



Rune Stenbæk

Country Manager
Red Hat Denmark



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Red Hat Summit:Connect 2024

in Denmark

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Lego Ferrari!!

Meet our partners and get the chance to win a Ferrari.



Escape

Sign up for Escape Room



What do we see and
hear when **talking to**
our customers and
partners in the
Danish market?





 **Red Hat**
Enterprise Linux
CoreOS

 **Red Hat**
OpenShift AI



 **Red Hat**
Ansible Automation
Platform

 **Red Hat**
Enterprise Linux AI



 **Red Hat**
Enterprise Linux

 **Red Hat**
Consulting



 **Red Hat**
Edge

 **Red Hat**
OpenShift





James Labocki

Senior Director, Product
Management - Red Hat



Chuck Dubuque

Senior Director, Product
Marketing, Hybrid platforms - Red Hat



Where do we go next?



A photograph of two people, a woman on the left and a man on the right, seen from behind as they work on laptops in a dimly lit office. The woman has long dark hair and is wearing a dark hoodie. The man has short dark hair and is wearing a green t-shirt. They are both looking at their laptops, which display code or data. The background is dark, with some light coming from the screens and a small orange chair visible on the left.

**What's challenging your
IT operations?**

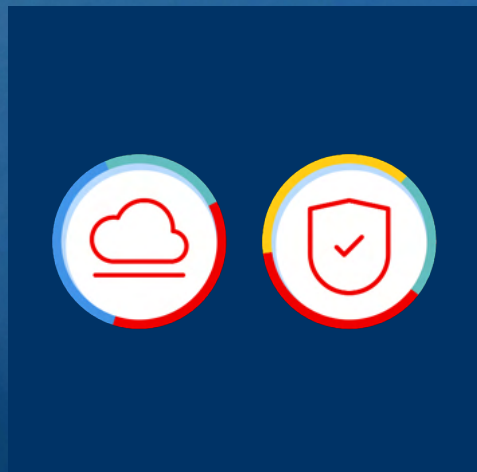
A person is standing in the center of a long, narrow aisle in a server room. They are wearing a dark shirt and pants, and are leaning over a blue rolling cart. The aisle is lined with tall server racks on both sides, which have many small lights and vents. The floor is made of metal grates. The lighting is dim, with the primary light source coming from the racks and the person's cart. The overall atmosphere is technical and focused.

**What's driving
your innovation?**

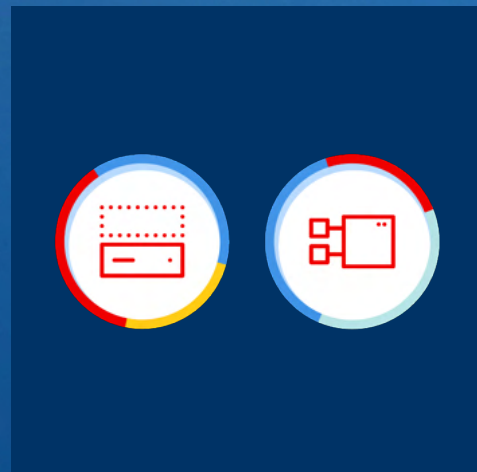
Red Hat enables open hybrid cloud



Any cloud



Secure
automated
infrastructure



Any
application



Team
collaboration

Open hybrid cloud is evolving

Mission-critical
automation

Developer
productivity

Trusted
security

Edge

AI

Open Hybrid Cloud

A cluster of 3D spheres in white, red, and teal colors, with varying sizes, positioned on the left side of the image.

open source and AI

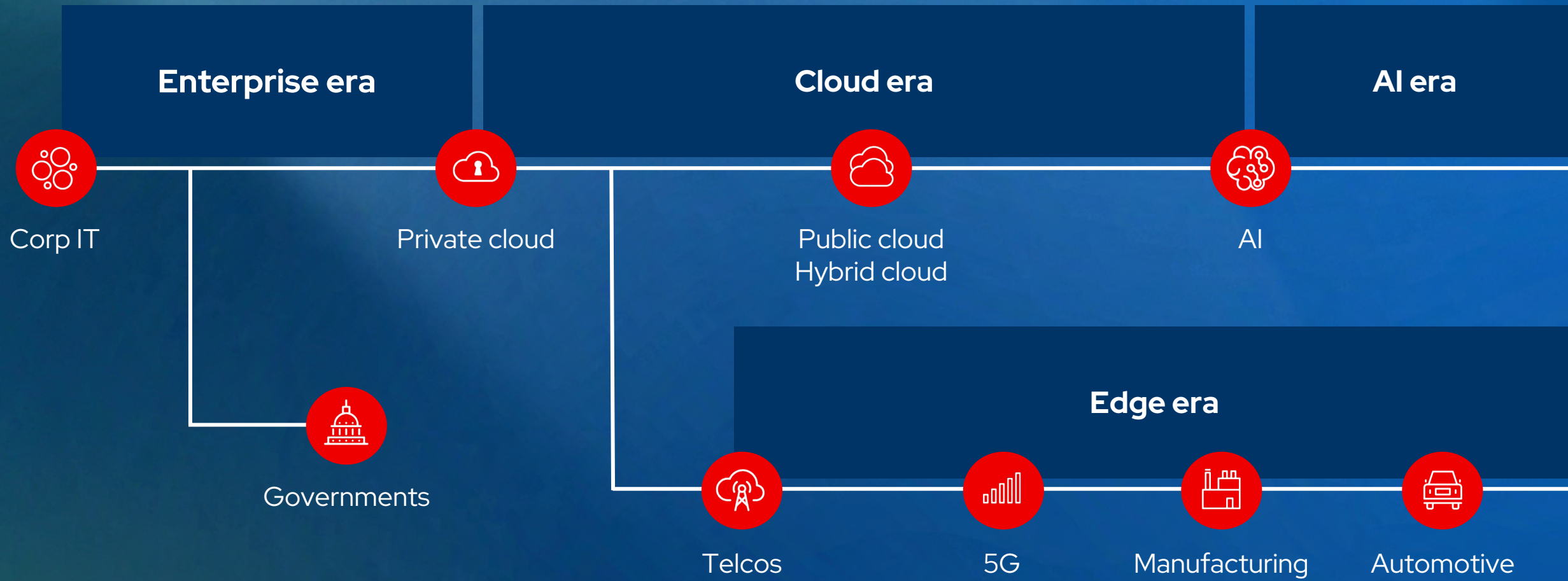
A red 3D cube with a white line-art icon of a brain with circuitry inside, positioned on the right side of the image.



**Generative
AI era**

You are here

Every previous era has grown and expanded with “open”



We see a future where open source plays a huge role in AI



Open source models

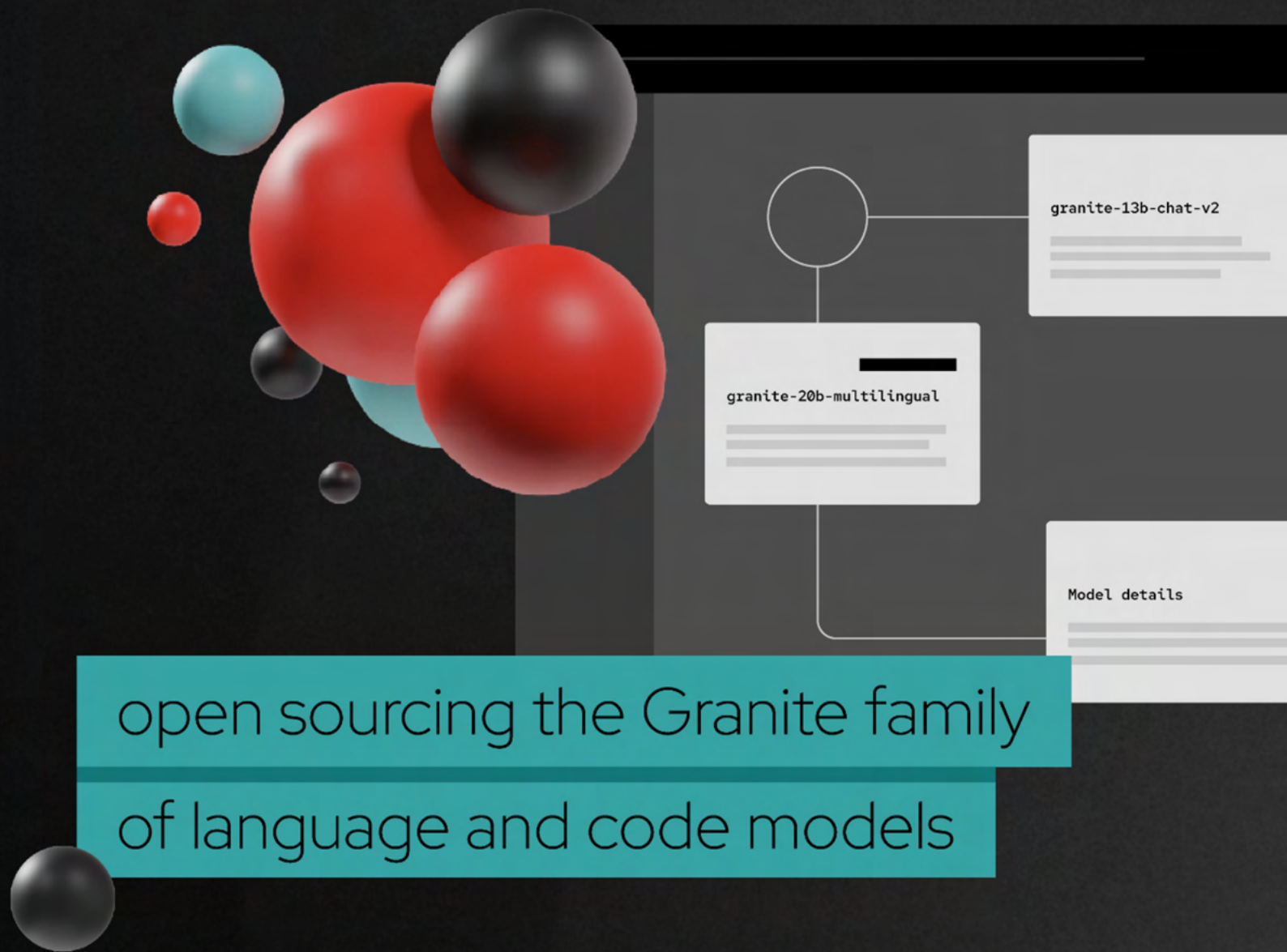




Red Hat

IBM Research

open sourcing the Granite family
of language and code models





Big results from **smaller models**

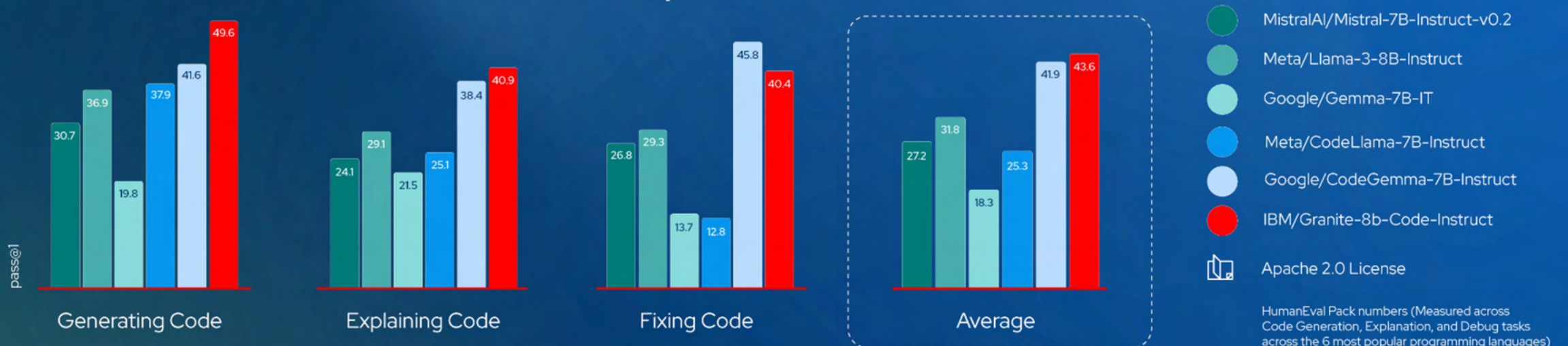


Big results using **data** provided by **experts across your organization**



And big results for much **lower cost**

Code assistance model performance






InstructLab

contribute to and train
Large Language Models

A large teal sphere is in the top right, a small red sphere is to its right, and a large red sphere is in the bottom left corner. The background is a gradient of blue and teal.

Red Hat allows your
business to **own your AI.**

The background is a solid blue gradient. In the top right corner, there is a large teal sphere and a small red sphere. In the bottom left corner, there is a large red sphere and a small pink sphere.

Red Hat is enabling your
business to run **your AI**
in your way.

Red Hat's AI portfolio

Trust

Choice

Consistency

AI models
RHEL AI

AI platforms
OpenShift AI

AI-enabled portfolio
Red Hat Lightspeed

AI workloads

Open Hybrid Cloud platforms

Partner ecosystem

Hardware | Accelerators | Models | Delivery

AI platforms



Red Hat Enterprise Linux AI



Granite language and
code models

InstructLab

open source AI tooling

AI-optimized Linux



AI platforms



Red Hat OpenShift AI



Can be used for both
GenAI and Predictive AI
use cases

Helps accelerate getting
AI apps and models
into production

Provides a trusted platform, choice
of AI models and hardware, and
consistent operations



AI platforms



Red Hat Ansible Automation Platform



Automation is a key enabler for AI-driven workflows.

The content and structure of Ansible playbooks are a fertile and safe AI training ground.

Automation delivers the savings needed to support your AI transformation.



Red Hat Lightspeed



A large teal sphere is in the top right corner, and a small red sphere is just below it. In the bottom left corner, there is a large red sphere and a smaller pinkish sphere partially visible behind it.

Open source meets AI.

AI meets **Open Hybrid Cloud.**

DEMONSTRATION



Jacob Duus

Solution Architect Hybrid
Datacenter presales – ATEA

ATERA





ATERA

Digital Transformation

Jacob Duus - Solution Architect & Evangelist

“Every major company, including yours, is undergoing some form of transformation. The real question is: Are you steering it in the right direction?”

ChatGPT-4o, OpenAI

transformation

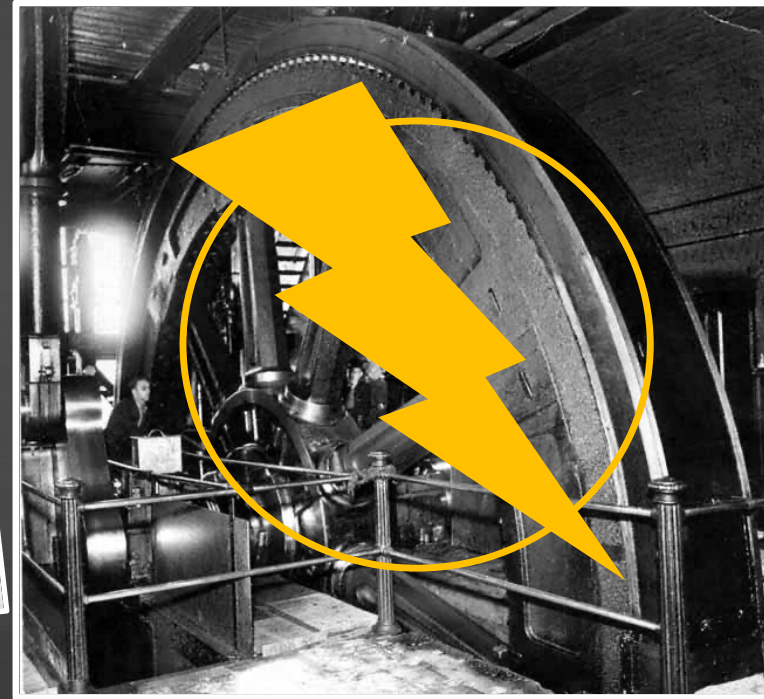
[C or U] — uk / ˌtræns.fəˈmeɪ.jən/ us / ˌtræns.fəˈmeɪ.jən/

*a complete change in
when companies attempt to adapt to
the appearance or character of*

**New
Technologies**

**Market
Conditions**

**Customer
Demands**



So what about **AI** is a tool

	Modernization	Transformation
Purpose	Incremental improvement	Fundamental change
Approach	Streamline existing processes	Reimagine and redesign processes
Outcome	Faster or more efficient results	New ways of creating value

Modernization

Moving to Cloud

Migrating existing on-premise applications to cloud infrastructure for scalability and cost savings.

Transformation

Developing New Cloud-Native Applications

Creating applications that leverage cloud features (like auto-scaling, microservices, and global distribution) to enable new business models or customer experiences.

Modernization

Adding Chatbots to Customer Service

Using AI chatbots to handle common customer queries, improving response times and freeing up human agents for more complex issues.

Automating Data Analysis

Using AI tools to speed up traditional data analysis tasks, such as generating reports or identifying basic trends.

Implementing Fraud Detection Algorithms

Using AI to identify and flag potentially fraudulent transactions, reducing risk in real-time.

Transformation

Creating an AI-Driven Customer Experience

Integrating AI across customer service to provide personalized recommendations, anticipate needs, and offer proactive support, creating a seamless and responsive customer journey.

Building Predictive and Prescriptive Models

Leveraging AI to not only analyze data but to predict future trends and prescribe specific actions, allowing the company to act strategically based on insights before competitors do

Redefining Risk Management with AI

Developing an AI-driven risk platform that continuously learns and adapts to new fraud patterns, assesses market shifts, and proactively alerts decision-makers.

Modernization
requires
Installation



Transformation
requires
Implementation

Transformation

Implementation (Project Management)

Execute with a structured, goal-oriented approach

Technology

Select and implement the right tools

Change Management

Prepare the organization and build buy-in

Strategy

Define goals and vision

You are here

