



# DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

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RED HAT EMEA



**YOU ARE BEING DISRUPTED**

# ENGAGED BUT NOT READY

MOST LACK BOLDNESS, ABILITY TO SCALE

A circular gauge with a light blue border and a white fill. The number '90%' is centered in white. A small segment of the gauge is highlighted in a darker blue.

90%

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

A circular gauge with a light blue border and a white fill. The text 'Only 16%' is centered in white. A small segment of the gauge is highlighted in a darker blue.

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



airbnb

2009

# 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?**



## TECHNOLOGY

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Open source  
Hybrid  
Connected



## PROCESS

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Agile  
Continuous  
Iterative



## CULTURE

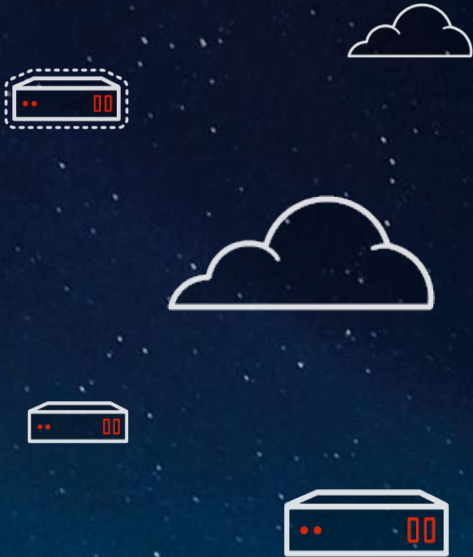
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Collaborative  
Transparent  
Open



# CONFIGURE

YOUR TECHNOLOGY  
AND ARCHITECTURE FOR  
THE FUTURE



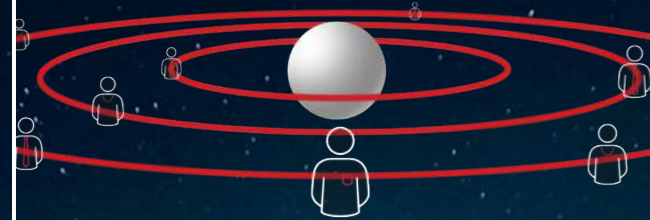
# ENABLE

AGILE PROCESSES



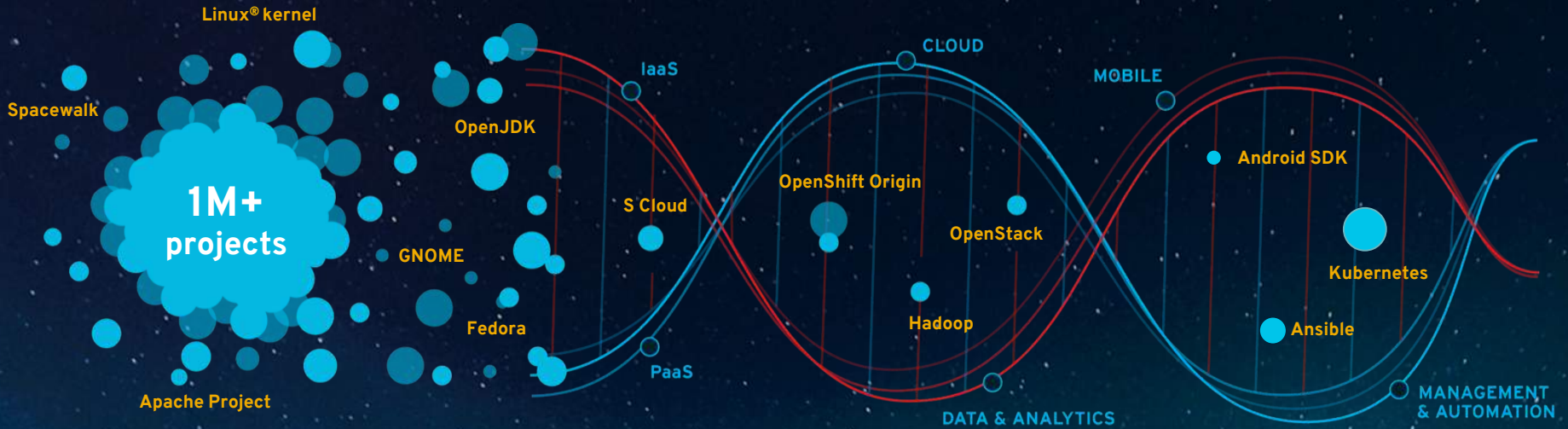
# ENGAGE

IN A COLLABORATIVE  
CULTURE

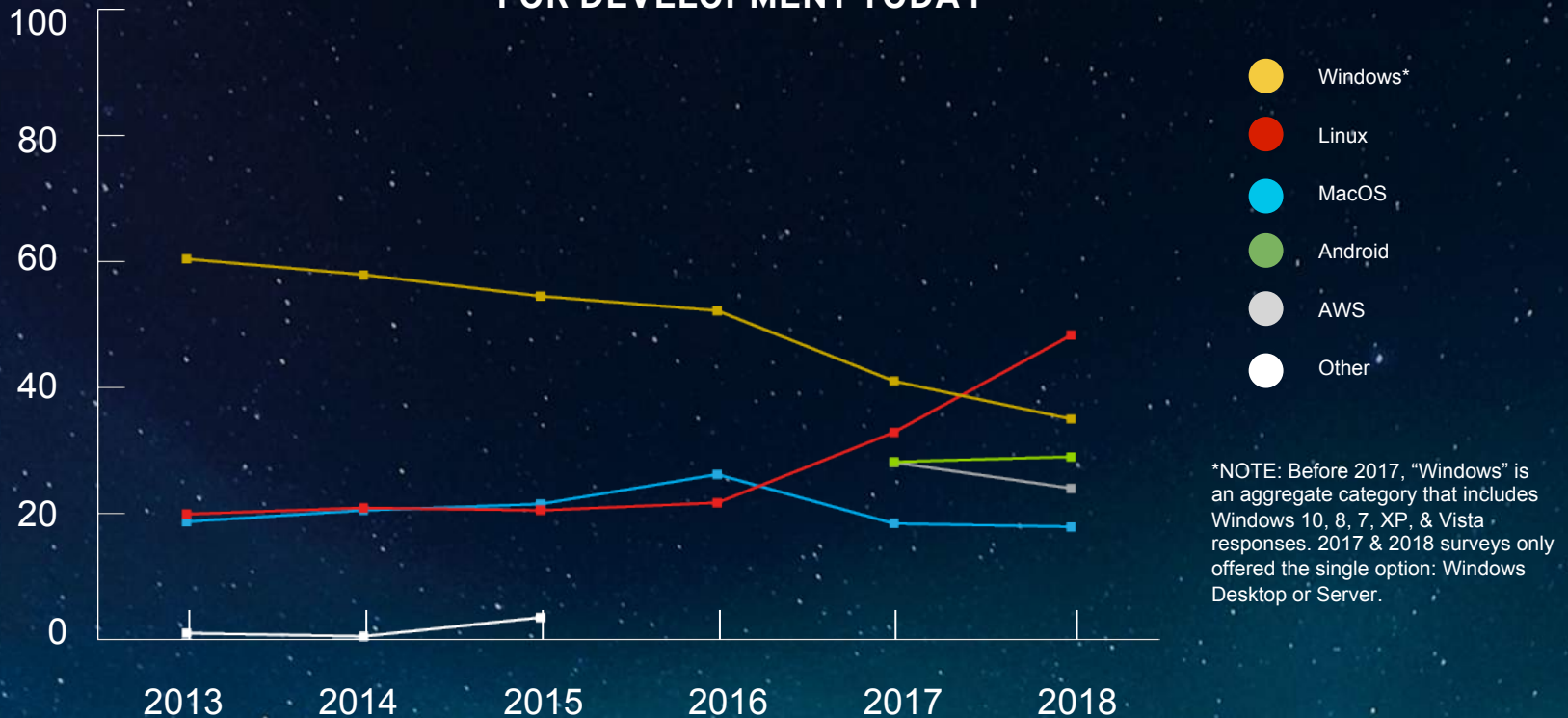


# CONFIGURE | TECHNOLOGY

# OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION



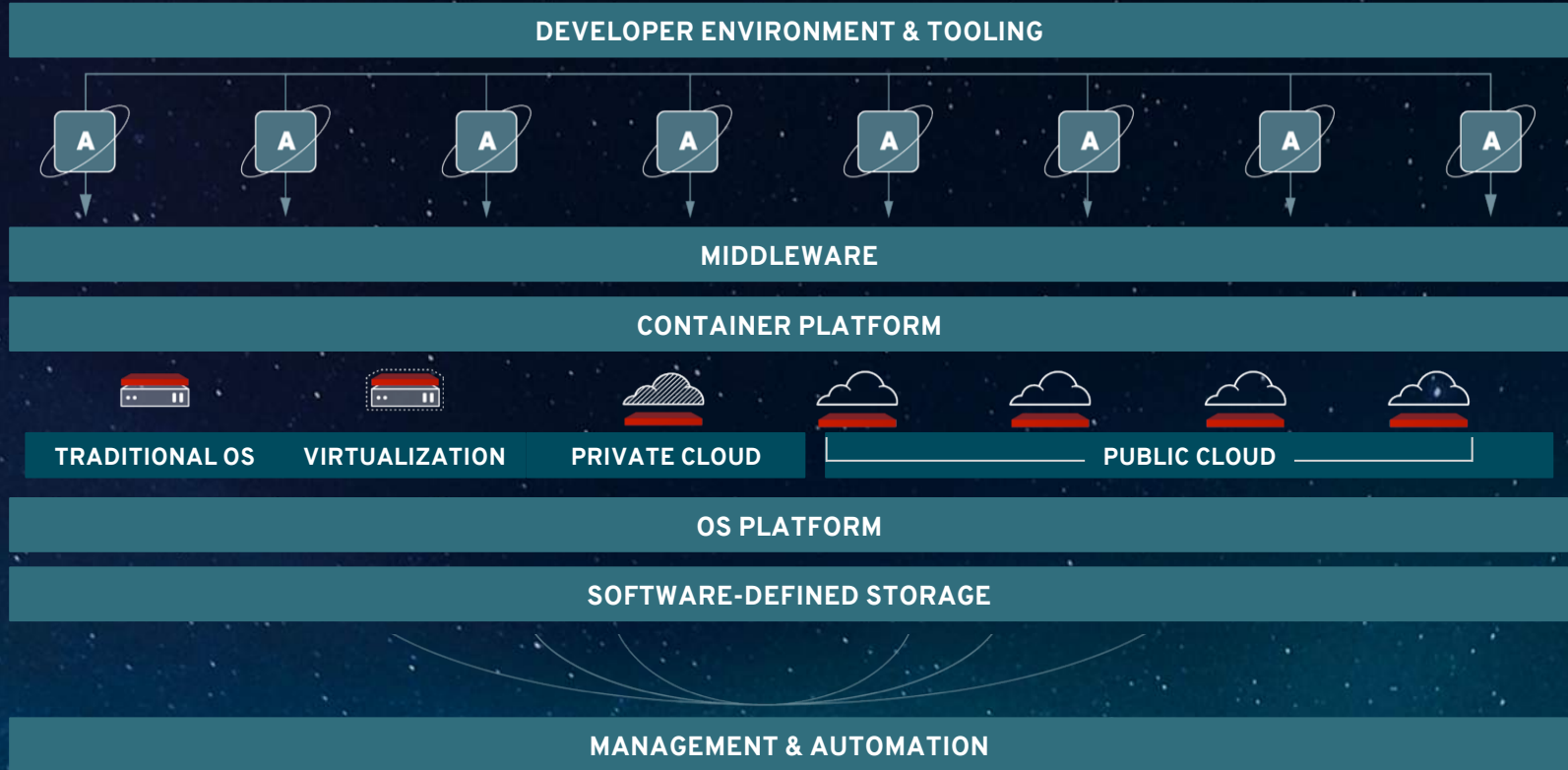
# LINUX IS THE MOST-USED PLATFORM FOR DEVELOPMENT TODAY



\*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



# 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**

**SUN**

**HP**

**DIGITAL**

APPLICATION

APPLICATION

APPLICATION

APPLICATION

MIDDLEWARE

MIDDLEWARE

MIDDLEWARE

MIDDLEWARE

OS

OS

OS

OS

HARDWARE

HARDWARE

HARDWARE

HARDWARE



# LINUX IS THE FOUNDATION OF OUR PORTFOLIO





# ENABLE | PROCESS

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



**DEVELOPMENT  
PROCESSES**



**BUSINESS  
PROCESSES**



**AUTOMATION  
PROCESSES**



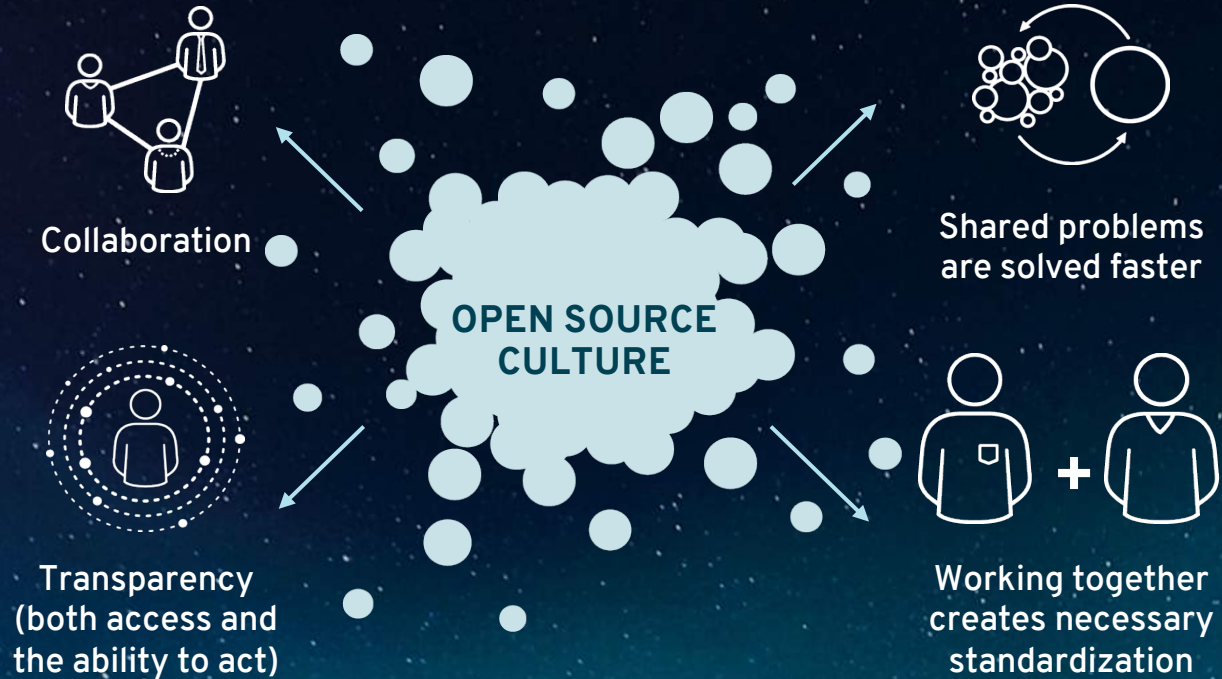
**SECURITY  
PROCESSES**

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

# ENGAGE | CULTURE

# OPEN SOURCE IS AN ADVANTAGE

CULTURE IS CRITICAL



# THE OPEN ORGANIZATION

## CONVENTIONAL ORGANIZATION

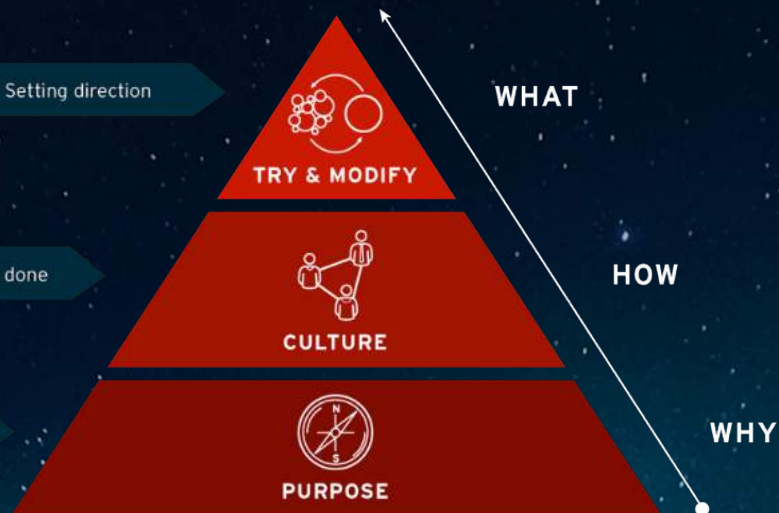
"Top Down"



Optimized for efficiency  
in a static environment

## OPEN ORGANIZATION

"Bottom Up"



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







**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 OPENSIFT  
TO THE ENTERPRISE.**



**WE BRING  
OPEN HYBRID CLOUD  
TO THE ENTERPRISE.**

**WE BRING  
THE FUTURE  
TO THE ENTERPRISE**



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