DIGITAL TRANSFORMATION &
THE OPEN ORGANIZATION

MICHEL ISNARD
VICE PRESIDENT SALES
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
- aws: 2003
- Uber: 2008
- Airbnb: 2009
- Tesla: 2006
“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

1M+ projects

Linux® kernel

OpenJDK

GNOME

Ubuntu

Fedora

Apache Project

OpenShift Origin

OpenStack

Hadoop

OpenJDK

Ansible

Spacewalk

Android SDK

Kubernetes

S Cloud

PaaS

IaaS

Cloud

Mobile

Data & Analytics

Management & Automation
**LINUX IS THE MOST-USED PLATFORM FOR DEVELOPMENT TODAY**


Most popular desktop OS, Stack Overflow, [Developer Survey Results 2013-2016](https://so_survey.stackoverflow.com/2013-2016).

*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.*
THE FUTURE IS HYBRID & MULTICLOUD

DEVELOPER ENVIRONMENT & TOOLING

MIDDLEWARE

CONTAINER PLATFORM

TRADITIONAL OS  VIRTUALIZATION  PRIVATE CLOUD  PUBLIC CLOUD

OS PLATFORM

SOFTWARE-DEFINED STORAGE

MANAGEMENT & AUTOMATION
WE HAVE BEEN HERE BEFORE
WE HAVE BEEN HERE BEFORE
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
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
ORGANIZATION
PAY

WHAT
Setting direction
Getting things done
Motivating and inspiring

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“Bottom Up”

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TRY & MODIFY
CULTURE
PURPOSE

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Optimized for efficiency in a static environment

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
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 OPENS shifting TO THE ENTERPRISE.
WE BRING OPEN HYBRID CLOUD TO THE ENTERPRISE.
WE BRING THE FUTURE TO THE ENTERPRISE