

# DIGITAL TRANSFORMATION & THE OPEN ORGANIZATION

**MICHEL ISNARD**  
VICE PRESIDENT SALES  
RED HAT EMEA



**«FIRST THEY IGNORE YOU,  
THEN THEY LAUGH AT YOU,  
THEN THEY FIGHT YOU,  
THEN YOU WIN»**

**-Mahatma Gandhi**

**WHAT DOES IT TELL US?**

**Поздравляю Российскую  
Футбольную команду!**

**YOU ARE BEING DISRUPTED**

# ENGAGED BUT NOT READY

MOST LACK BOLDNESS, ABILITY TO SCALE

A circular graphic with a blue outline and a white fill, containing the text '90%'.

90%

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

A circular graphic with a blue outline and a white fill, containing the text 'Only 16%'.

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



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*

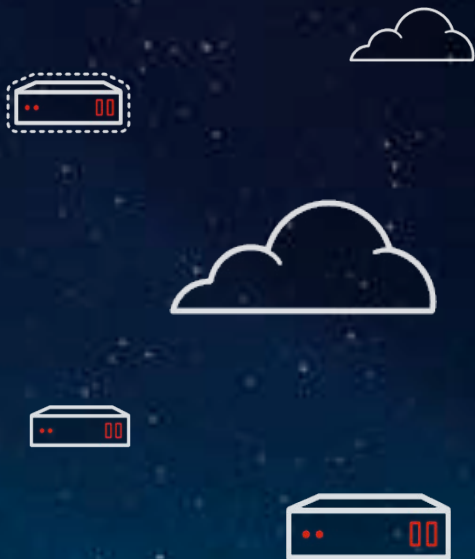




**BUT HOW DO WE START?**

# CONFIGURE

YOUR TECHNOLOGY  
AND ARCHITECTURE  
FOR THE FUTURE



# ENABLE

AGILE PROCESSES



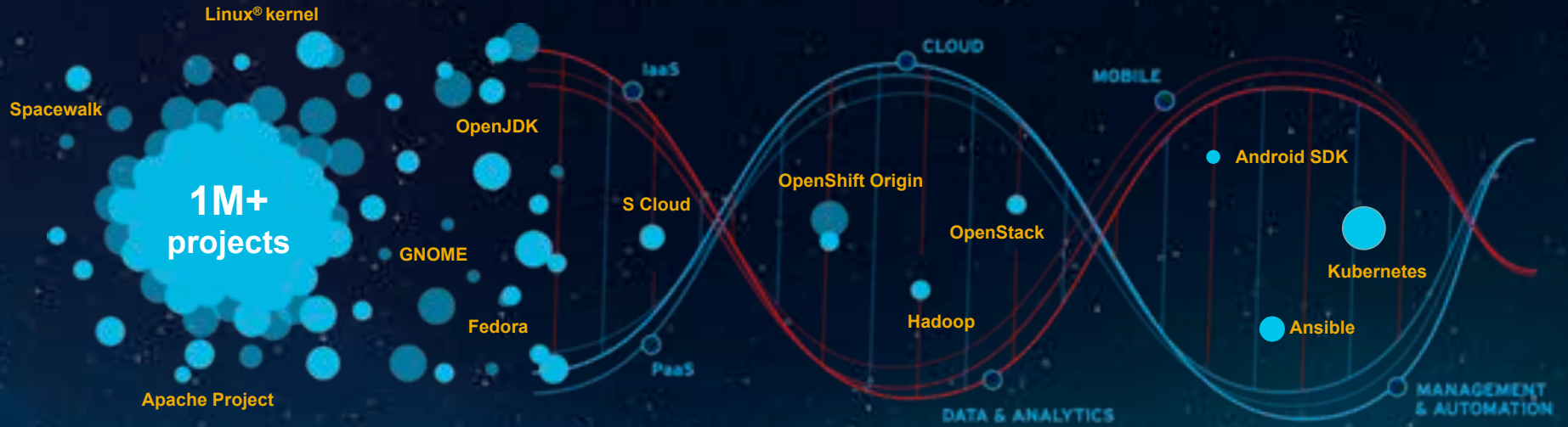
# ENGAGE

IN A COLLABORATIVE  
CULTURE

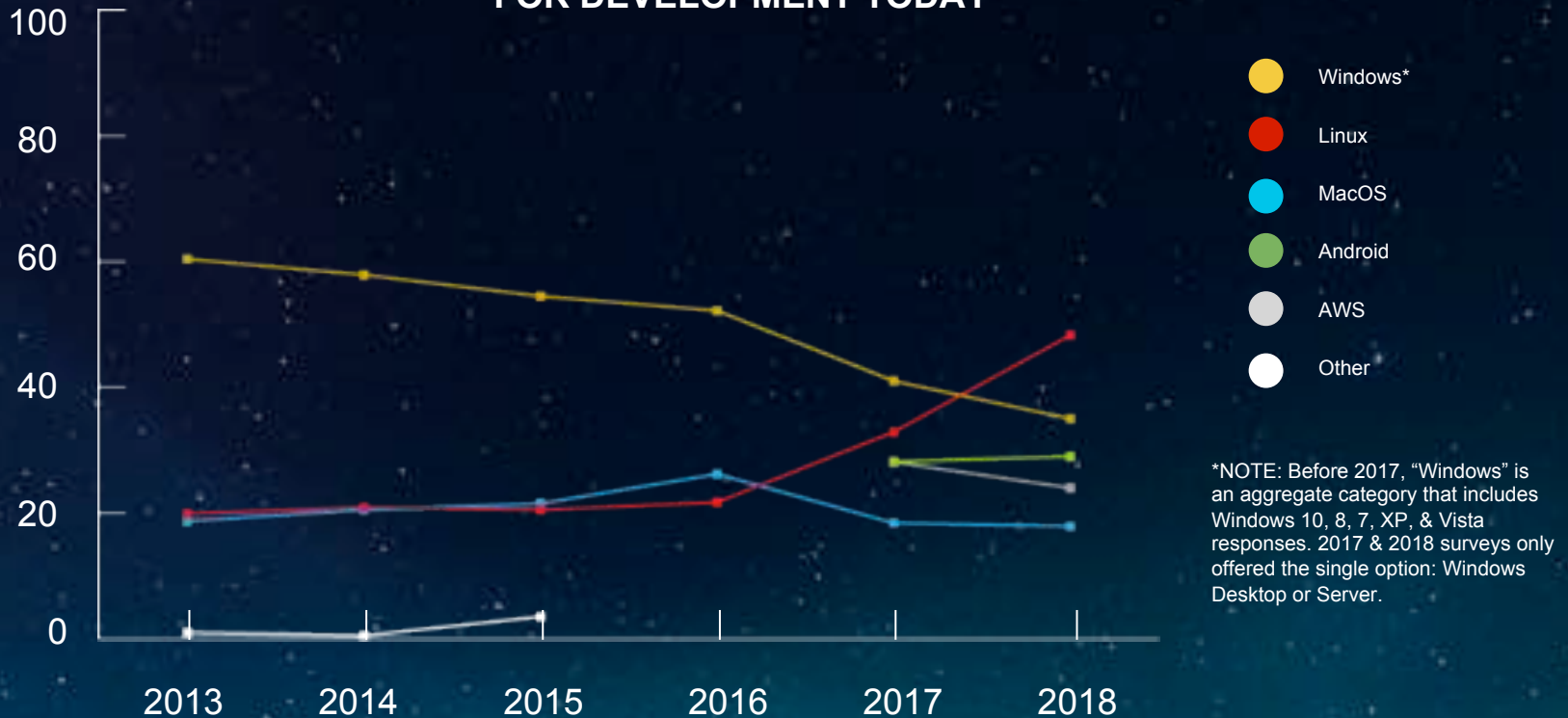


# CONFIGURE | TECHNOLOGY

# OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION



# LINUX IS THE MOST-USED PLATFORM FOR DEVELOPMENT TODAY

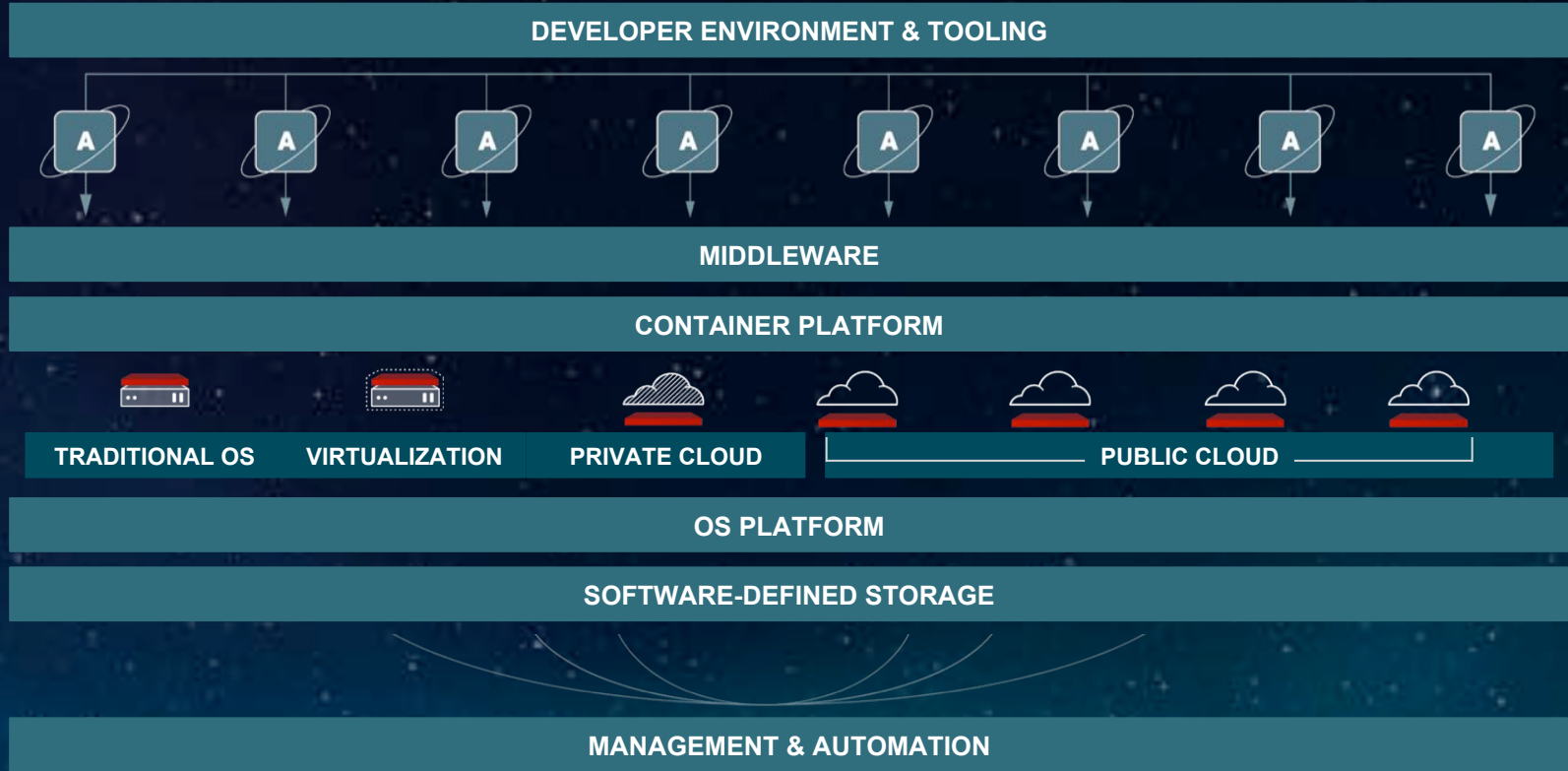


\*NOTE: Before 2017, "Windows" is an aggregate category that includes Windows 10, 8, 7, XP, & Vista responses. 2017 & 2018 surveys only offered the single option: Windows Desktop or Server.

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



# WE HAVE BEEN HERE BEFORE

**SOFTLAYER**  
an IBM Company

 Microsoft Azure

 **amazon.com**  
web services

  
Google Cloud Platform

**IDM**



**SUN**



**HP**



**DIGITAL**





# 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**



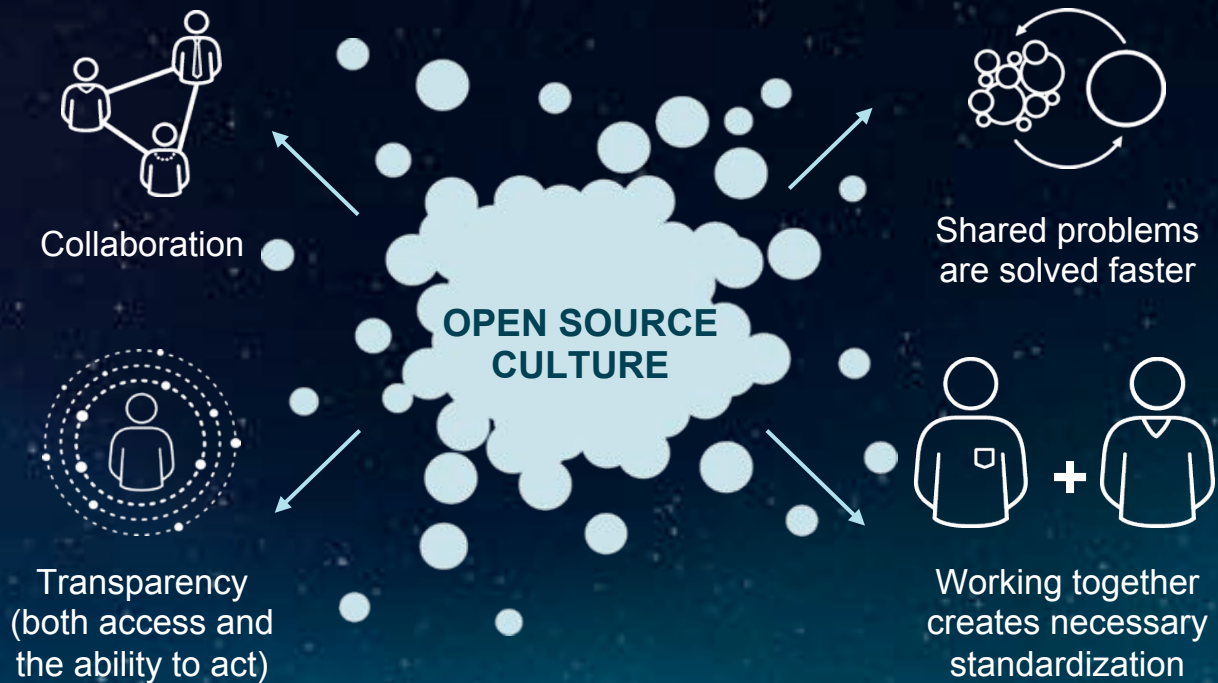
**SECURITY  
PROCESSES**

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



# 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



990064-4



**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 OPENSIFT  
TO THE ENTERPRISE.**

A network diagram on a dark blue background with white stars. A central red sphere is connected to several white spheres by thin white lines. The white spheres are arranged in a roughly circular pattern around the red sphere, with some lines extending further out to more white spheres.

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

**WE BRING  
THE FUTURE  
TO THE ENTERPRISE**



redhat.