



YOUR FUTURE IS BUILT ON WHAT YOU DO TODAY

How you can prepare your organization for market disruption

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STRONGER TOGETHER

TECHNOLOGY IS PART OF EVERYTHING

MOBILE

EDUCATION

BANKING

MEDICINE

TOYS

SOCIAL MEDIA

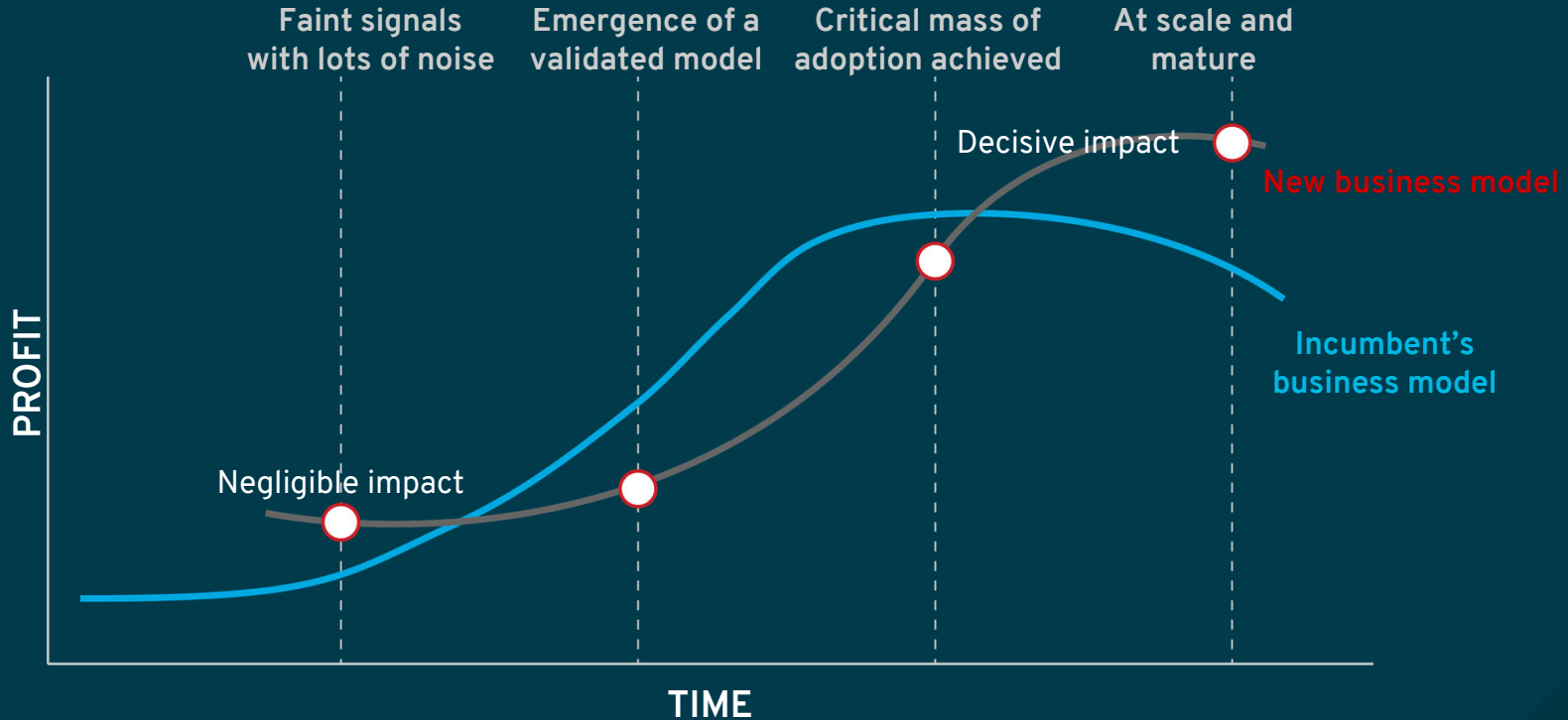
CARS



TECHNOLOGY DISRUPTS

BUSINESSES, MARKETS, GOVERNMENT...

AND YOU MAY NOT REALIZE IT UNTIL IT'S TOO LATE



DISRUPTION IS A MATTER OF WHEN, NOT IF

Kodak

NETFLIX

THE LONGER YOU WAIT

THE HARDER IT IS TO CATCH UP

"Organizations that haven't modernized their application architecture and infrastructure to support digital business will fall further behind new entrants and fast-moving competitors."

"One striking finding is that the top performers are building more technology in-house than other enterprises."

GARTNER

Modernizing Application Architecture & Infrastructure Primer for 2017

Elizabeth Golluscio & Anne Thomas

17 Jan 2017

SO WHAT SHOULD WE DO?

ARE THESE YOUR CHALLENGES?

TOP DIGITAL TOPICS FOR RED HAT CUSTOMERS IN 2017

52%



1. DEVELOPING A
CLOUD STRATEGY

42%



2. BUILDING NEW APPS
QUICKLY

39%



3. OPTIMIZING AND
MODERNIZING
EXISTING I.T

SHIFTING YOUR TECHNOLOGY INVESTMENT

IS REALLY ABOUT BEING ABLE TO DO MORE, FASTER



Optimize the IT
you have



Integrate apps, data,
and processes



Add and manage cloud
infrastructure



Build more modern
applications

EFFICIENCY

PRODUCTIVITY

AGILITY

SPEED

IT TAKES MORE THAN JUST TECHNOLOGY TO MOVE THE BUSINESS FORWARD



CULTURE

Collaborative
Transparent
Open



PROCESS

Agile
Continuous
Iterative



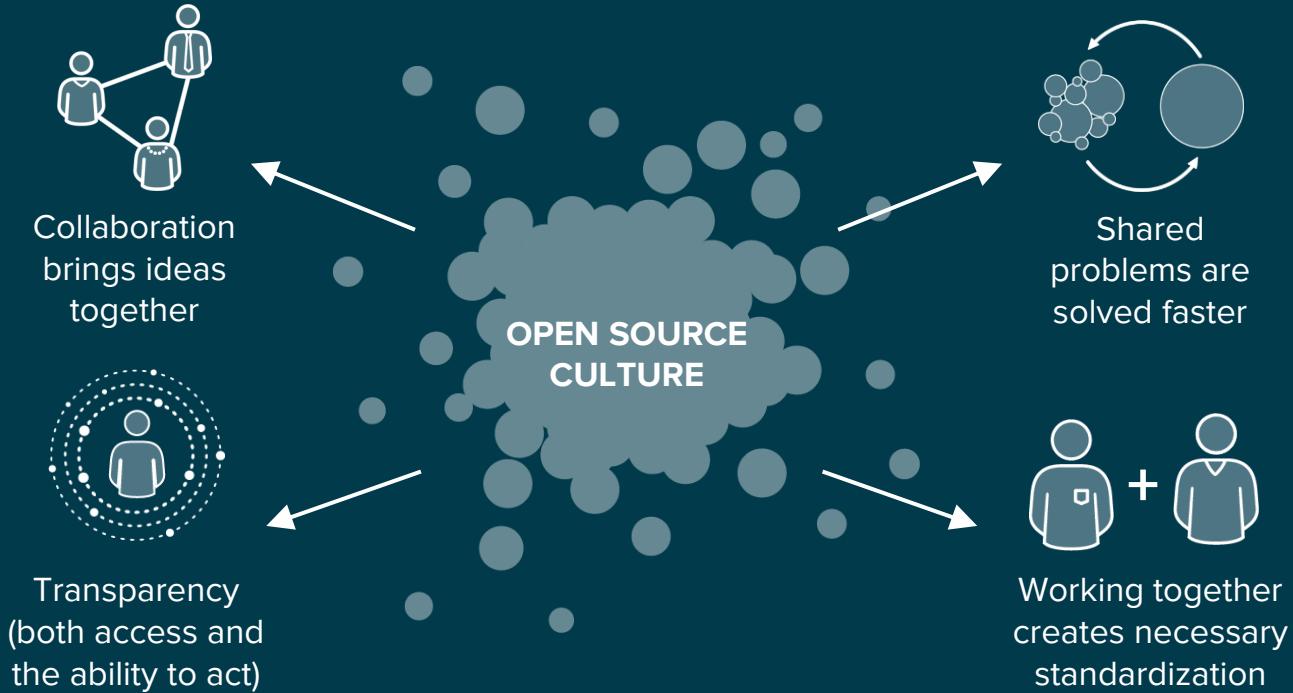
TECHNOLOGY

Open source
Hybrid
Connected

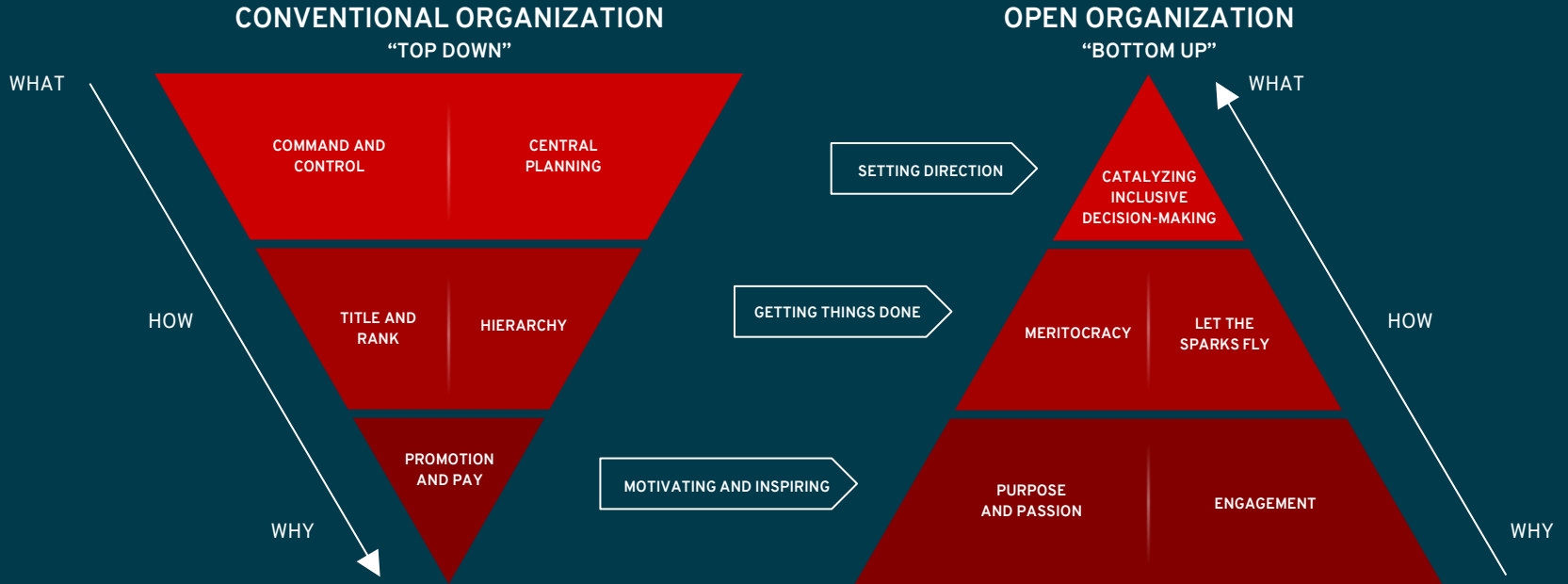
CULTURE

IT'S NOT JUST CODE

CULTURE IS CRITICAL



RED HAT: THE OPEN ORGANIZATION



WE ARE HERE TO STAY : IT'S NOT A BUZZ



PROCESS

LOOK AT PROCESSES ACROSS THE ORGANIZATION

DEVELOPMENT, BUSINESS, AUTOMATION, & SECURITY



DEVELOPMENT
PROCESSES



BUSINESS
PROCESSES



AUTOMATION
PROCESSES

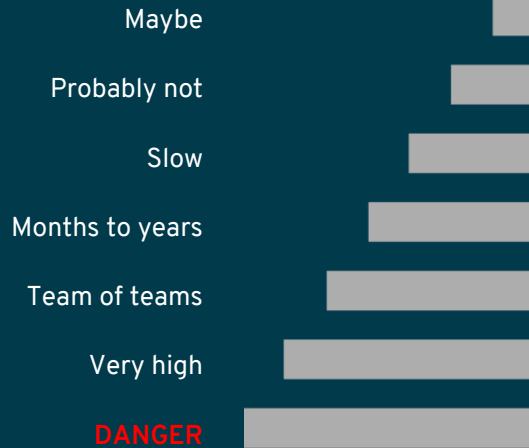


SECURITY
PROCESSES

TAKE A NEW APPROACH

BIG BENEFITS, SMALL STEPS

TRADITIONAL



CULTURE OF INNOVATION

AGILITY

SPEED TO VALUE

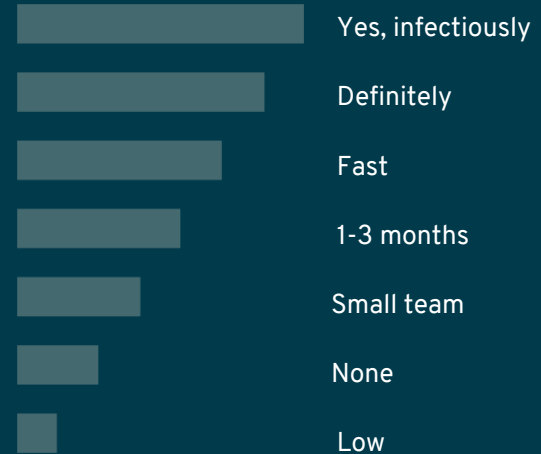
DEV LIFE CYCLE

PEOPLE NEEDED

INFRASTRUCTURE COST

RISK

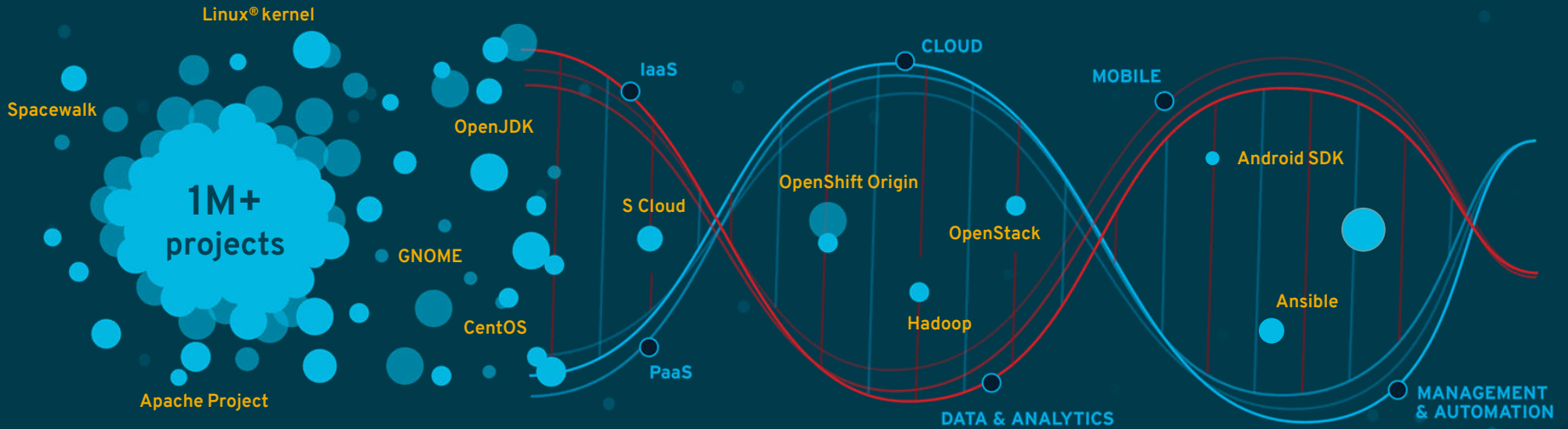
DEVOPS



TECHNOLOGY

OPEN SOURCE IS THE SOURCE

OF TECHNOLOGICAL INNOVATION



WHY RED HAT

OUR SUBSCRIPTION MODEL

DELIVERS CONTINUOUS VALUE



CUSTOMER PORTAL

Award-winning knowledgebase of solutions, docs, & technical guidance



KNOWLEDGE

Our expertise, plus the added knowledge of customers, partners, & communities



WORLD WIDE

We have training centers & offices across the globe, and materials in multiple languages



CERTIFICATION

Employers recognize the value of Red Hat training & certification



PRODUCT SECURITY

Dedicated teams of experts monitor, identify, & remediate potential threats

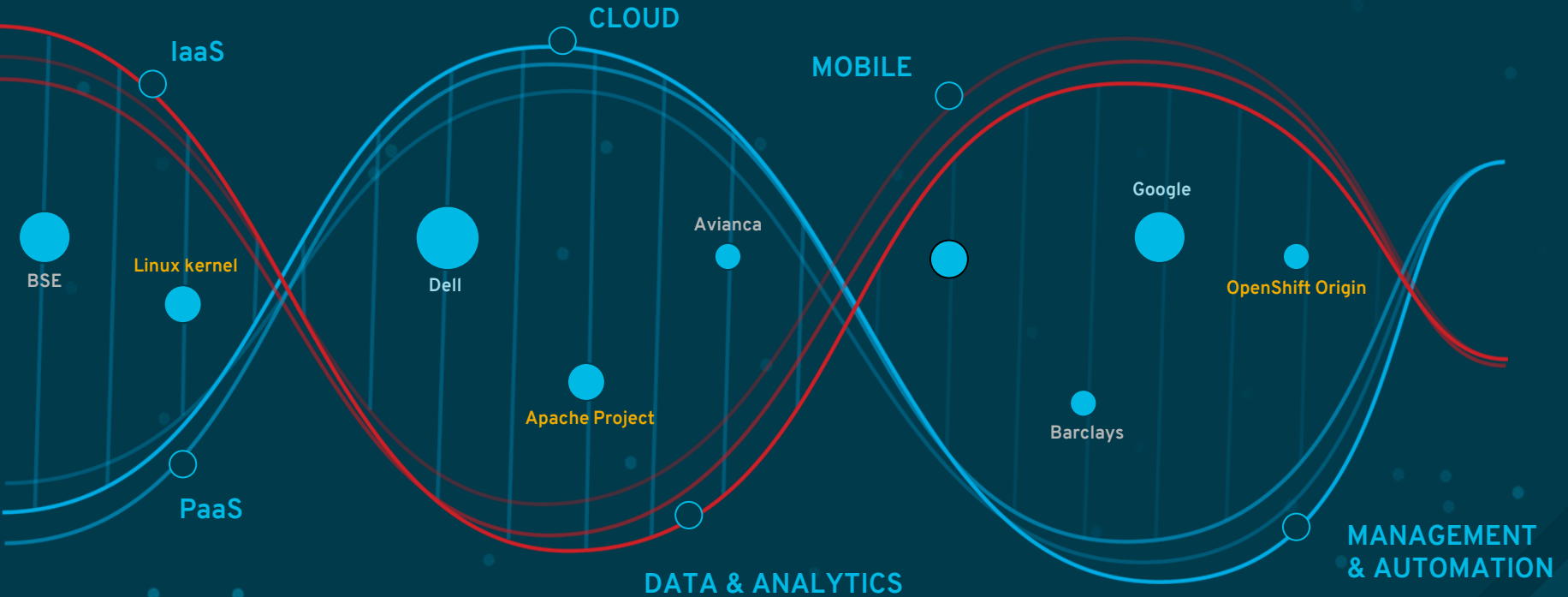


EXTENDED LIFE CYCLE

Extended life phase or extended life cycle support subscriptions may be available

PARTNERS + COMMUNITIES + CUSTOMERS

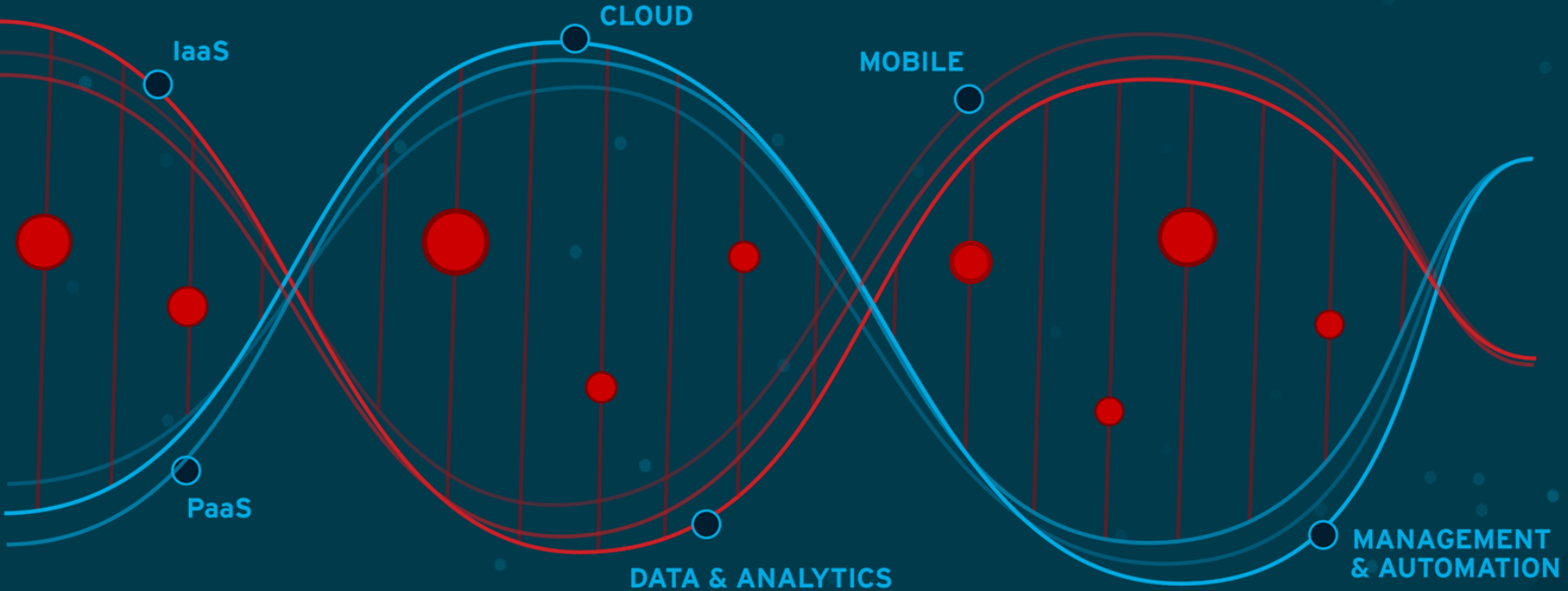
BUILDING THE FUTURE OF TECHNOLOGY, TOGETHER



OUR WAY STRONGER TOGETHER

COLLABORATE WITH US

DON'T JUST BUILD A SOLUTION, BECOME PART OF IT



OUR APPROACH

COLLECTS AND FOCUSES THE BEST IDEAS

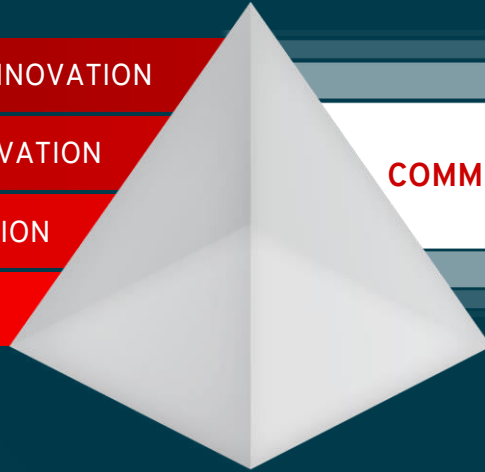
BUSINESS REQUIREMENTS DRIVE THE NEED FOR INNOVATION

OPEN SOURCE ENABLES INNOVATION

COMMUNITIES ARE THE CATALYST FOR INNOVATION

RED HAT IS A LEADER IN OPEN SOURCE INNOVATION

COMMUNITY-POWERED INNOVATION





THANK YOU



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