Arriving at the new normal

"Software is eating the world."
- Marc Andreessen

2011

"Open source keeps eating the world."
- Deutsche Bank

2015

"Every company is a software company."
- Seemingly everyone in tech

2016 - onward

Pandemic accelerates digital transformation initiatives by several years

2020

Major security incidents accelerate software supply chain security

2021

"It is not enough to view every company as a software company. Now, every CIO is a cloud operator."
- Paul Cormier

2022 - onward

The new normal

2022 - onward

2020

2015

2011
The new normal

**Innovation**
remains priority #1

**Open source communities**
are the innovation engine.

**Developers want a streamlined experience**
to deliver any app, anywhere using best-of-breed services regardless of where they are (on-prem or cloud).

**Operators want consistency across environments**
to simplify operational complexity, decrease costs, and enable cross-environment compatibility. They need visibility across the entirety of a company’s IT footprint.

**Hybrid is the reality**
for teams and IT environments.

Distributed environments span bare metal to public clouds to the edge.

**Most organizations use multiple clouds.**

**Security is a non-negotiable**
across the software supply chain.
Red Hat enables innovation anywhere with broad choice and flexibility
Red Hat is the open hybrid cloud technology leader
What is happening in your “Digital” world?
Unlocking Public Sector Transformation

Delivering better services to citizens, creating smarter and greener places to live, providing better healthcare and education

- Sustainability
- Smart infrastructure
- Cybersecurity

- Digital sovereignty
- Citizen experience
Unlocking Public Sector Transformation

Delivering better services to citizens, creating smarter and greener places to live, providing better healthcare and education

Cybersecurity and Risk Management
- Ability to respond to high-profile cyberattacks

Digital Sovereignty
- A clear path to Digital autonomy

Legacy Modernization
- Improve aging systems to meet the needs of residents and stakeholders

Consolidation + Optimization
- Improve IT utilization to save valuable resources

Digital Government Services
- Meet citizens expectations for service

Workforce Transformation
- Become a sought-after employer
In the banking industry, tech is initiating a new wave of disruption, forcing banks to operate with speed.

Open banking transforms how institutions need to think about tech and security.¹

Everything is mobile: **89% of customers** use mobile banking regularly.²

Data, the “new fuel” of the automotive industry, is forcing massive **scale** of digital systems.

Auto manufacturers are becoming **IoT platform and device companies**.

Real-time data analysis through AI/ML is key to successful **autonomous driving systems**.


1 Meola, Andrew. “How 5G and IoT are driving the connected smart vehicle industry.” Business Insider, March 2020.
In the **Telecommunications** industry, tech is initiating a new wave of disruption, forcing Telcos to design new Infrastructure.

- **Digitisation of all Transactions** places massive data loads and demand for scale.
- **Everything is mobile:** The network becomes a configurable “Telco cloud” with inbuilt flexibility.

In the **Consumer/Retail Industry** E-Commerce is becoming the de-facto engagement for retail transactions.

- **Online Presence Existential**
  It’s also mandatory for driving growth and market share capture.

- **User Satisfaction Critical**
  Users will migrate to suppliers/retailers with easy and effective to use applications.
How do we help you to accelerate your “Digital” capability?
UDO URBANTSCHITSCH

Senior Director, Technology Sales & GTM
Red Hat, Europe, Middle East and Africa
What we announced during Red Hat Summit 2022

Software-defined vehicle is open

Announcing:

**Collaboration with GM** to drive an open future for software-defined vehicles

**Red Hat In-Vehicle Operating System**, extending the power of Red Hat Enterprise Linux to next-generation automotive applications

**New edge capabilities** across Red Hat’s open hybrid cloud portfolio

The epicenter of hybrid cloud innovation

Announcing:

**Application Modernisation**, a holistic set of tools and methodologies to adapt the open hybrid cloud

**New DevSecOps capabilities** from the software supply chain to the edge

Defining IT’s new normal: Distributed, open and hybrid

Announcing:

**More cloud services offerings** for streamlined modern application development

**General availability of Red Hat Ansible Automation Platform on Microsoft Azure**
Intelligent edge infrastructure

Common foundation from core to edge

Extend automation to the edge
Application Modernisation - konveyor
Dramatically improve your time to market

**Rehost** virtual machines to KubeVirt
**Rehost** apps between Kubernetes clusters
**Replatform** applications to Kubernetes
**Refactor** applications for Kubernetes
**Measure** software delivery performance
Security realities of open source

- **6 million new versions** of open source software introduced in the past year; 37 million component versions now available

- **650% increase** in open source software supply chain attacks

- **$25 million** the predicted cost of a recent supply chain attack

- **$2 billion** the cost of a data breach that resulted from an unpatched bug

Source:
1. Sonatype 2021 State of the software supply chain
2. SolarWinds Expects Cyber Incident Costs Up To $25 Million In 2021
3. Equifax to Pay at Least $650 Million in Largest-Ever Data Breach Settlement
New security capabilities from the software supply chain to the edge

Enhancing software supply chain security

- Software supply chain security pattern
- Ansible content signing

Extending application lifecycle security to the edge

- Automated DevSecOps in CI/CD pipelines
- Built-in threat detection and incident response

Integrated security, starting with Linux

- Integrity Measurement Architecture
- Expanding cryptographic algorithms at the Kernel level
Red Hat Cloud Services Portfolio

Full stack management and unified experience

Maximize full value of the application platform

Hybrid cloud flexibility

Application layer

Streamlined developer experience

Red Hat OpenShift Service Registry
Red Hat OpenShift Connectors
Red Hat OpenShift Database Access

Application and data services

Red Hat OpenShift API Management
Red Hat OpenShift Streams for Apache Kafka
Red Hat OpenShift Data Science

Platform services

Red Hat OpenShift Service on AWS
Microsoft Azure Red Hat OpenShift
Red Hat OpenShift on IBM Cloud
Red Hat OpenShift Dedicated

Cloud providers

aws
Microsoft Azure
IBM Cloud
Google Cloud
Customer Data Center

Unified platform to build cloud-native applications
Red Hat Ansible Automation Platform on Microsoft Azure Marketplace

Automation from your Azure cloud to on-premises, edge, and IT resources

- Runs in your Azure cloud
- Fully installed and integrated
- Fully supported by Red Hat
- Integrated to Microsoft Azure billing
- Counts toward spend agreements

IT ecosystem automation:
- Network/security
- ITSM
- Services and workflow
- Monitoring and analytics

Connecting on-premise and private cloud

Supports Azure Arc

Open hybrid cloud:
- Physical
- Virtual
- Public cloud
- Private cloud

Microsoft Azure

Red Hat Ansible Automation Platform