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LEE MILES

RED HAT CEMEA
REGIONAL DIRECTOR

YOU ARE BEING DISRUPTED

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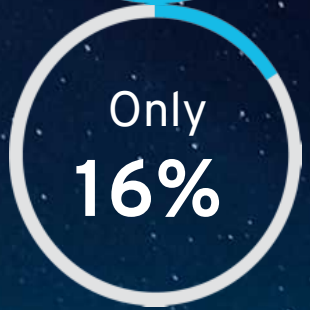
ENGAGED BUT NOT READY

MOST LACK BOLDNESS, ABILITY TO SCALE

of companies indicate they are engaged in some form of digitization.



said their company has responded with a bold strategy and at scale.

Source: MIT Sloan Management Review, *The best response to digital disruption*, May 2017.
https://www.mckinsey.com/mgi/overview/in-the-news/the-right-response-to-digital-disruption

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BUT WHAT DOES RED HAT KNOW ABOUT DISRUPTION?

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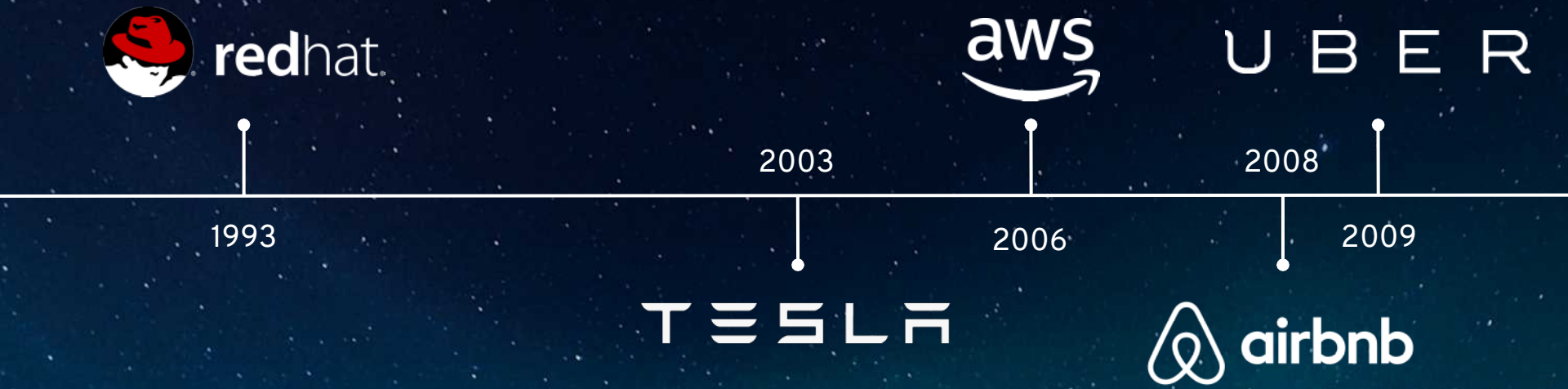
WE DISRUPTED AN ENTIRE INDUSTRY

LONG BEFORE THESE COMPANIES GOT STARTED



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

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BUT HOW DO WE START?

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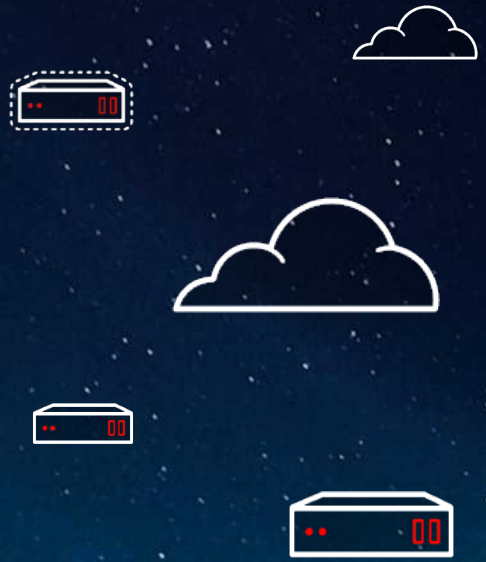
CONFIGURE

YOUR **TECHNOLOGY** AND ARCHITECTURE FOR THE FUTURE

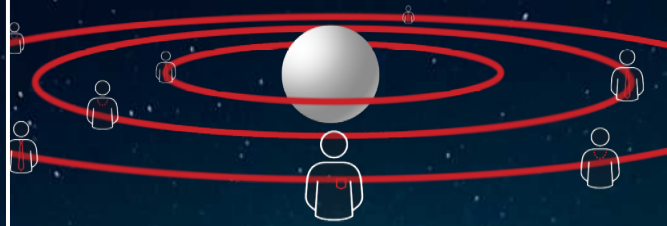


ENABLE

AGILE **PROCESSES**

ENGAGE

IN A COLLABORATIVE **CULTURE**



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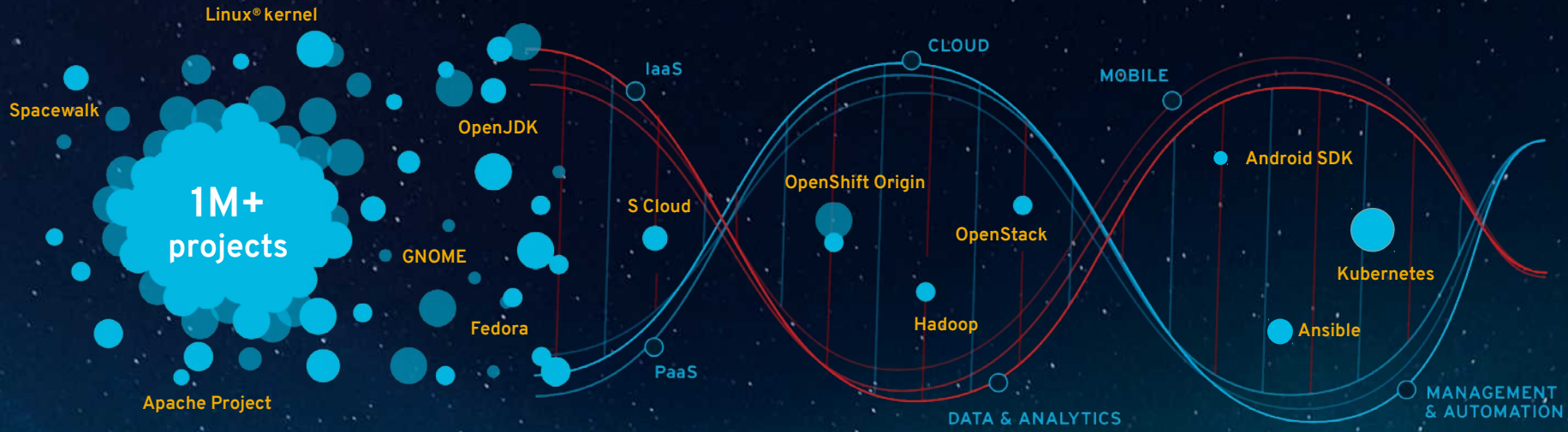
CONFIGURE | TECHNOLOGY

OPEN SOURCE IS THE SOURCE

OF TECHNOLOGICAL INNOVATION



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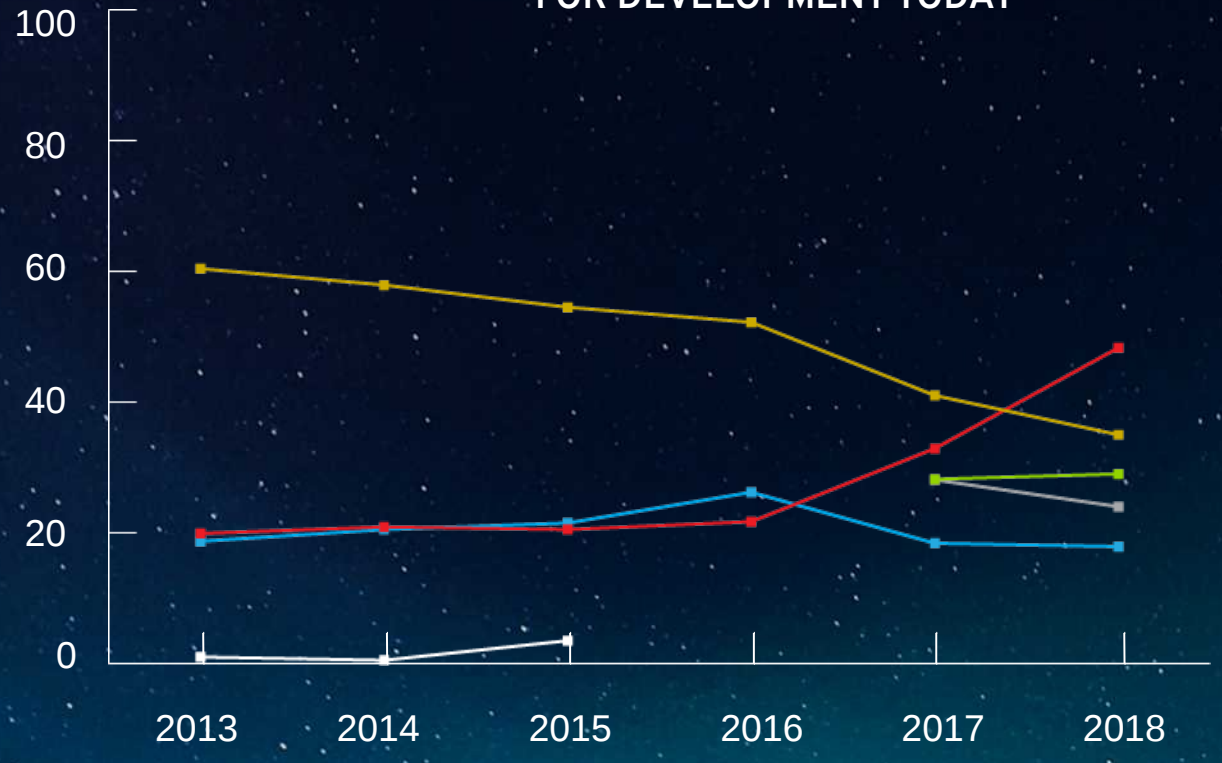
LINUX IS THE MOST-USED PLATFORM

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*.

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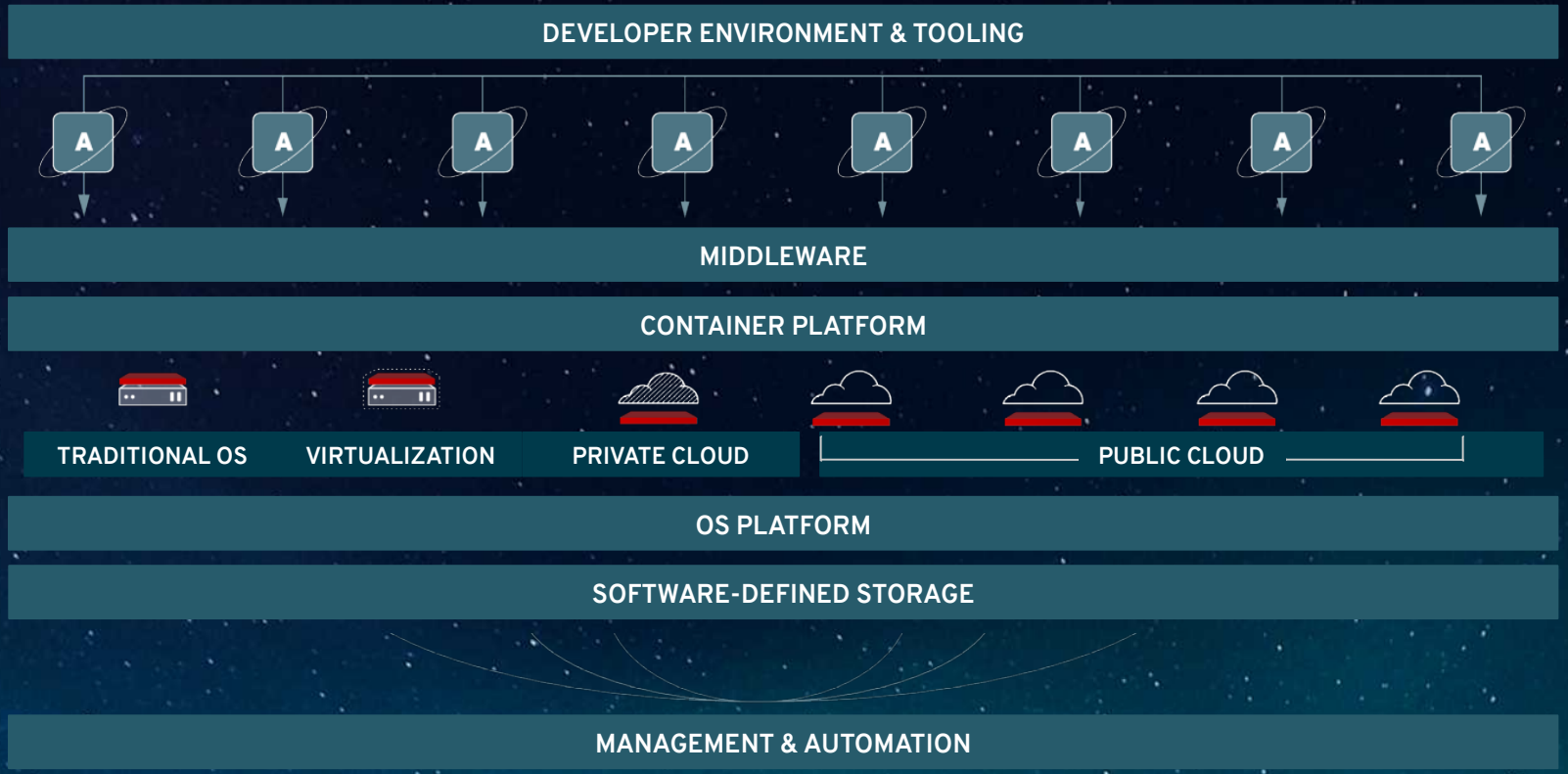
THE FUTURE IS HYBRID & MULTICLOUD



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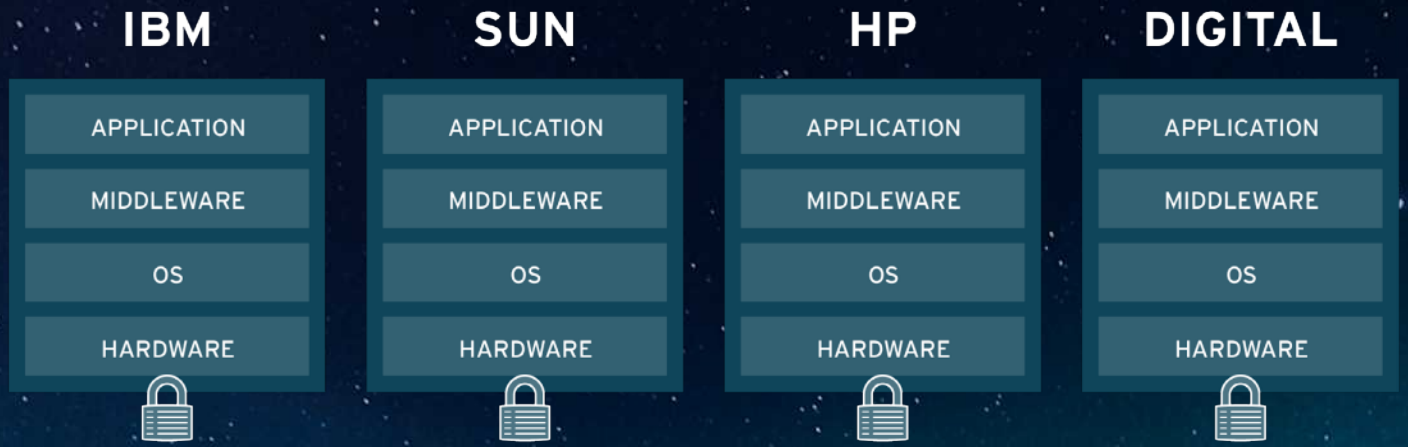
WE HAVE BEEN HERE BEFORE



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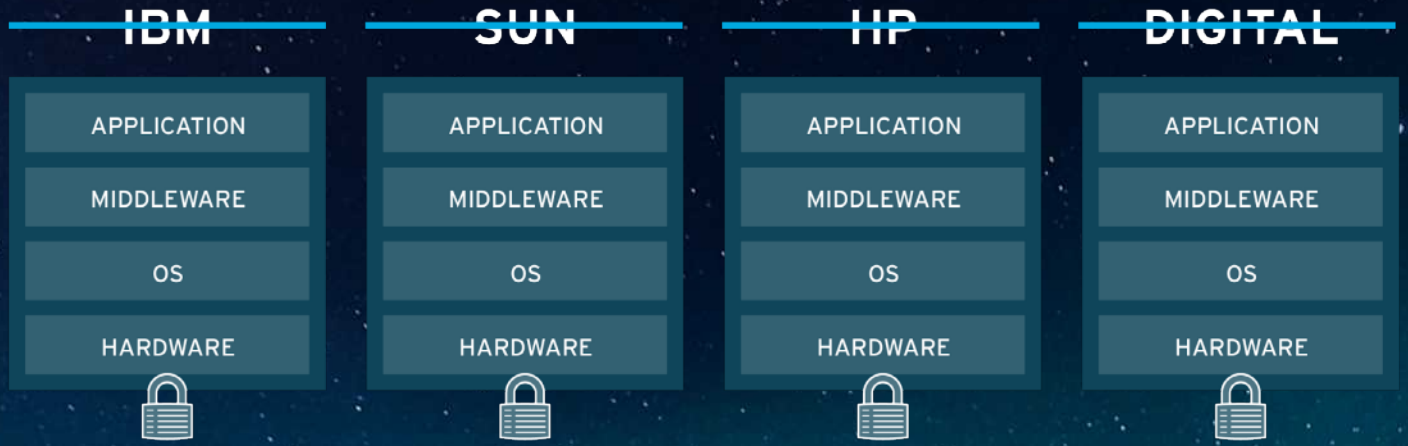
WE HAVE BEEN HERE BEFORE

SOFTLAYER an IBM Company

Microsoft Azure

amazon.com web services

Google Cloud Platform



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LINUX IS THE FOUNDATION OF OUR PORTFOLIO

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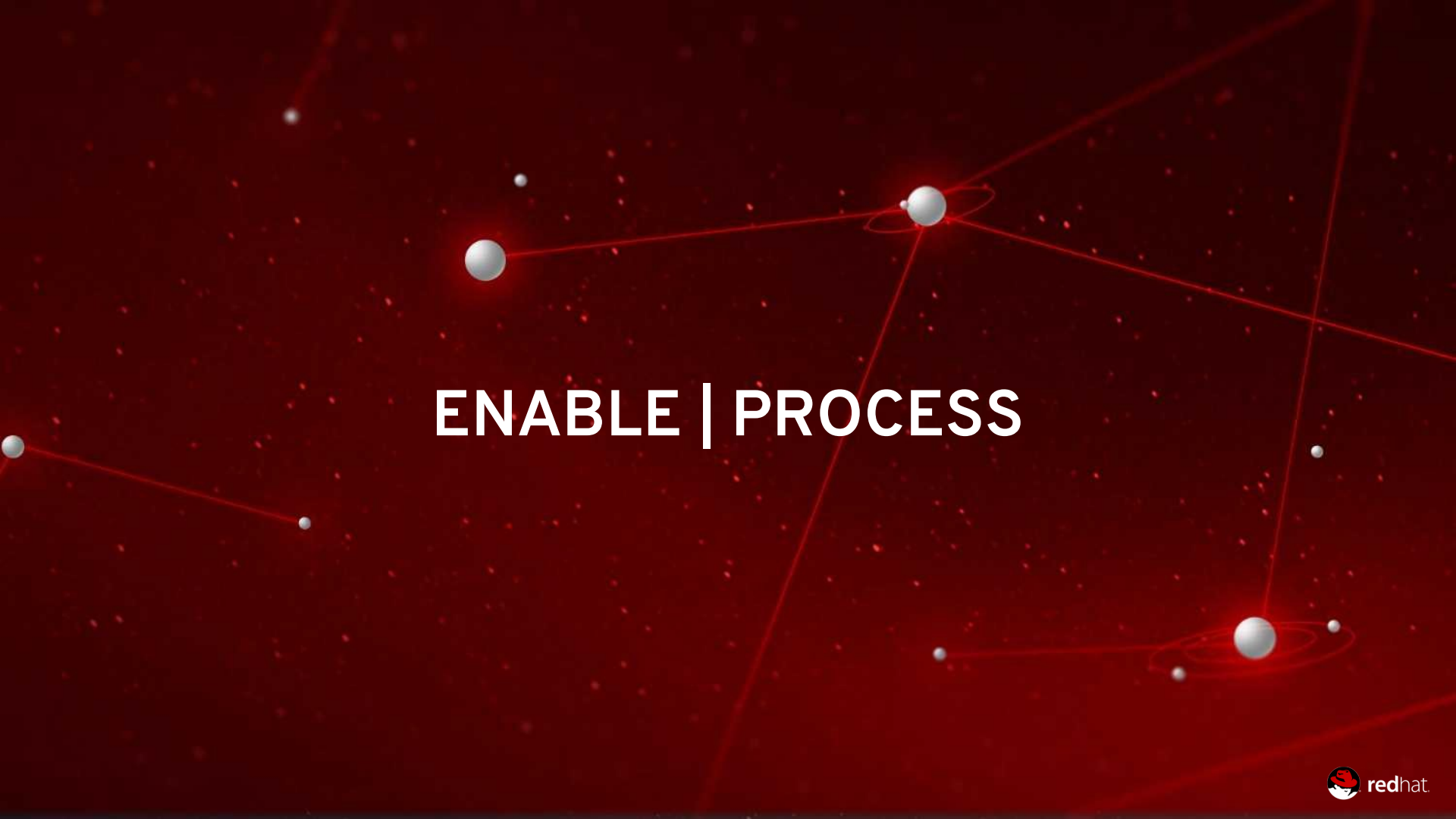
ENABLE | PROCESS



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

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ENGAGE | CULTURE

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OPEN SOURCE IS AN ADVANTAGE

CULTURE IS CRITICAL

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THE OPEN ORGANIZATION

Optimized for efficiency
in a static environment

Optimized for agility
in an ambiguous world

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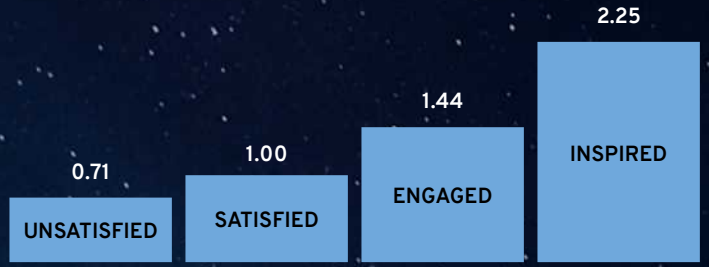
PEOPLE SUCCESS

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

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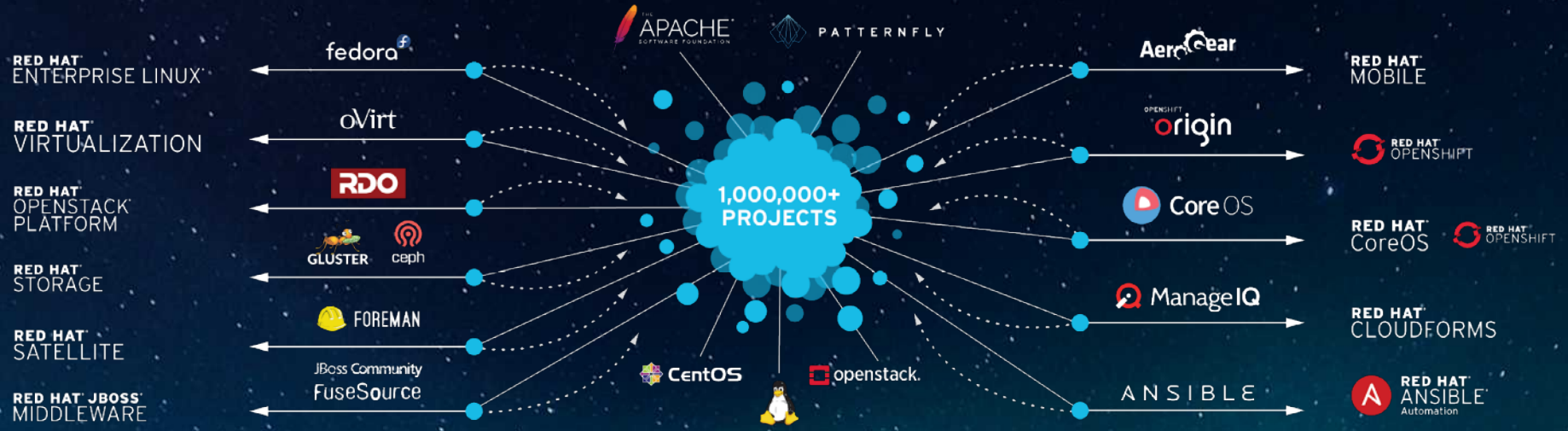
WHY RED HAT

WE STARTED WITH LINUX

BUT WE DIDN'T STOP THERE



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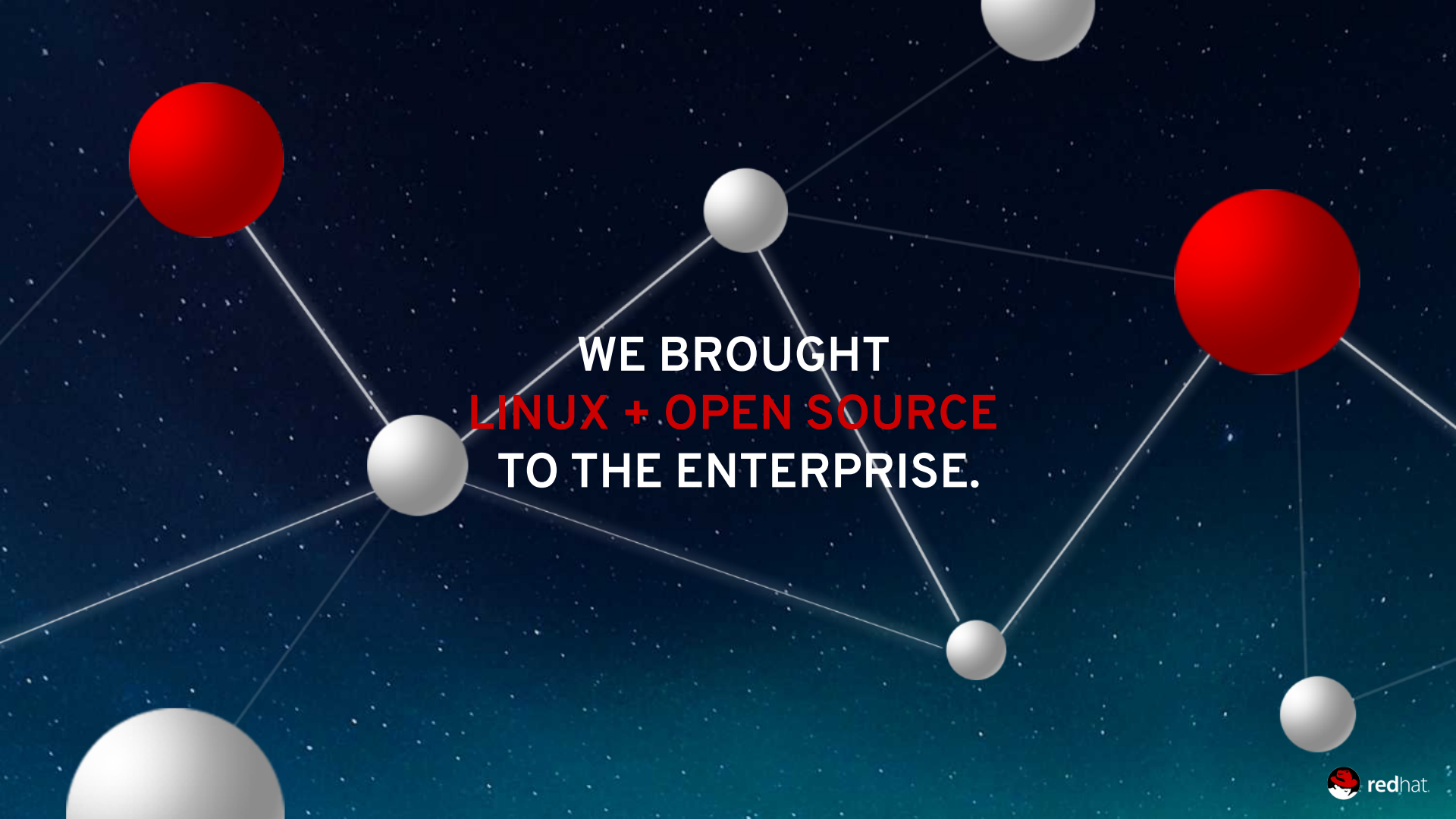
WE BROUGHT
LINUX + OPEN SOURCE
TO THE ENTERPRISE.
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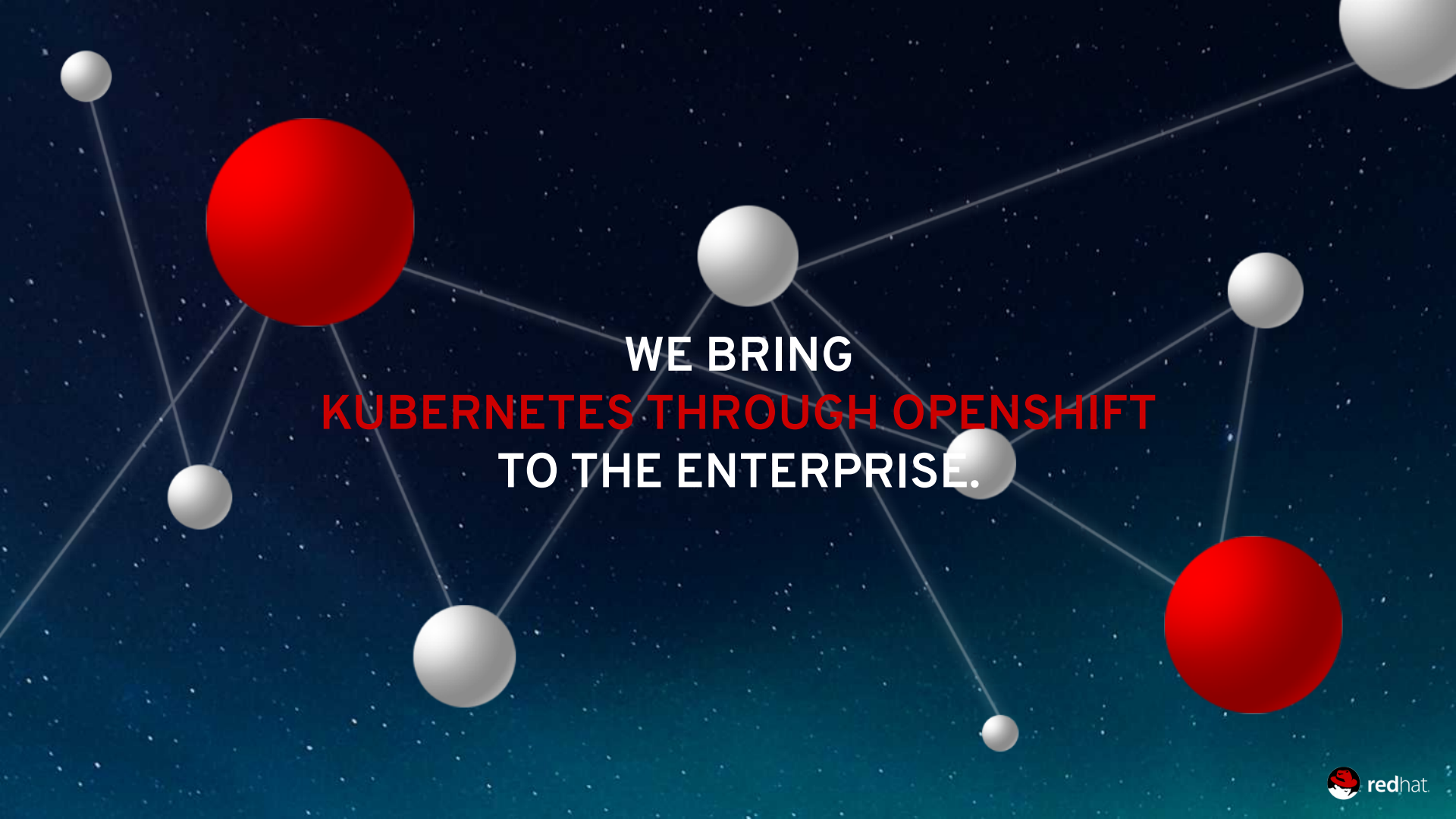
WE OPENED UP
VIRTUALIZATION
FOR THE ENTERPRISE

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
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