



# 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



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



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

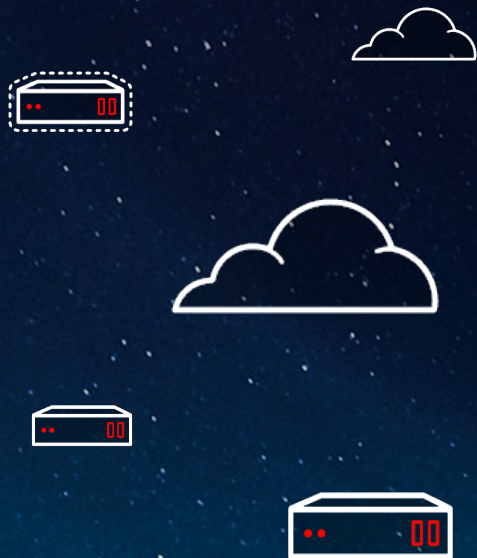
CNBC (*Squawk Alley*) | June 2018



**BUT HOW DO WE START?**

# CONFIGURE

YOUR TECHNOLOGY AND  
ARCHITECTURE FOR THE  
FUTURE



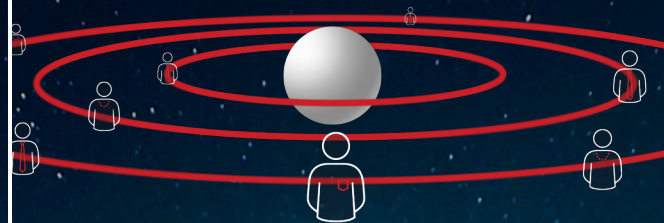
# ENABLE

AGILE PROCESSES



# ENGAGE

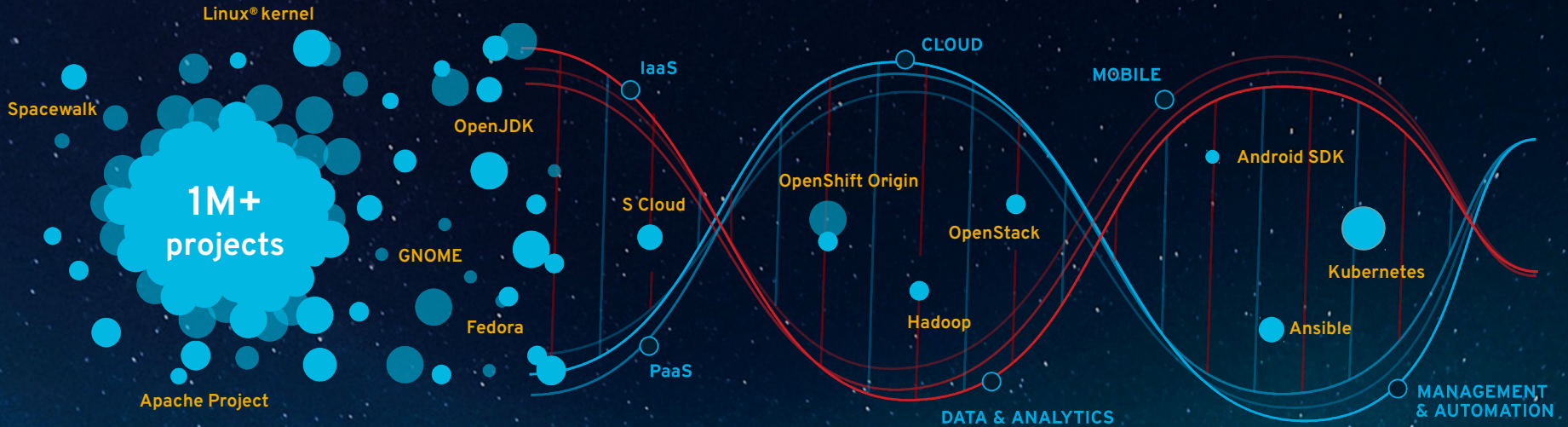
IN A COLLABORATIVE  
CULTURE



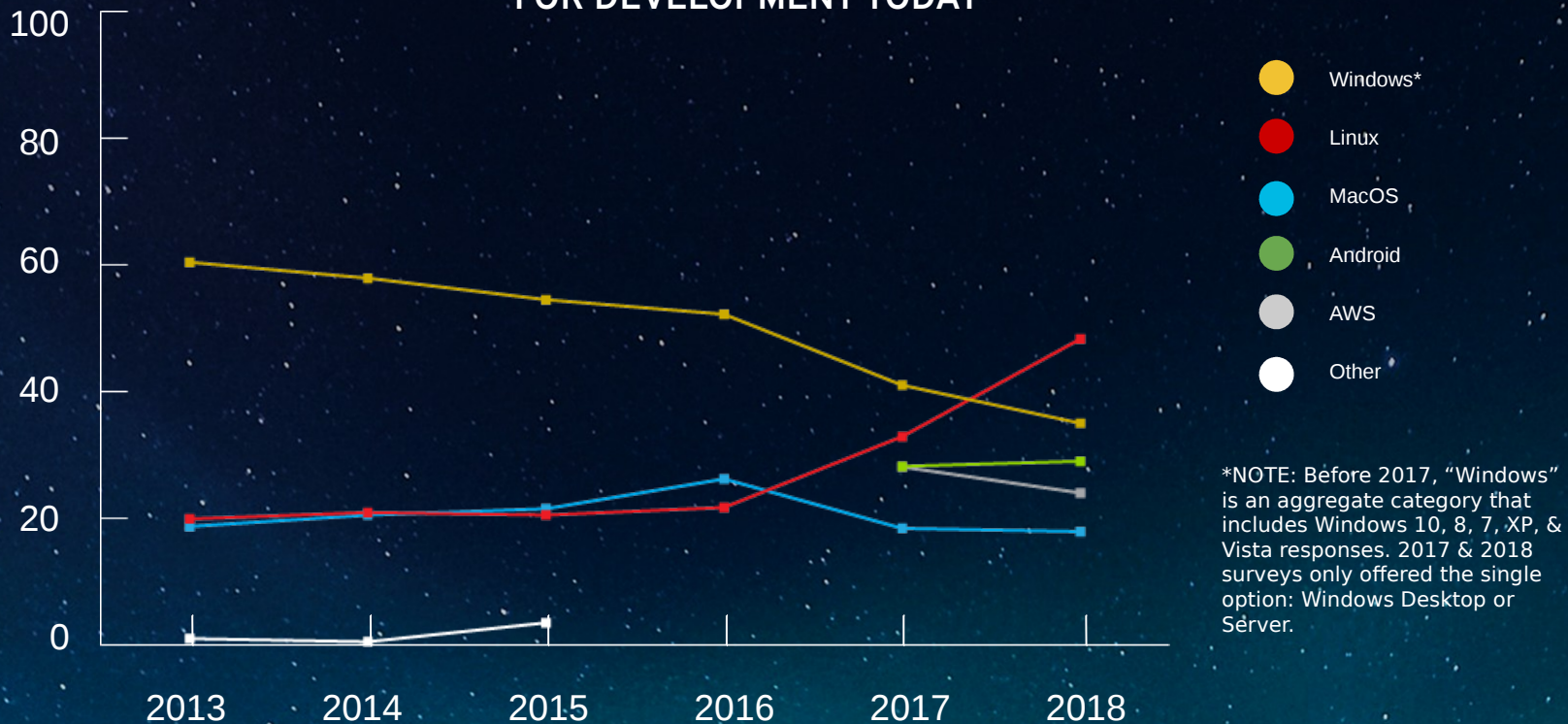


# CONFIGURE | TECHNOLOGY

# OPEN SOURCE IS THE SOURCE OF TECHNOLOGICAL INNOVATION



# LINUX IS THE MOST-USED PLATFORM FOR DEVELOPMENT TODAY

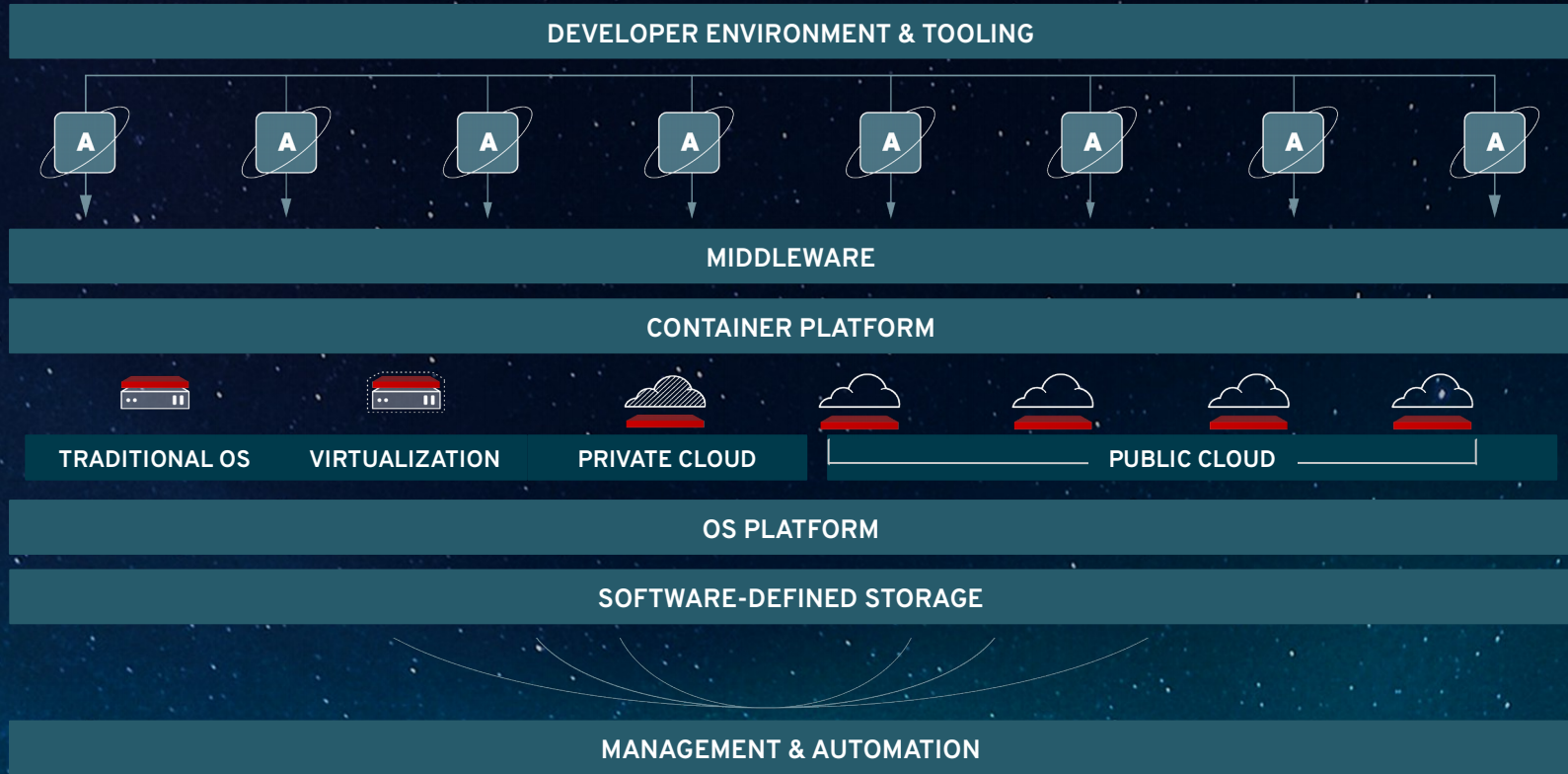


\*NOTE: Before 2017, "Windows" is an aggregate category that includes Windows 10, 8, 7, XP, & Vista responses. 2017 & 2018 surveys only offered the single option: Windows Desktop or Server.

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



# 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

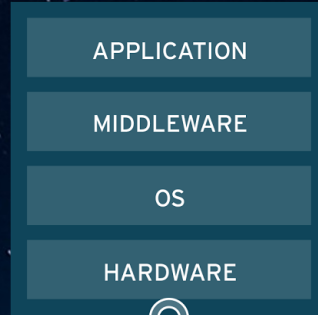
**IBM**



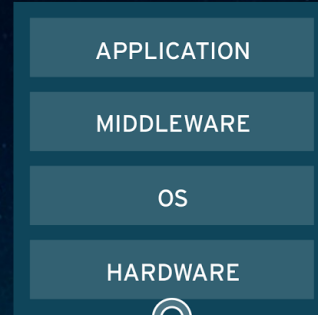
**SUN**



**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



**IIP**

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



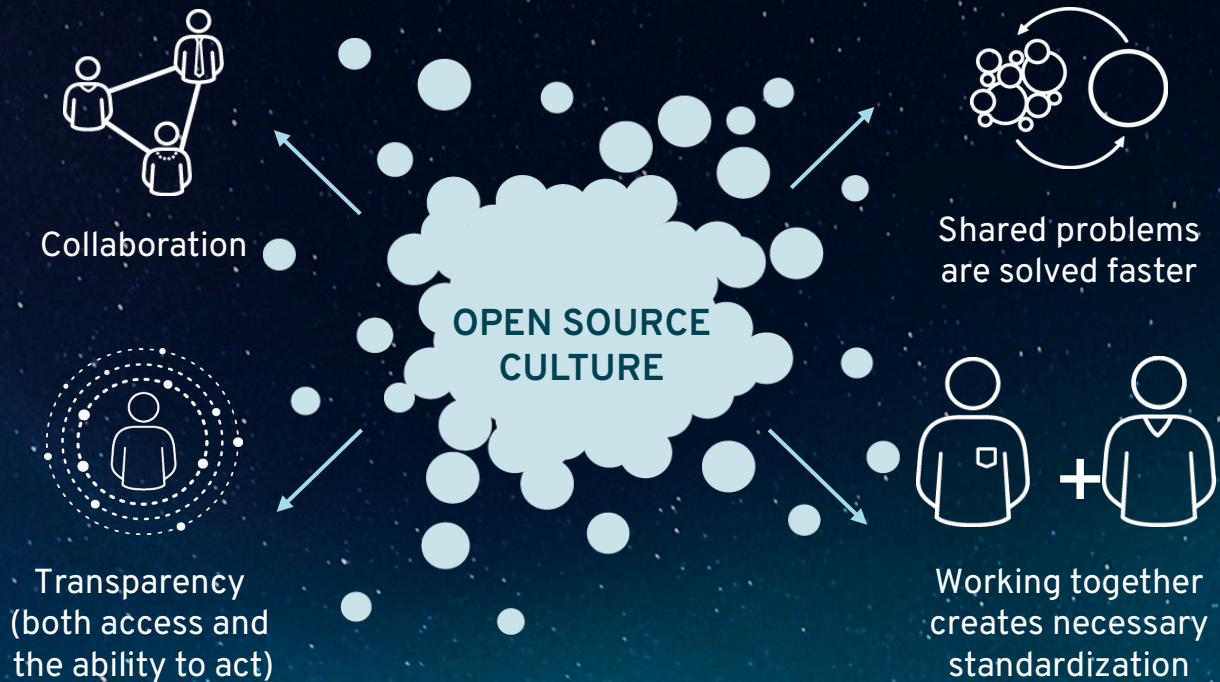
SECURITY  
PROCESSES

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

# ENGAGE | CULTURE

# OPEN SOURCE IS AN ADVANTAGE

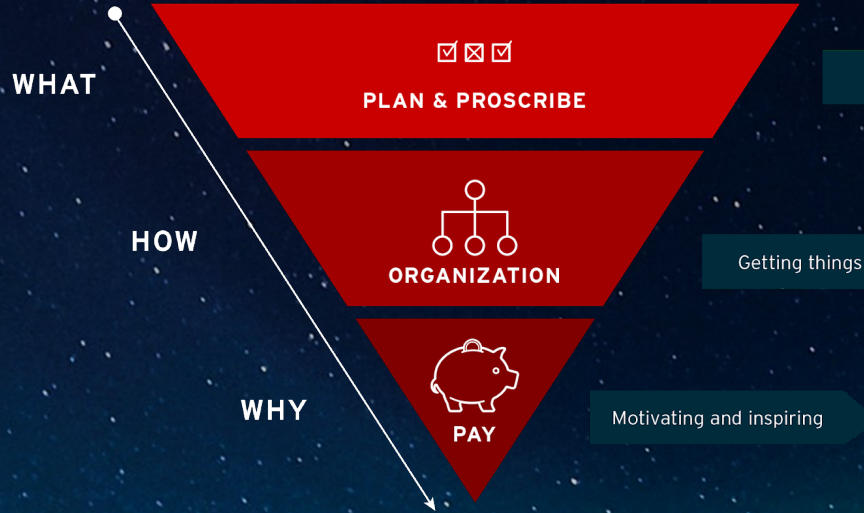
CULTURE IS CRITICAL



# THE OPEN ORGANIZATION

## CONVENTIONAL ORGANIZATION

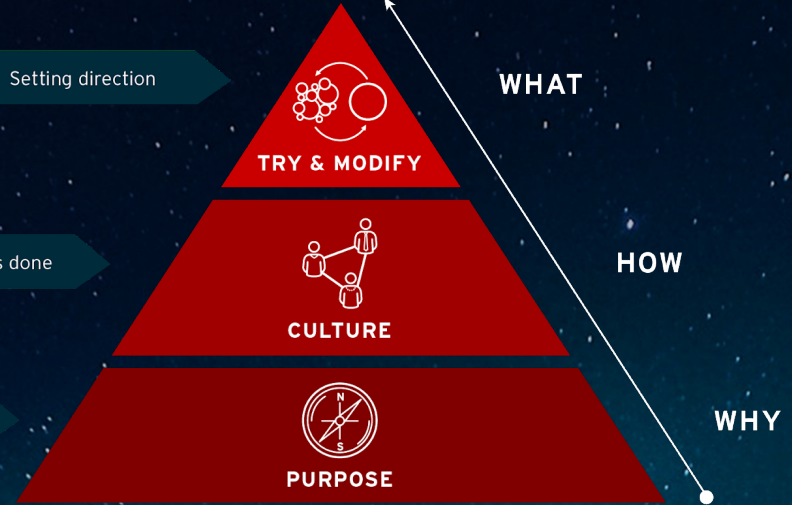
"Top Down"



Optimized for efficiency  
in a static environment

## OPEN ORGANIZATION

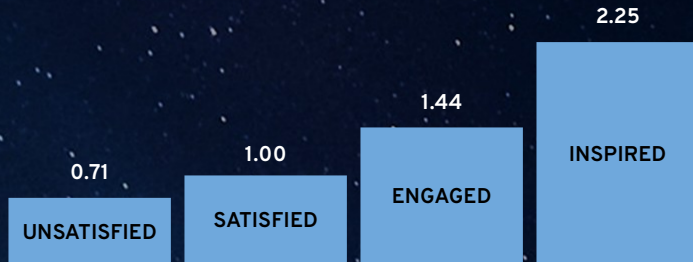
"Bottom Up"



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*



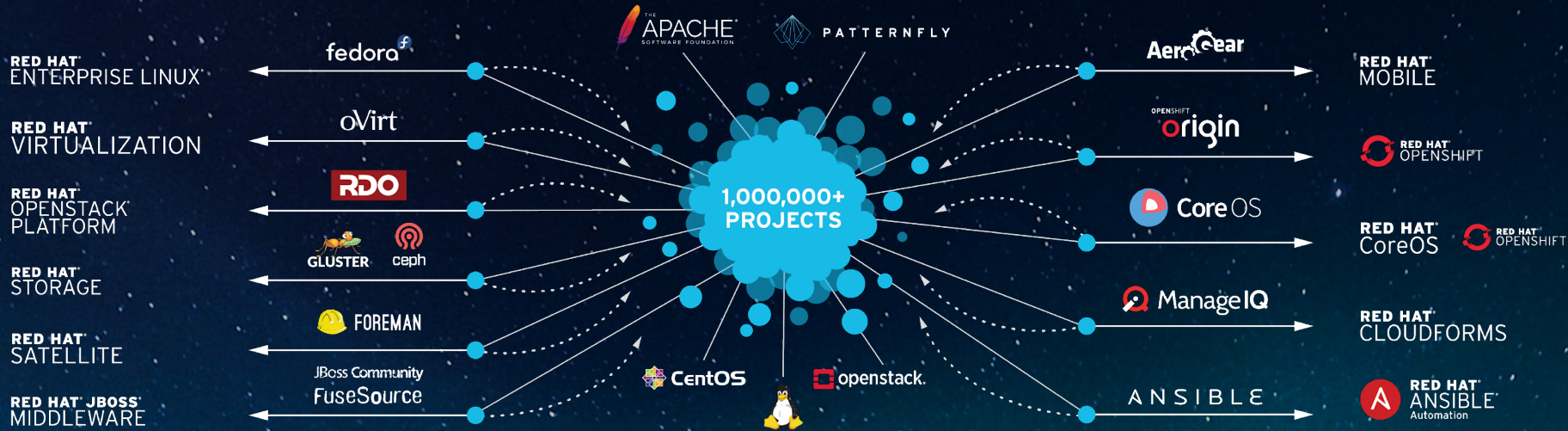
2017 EMEA Red Hat Associate Survey:

88% recommend Red Hat

# WHY RED HAT

# WE STARTED WITH LINUX

## BUT WE DIDN'T STOP THERE



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**



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