



# WELCOME TO RED HAT FORUM

London, 9th October, 2018



# THANK YOU

Diamond	
Platinum	
Gold	
Silver	
Bronze	



# DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

WERNER KNOBLICH  
SENIOR VICE PRESIDENT & GENERAL MANAGER  
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

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

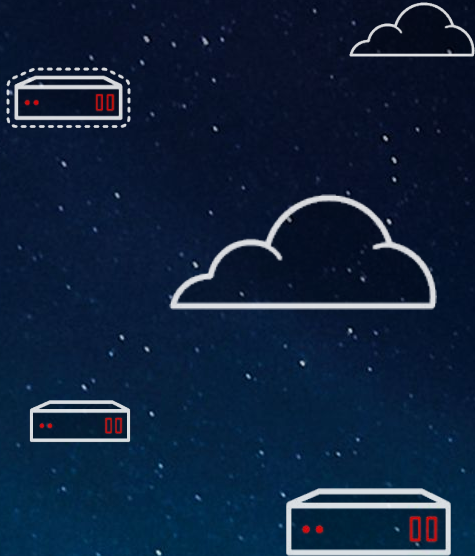




**BUT HOW DO WE START?**

# CONFIGURE

YOUR TECHNOLOGY AND  
ARCHITECTURE FOR THE  
FUTURE



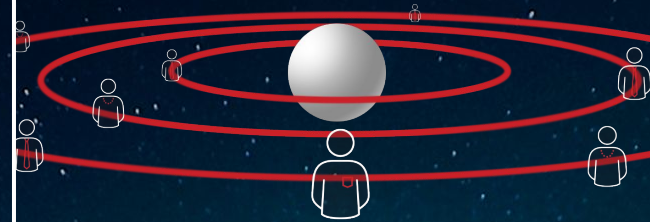
# ENABLE

AGILE PROCESSES



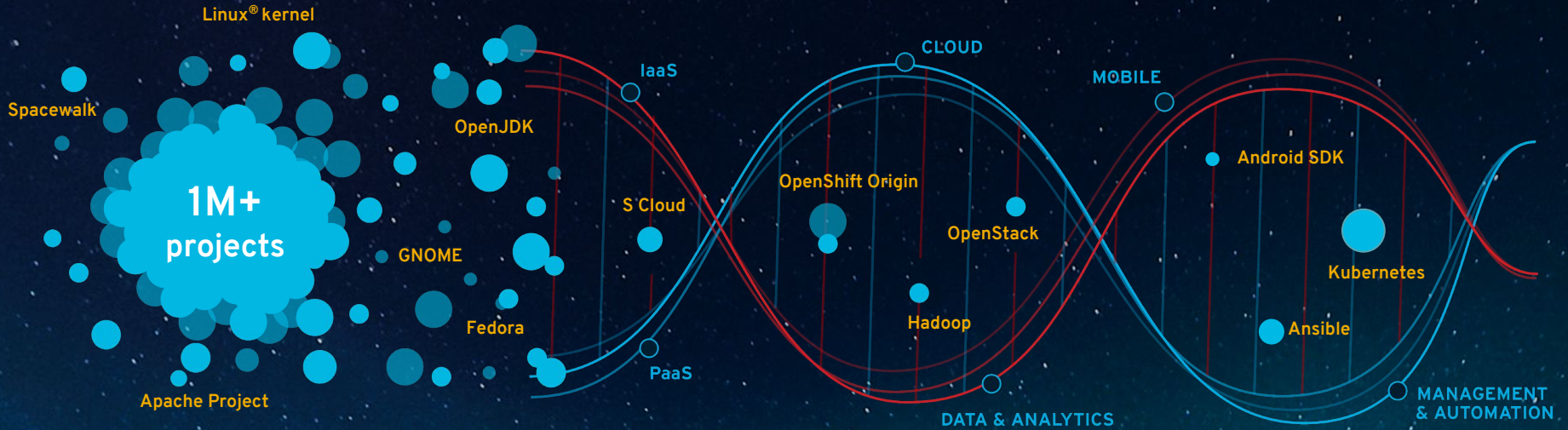
# ENGAGE

IN A COLLABORATIVE  
CULTURE



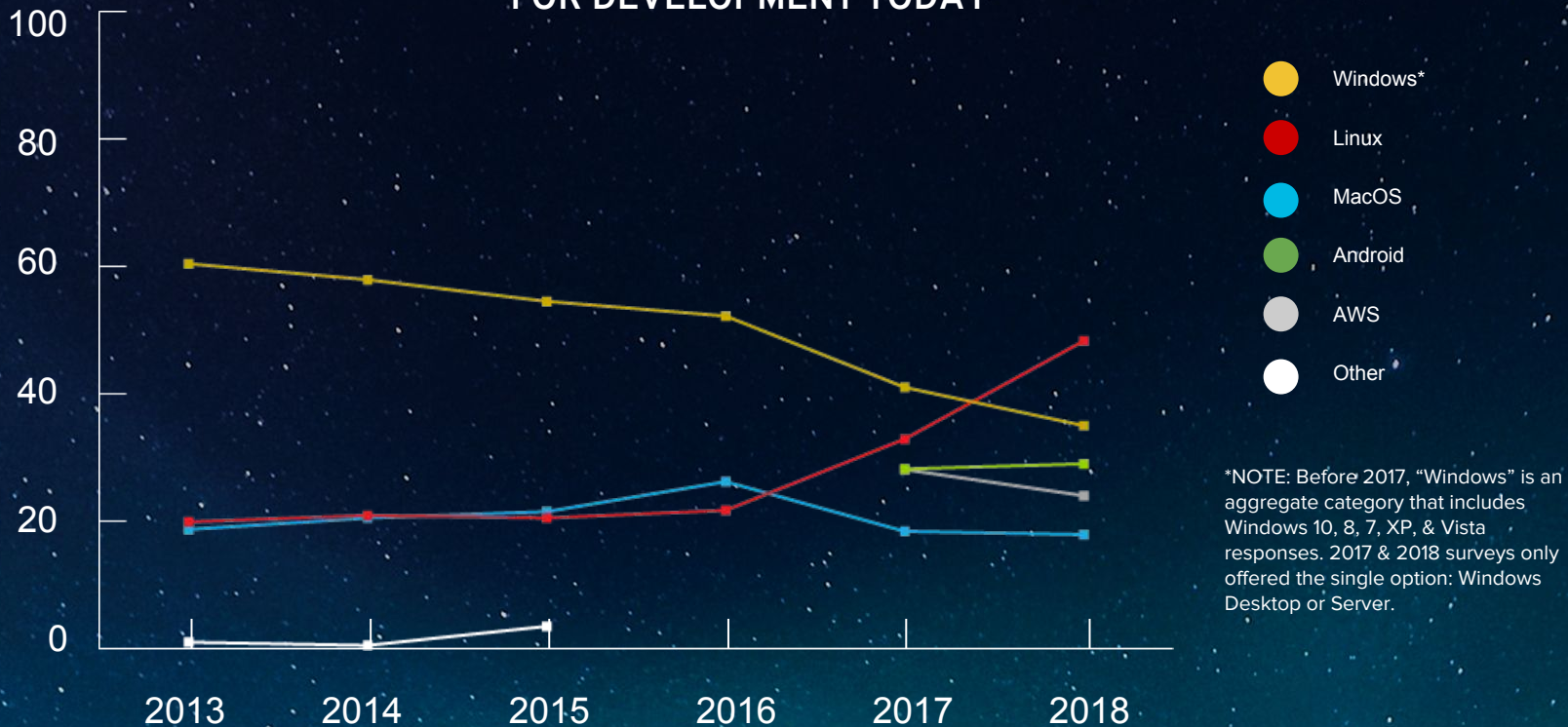
# CONFIGURE | TECHNOLOGY

# OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION



# LINUX IS THE MOST-USED PLATFORM

FOR DEVELOPMENT TODAY

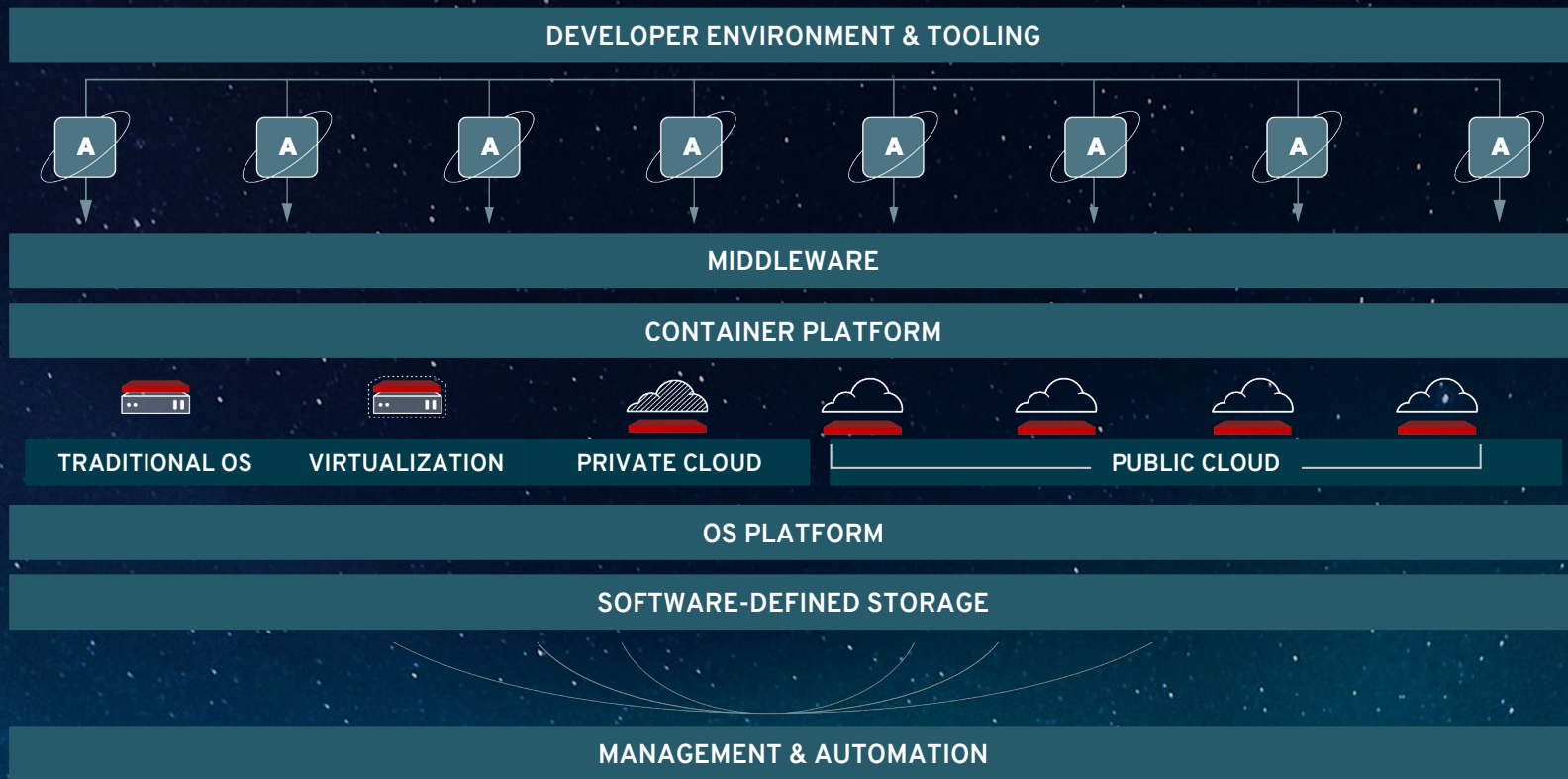


\*NOTE: Before 2017, "Windows" is an aggregate category that includes Windows 10, 8, 7, XP, & Vista responses. 2017 & 2018 surveys only offered the single option: Windows Desktop or Server.

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



# GARTNER MARKET INSIGHT

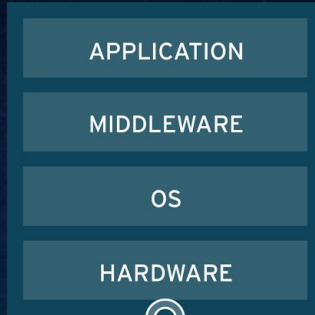
“The landscape of cloud adoption is one of hybrid clouds and multiclouds.

By 2020, 75% of organizations will have deployed a multicloud or hybrid cloud model.”

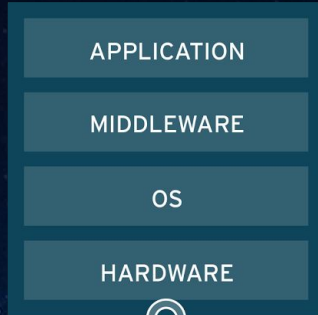
Source: Market Insight - Making Lots of Money in the New World of Hybrid Cloud and Multicloud. September 2018

# WE HAVE BEEN HERE BEFORE

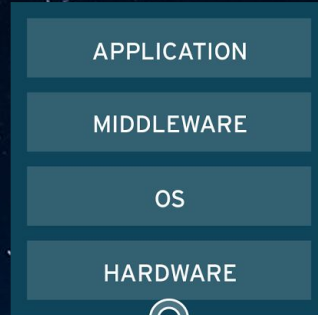
**IBM**



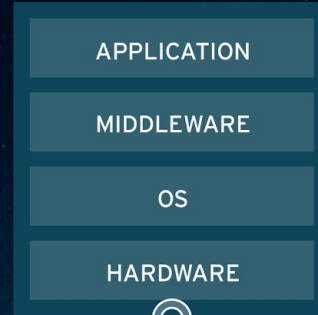
**SUN**



**HP**



**DIGITAL**





# WE HAVE BEEN HERE BEFORE

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

 Microsoft Azure

 **amazon.com**  
web services

  
Google Cloud Platform

**IBM**

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



# DX - CAPABILITY CAN'T BE BOUGHT IT MUST BE BUILT THROUGHOUT YOUR ORGANIZATION



DEVELOPMENT  
PROCESSES



BUSINESS  
PROCESSES



AUTOMATION  
PROCESSES



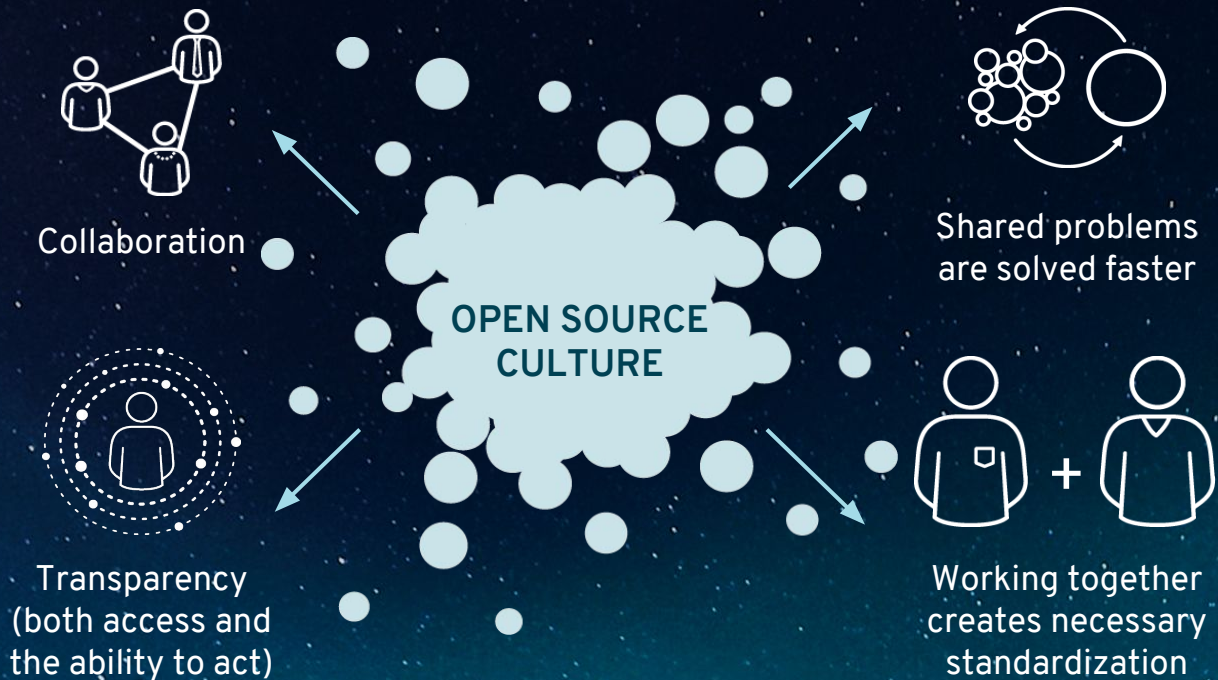
SECURITY  
PROCESSES

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

# ENGAGE | CULTURE

# OPEN SOURCE IS AN ADVANTAGE

CULTURE IS CRITICAL



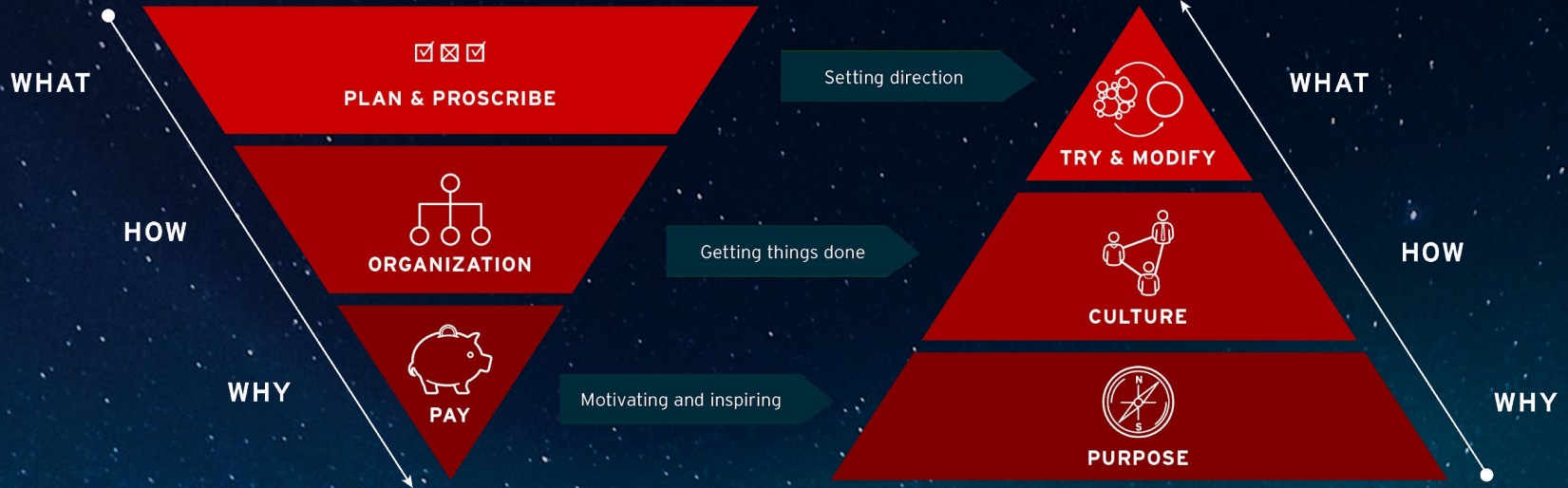
# THE OPEN ORGANIZATION

## 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*



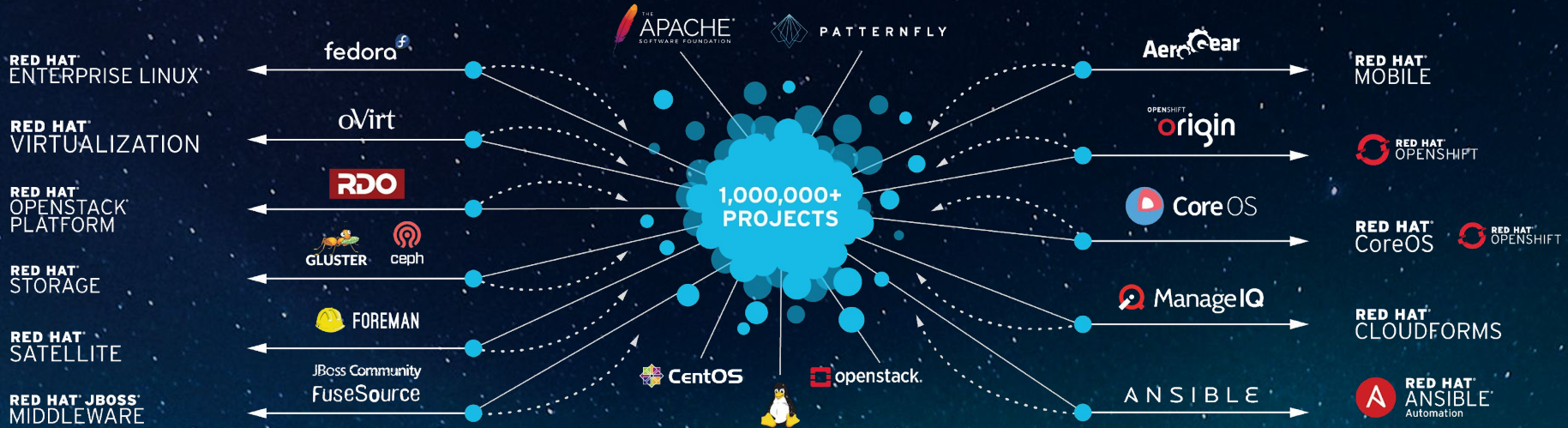
2017 EMEA Red Hat Associate Survey:  
88% recommend Red Hat

# 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.®





# RED HAT FORUM

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# REFRESHMENT BREAK

Please return to seats by 11:10



# LUNCH & AFTERNOON AGENDA

Enjoy the rest of Forum

