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
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
OPEN SOURCE IS THE SOURCE
OF TECHNOLOGICAL INNOVATION

1M+ projects

Linux® kernel
Spacewalk®
OpenJDK
GNOME
Fedora
Apache Project

Cloud
IaaS
S Cloud
PaaS
OpenShift Origin
OpenStack
Hadoop

Mobile
Android SDK
Kubernetes

Data & Analytics

Management & Automation

Ansible
LINUX IS THE MOST-USED PLATFORM FOR DEVELOPMENT TODAY

- **Windows**
- **Linux**
- **MacOS**
- **Android**
- **AWS**
- **Other**

*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.](#)
WE HAVE BEEN HERE BEFORE
WE HAVE BEEN HERE BEFORE
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
OPEN SOURCE IS AN ADVANTAGE

CULTURE IS CRITICAL

Collaboration

Transparency (both access and the ability to act)

Open source culture

Shared problems are solved faster

Working together creates necessary standardization
THE OPEN ORGANIZATION

CONVENTIONAL ORGANIZATION
“Top Down”

- WHAT
  - PLAN & PROSCRIBE
- HOW
  - ORGANIZATION
- WHY
  - PAY

Optimized for efficiency in a static environment

OPEN ORGANIZATION
“Bottom Up”

- WHAT
  - TRY & MODIFY
- HOW
  - CULTURE
- WHY
  - PURPOSE

Optimized for agility in an ambiguous world

Setting direction
Getting things done
Motivating and inspiring
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
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