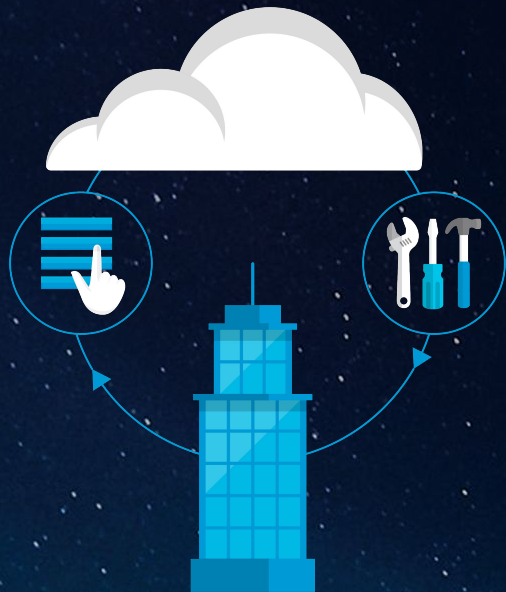


I.T. DIRECTOR

“Hybrid cloud articulates a balance of leveraging existing investments while wrapping in new cloud technologies to bring powerful improvements.”

FORRESTER
April 2018

WHAT IS HYBRID CLOUD?



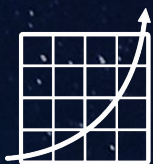
HYBRID CLOUD

- > The mix of private, either on-premise or managed or hosted, and a third-party public cloud environments with orchestration between them.
- > Enables IT to align and move workloads to the right environment at the right time, depending on their specific business and technology needs.

Offering **WORKLOAD PORTABILITY, INTEGRATION, ORCHESTRATION, AND UNIFIED MANAGEMENT**

TOP REASONS CUSTOMERS CHOOSE HYBRID CLOUD

TOP REASONS CUSTOMERS CHOOSE HYBRID CLOUD



AGILITY

“...[it] enabled us to create a multi-tier architecture that could support our continuous integration and DevOps model.”

- *Odd Waller, Volvo IT*¹



COST SAVINGS

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

- *Yui Onodera, C.A. Mobile*²



TIME TO MARKET

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

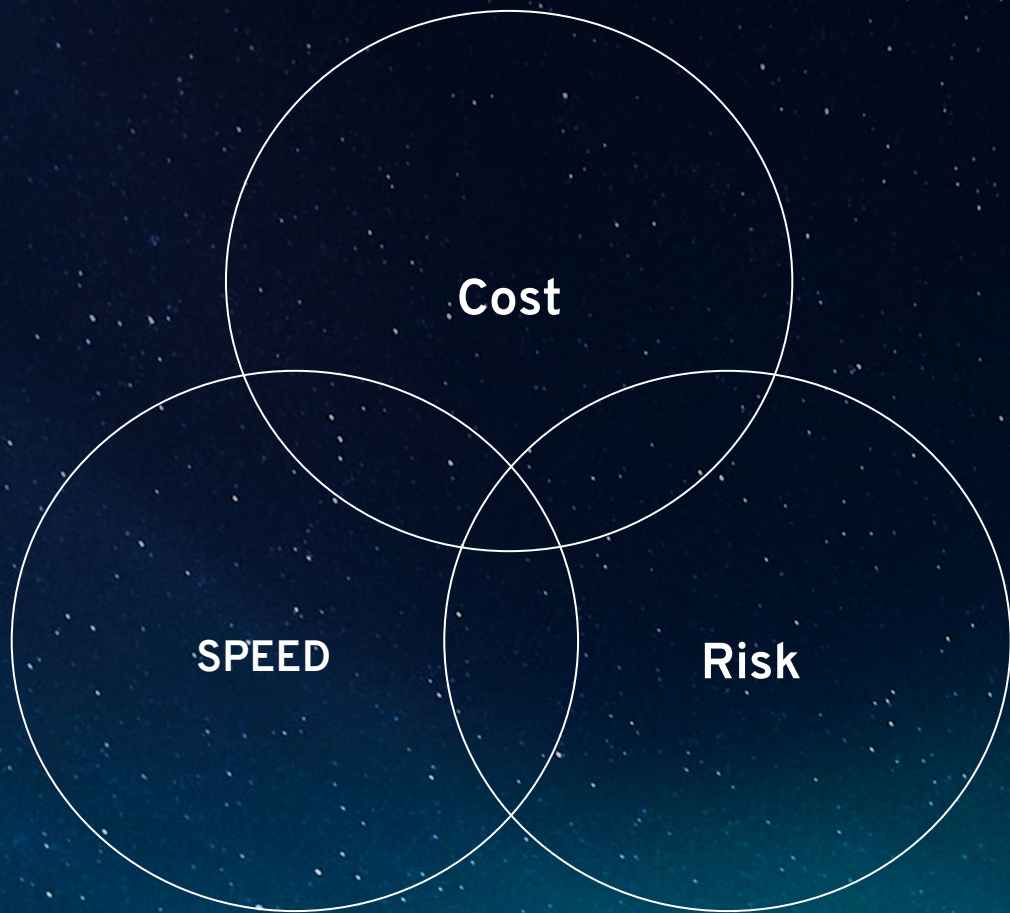
- *Paul Cutter, CTO, Betfair*³



AVOID LOCK-IN

“[it] presented a solution that could easily integrate public infrastructure into our own.”

- *Darwin Gosal, Yale NUS College*⁴



PILLARS OF VALUE

IT'S ALL ABOUT THE PLATFORMS

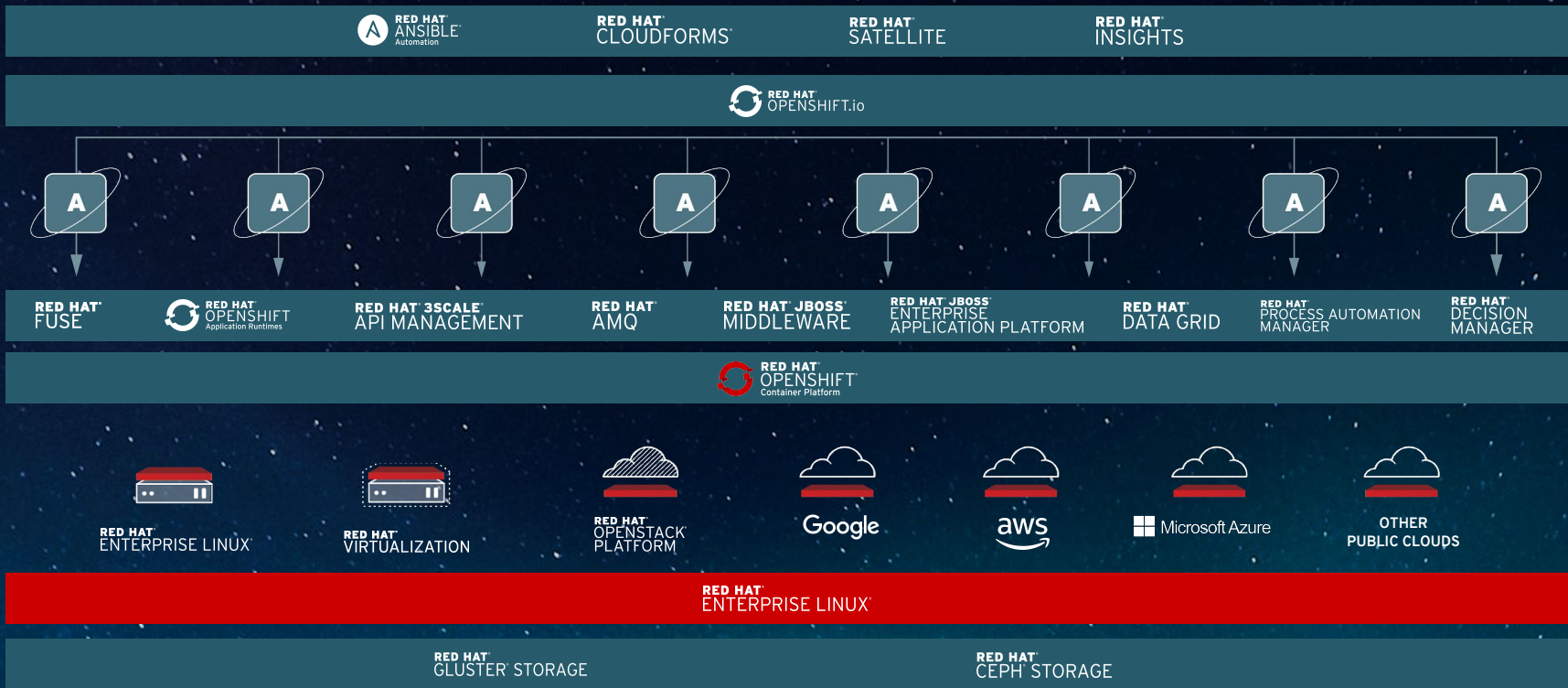
RED HAT®
ENTERPRISE LINUX®

RED HAT®
OPENSTACK®
PLATFORM



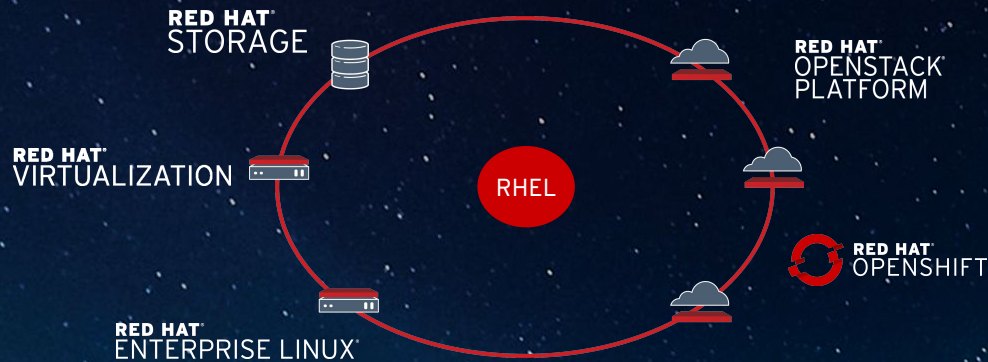
RED HAT®
OPENSIFT®

LINUX IS THE FOUNDATION OF OUR PORTFOLIO



HYBRID CLOUD INFRASTRUCTURE

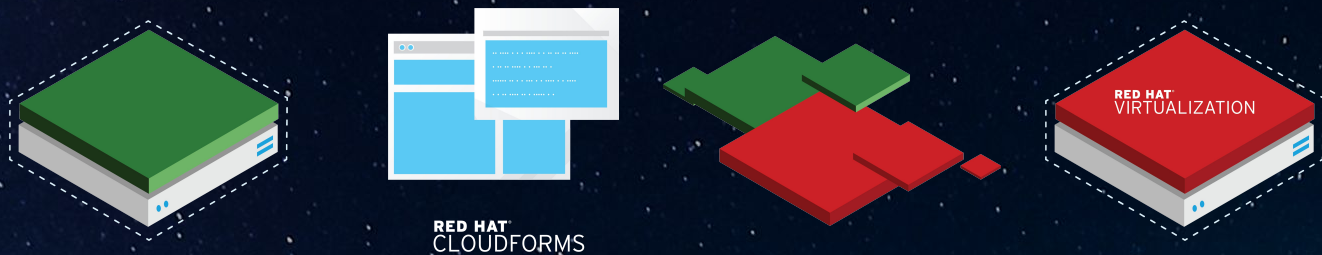
HYBRID CLOUD INFRASTRUCTURE



- Built on Red Hat Enterprise Linux foundation
- Red Hat OpenStack Platform is a private cloud platform
- Red Hat OpenShift can be used on-premise for hybrid applications
- Virtualization to bridge legacy to the cloud
- Software-defined storage for containers & cloud

VIRTUALIZATION MIGRATION

WITH CONTAINER-NATIVE STORAGE



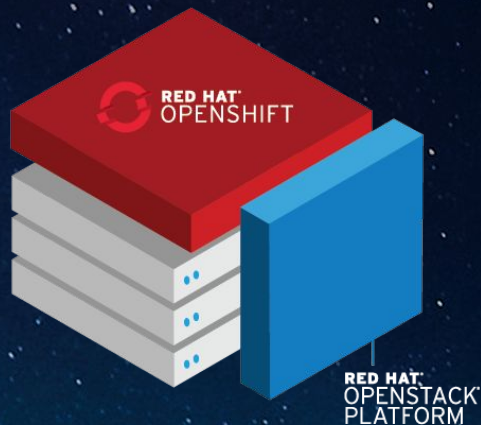
VIRTUALIZATION MIGRATION

- Encourage migration from ESX to open-format: KVM on Red Hat Cloud Infra
- GUI-based polished tooling and services offerings to ease migration

CONTAINER-NATIVE VIRTUALIZATION

- Key to enabling application modernization

OPENSIFT ON OPENSTACK



PLATFORM CONVERGENCE

- Native integration at the networking and storage levels
- Demonstrates concrete benefits from Red Hat Virtualization → OpenStack
- Eases path to OpenShift & OpenStack convergence

OPENSTACK ON BARE METAL

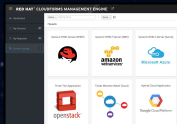
- OpenShift running on container-native virtualization for on-premise cloud-native platform
- Uses Director to deploy OpenShift for ease of management from day 1.

UNIFIED MANAGEMENT

Red Hat Open Hybrid Cloud



LIFECYCLE
MANAGEMENT



SELF SERVICE
CATALOG



FINANCIAL
MANAGEMENT



MONITORING
AND ANALYTICS



AUTOMATION &
ORCHESTRATION



SECURITY &
COMPLIANCE

RED HAT OpenStack
Platform Director

RED HAT
CLOUDFORMS



RED HAT
ANSIBLE
Automation

HYBRID IS THE NEW DATACENTER



Everything-as-a-Service



Modern apps



Containers & microservices



ISV



PHYSICAL



VIRTUAL



PRIVATE CLOUD



PUBLIC CLOUD

RED HAT ENTERPRISE LINUX

WHY CHOOSE RED HAT FOR HYBRID CLOUD?

Interoperability Plan so that current and future components will work together. Make sure you can get the best return on the investments you've already made.

Growth with portability As you add new cloud environments, make sure you can move or run business functions on them.

Minimized risk By standardizing on supported Red Hat products, you can maintain security, comply with regulatory mandates, and manage the risk associated with change.

How?

You can start small and grow as your business does. Our high-value cloud solutions help you free resources for innovation.

WHAT'S NEXT?

4 WAYS TO GET STARTED

Look for ways to:



Develop a
workload-driven
cloud strategy



Implement a
foundation for
hybrid cloud



Build a private cloud



Deploy a multicloud
container platform



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