Building strong and committed partner relationship & develop our partners to enable them being a technology advisor for their customer for

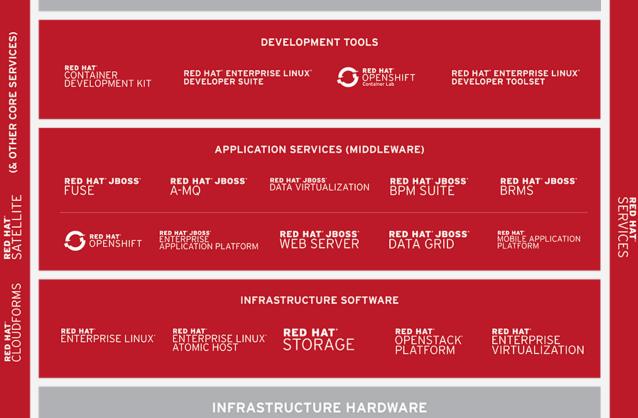**Infrastructure Migration & Modernization**

Application Migration & Modernization

Around…...

SECURITY AND COMPLIANCE

APPLICATIONS AND BUSINESS PROCESSES

ANSIBLE by Red Hat

RED HAT SATELLITE (& OTHER CORE SERVICES)

RED HAT CLOUDFORMS

RED HAT SERVICES

RED HAT TRAINING + CERTIFICATION

RED HAT CONSULTING

DEVELOPMENT TOOLS

RED HAT CONTAINER DEVELOPMENT KIT

RED HAT ENTERPRISE LINUX DEVELOPER SUITE

RED HAT OPENSHIFT Container Lab

RED HAT ENTERPRISE LINUX DEVELOPER TOOLSET

APPLICATION SERVICES (MIDDLEWARE)

RED HAT JBOSS FUSE

RED HAT JBOSS A-MQ

RED HAT JBOSS DATA VIRTUALIZATION

RED HAT JBOSS BPM SUITE

RED HAT JBOSS BRMS

RED HAT OPENSHIFT

RED HAT JBOSS ENTERPRISE APPLICATION PLATFORM

RED HAT JBOSS WEB SERVER

RED HAT JBOSS DATA GRID

RED HAT JBOSS MOBILE APPLICATION PLATFORM

INFRASTRUCTURE SOFTWARE

RED HAT ENTERPRISE LINUX

RED HAT ENTERPRISE LINUX ATOMIC HOST

RED HAT STORAGE

RED HAT OPENSTACK PLATFORM

RED HAT ENTERPRISE VIRTUALIZATION

INFRASTRUCTURE HARDWARE

HOW?

STRATEGY

- **Digital Transformation** - Integrated Solutions with our strategic partners enabling customers journey towards next generation IT

- Drive our journey with a specific focus on select **vertical sectors,** supported via the ISV ecosystem and select System Integrator initiatives

- Continue to **develop our Premier and Advanced Business Partner** ecosystem as well as **our System Integrator** relationships in all Partner Program Specializations across EMEA

- Establish key **Cloud Service Provider** relationships to enable our customers to consume all our technologies on-demand

- Leverage our **global alliance partnerships** to expand our customer base and footprint

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WHY DX OVER AND OVER AGAIN?

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THE DX CHALLENGE

Board becomes the Buyer

THE DX CHALLENGE

Board becomes the Buyer

Vertical Play

THE DX CHALLENGE

Board becomes the Buyer

Vertical Play

Skills & Culture Gap biggest concern

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SO MANY OPPORTUNITIES...

**TRULY HELP
CUSTOMERS INNOVATE**

Increased relevance for the
new buyers

Use DX to do incredibly
innovative things

**OPENSHIFT THE
INNOVATION PLATFORM**

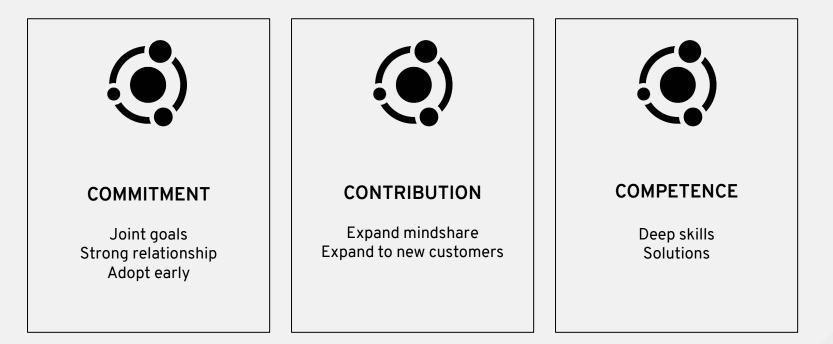Apps, new and old,
running on OpenShift

Massive service opportunity

**HAVE WE
MENTIONED IoT, YET?**

Or SAP Hana?
Or IT Modernization?
Or Cloud Management?
Or...

RED HAT EXPECTATIONS

COMMITMENT

Joint goals
Strong relationship
Adopt early

CONTRIBUTION

Expand mindshare
Expand to new customers

COMPETENCE

Deep skills
Solutions

redhat.

SKILLS GROWTH

11K+ accreditations in EMEA

CCSP BUSINESS IS FLYING

55% growth in the past fiscal year. 222 regional partners. 15 Global with EMEA scope

ALL MAJOR GLOBAL SYSTEM INTEGRATORS

Now in our network of partners. Collaboration with Solution Providers

ISV ECOSYSTEM SUCCESS VERTICAL FOCUS

Leading ISVs moving to open source PaaS IoT developers adopting

Red Hat for agile innovation

redhat.

END