OUR BUSINESS

Red Hat is an *enterprise-class software company*
with an open source development model

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COMMUNITY PROJECTS > ENTERPRISE PRODUCTS

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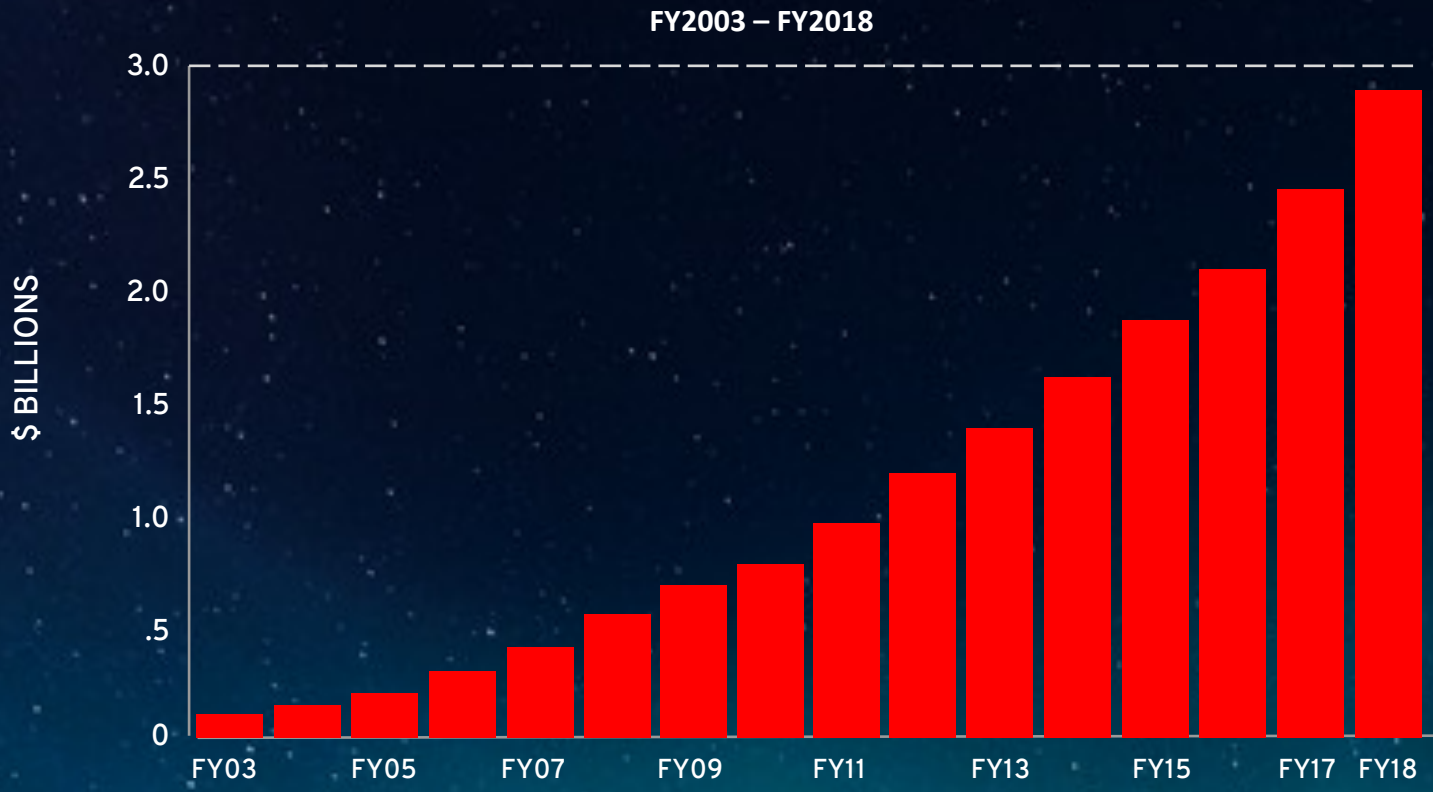
THE MODEL WORKS



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WHAT IS DIGITAL TRANSFORMATION?

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.

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REACT

ANTICIPATE

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TOP DOWN

BOTTOM UP

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GO BIG

START SMALL

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THIS IS HOW WE LEAD OUR COMPANY

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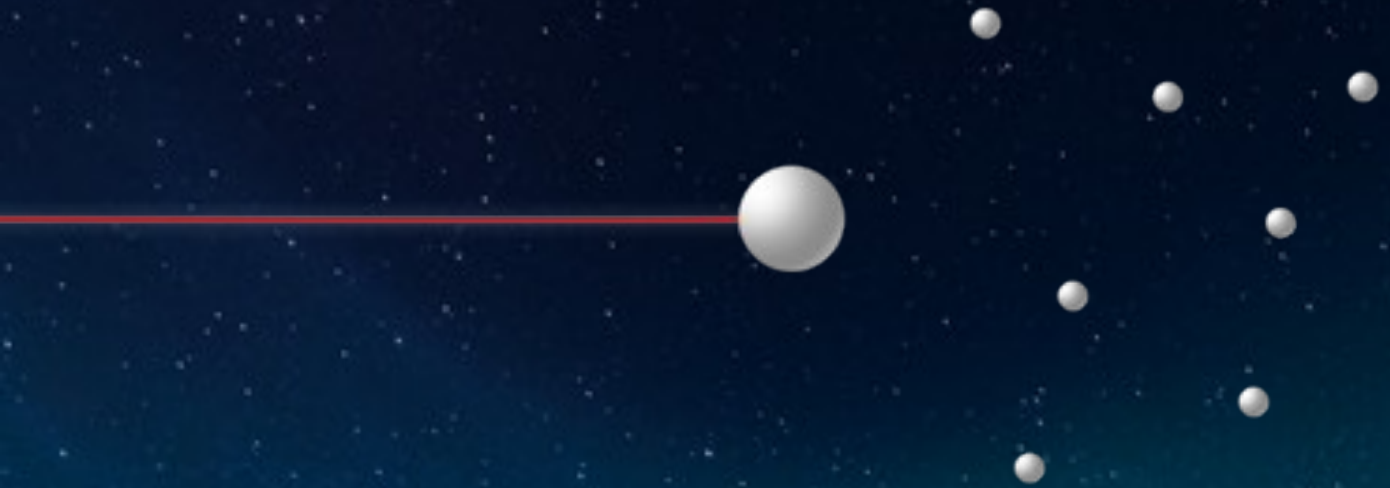
IT'S HOW WE HAVE BEEN ABLE TO PREDICT WHAT'S NEXT



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WE ANTICIPATE TRENDS AND ANSWER THEM WITH TECHNOLOGY

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Technology
Visual
Social
Realists
Connected
Educated
Generation Z

OPEN UNLOCKS THE
WORLD'S POTENTIAL
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Thank you