

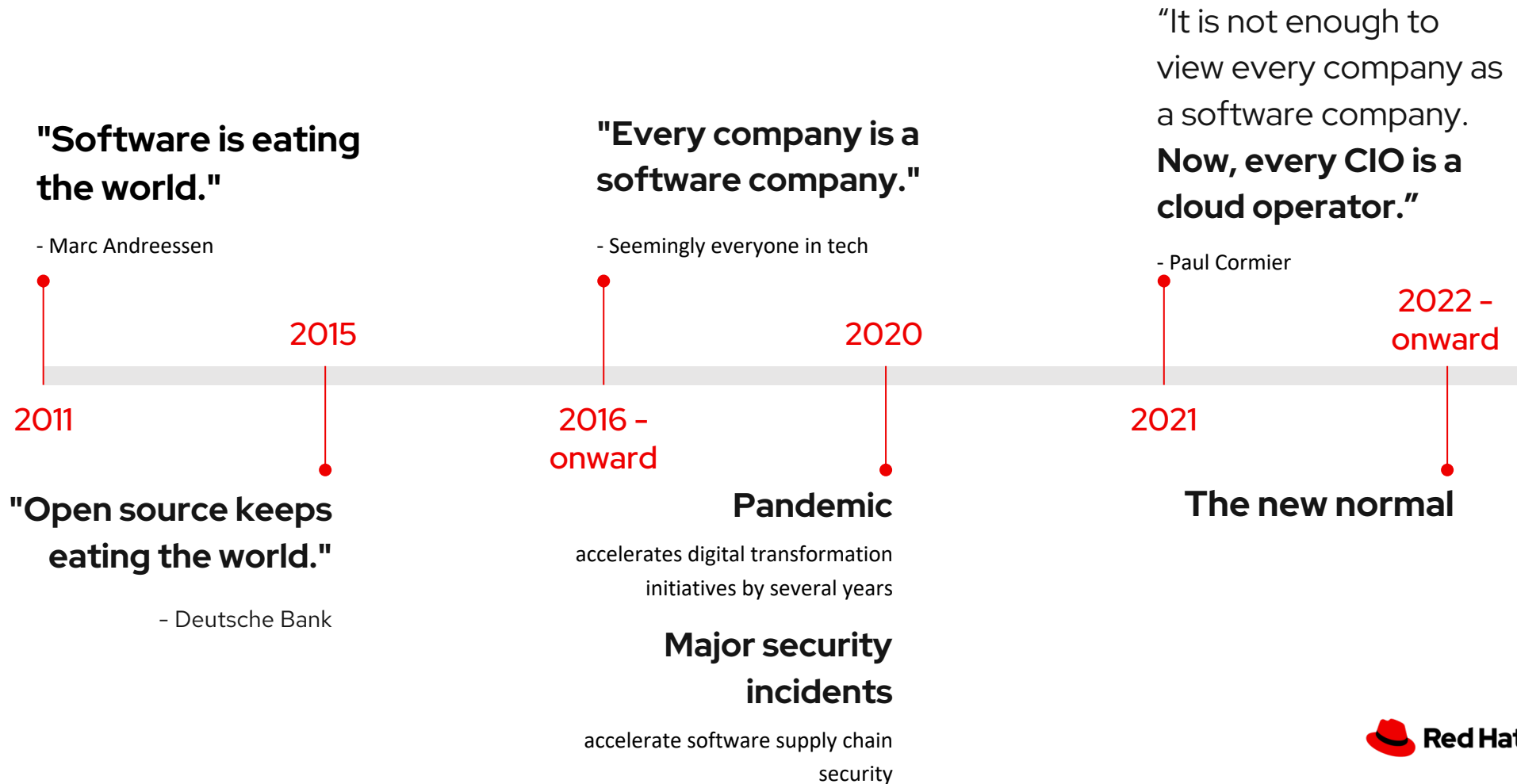


Red Hat

Hans Roth

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Red Hat, Europe, Middle East and Africa

Arriving at the new normal



The new normal



Innovation

remains priority #1



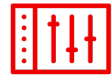
Open source communities

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.

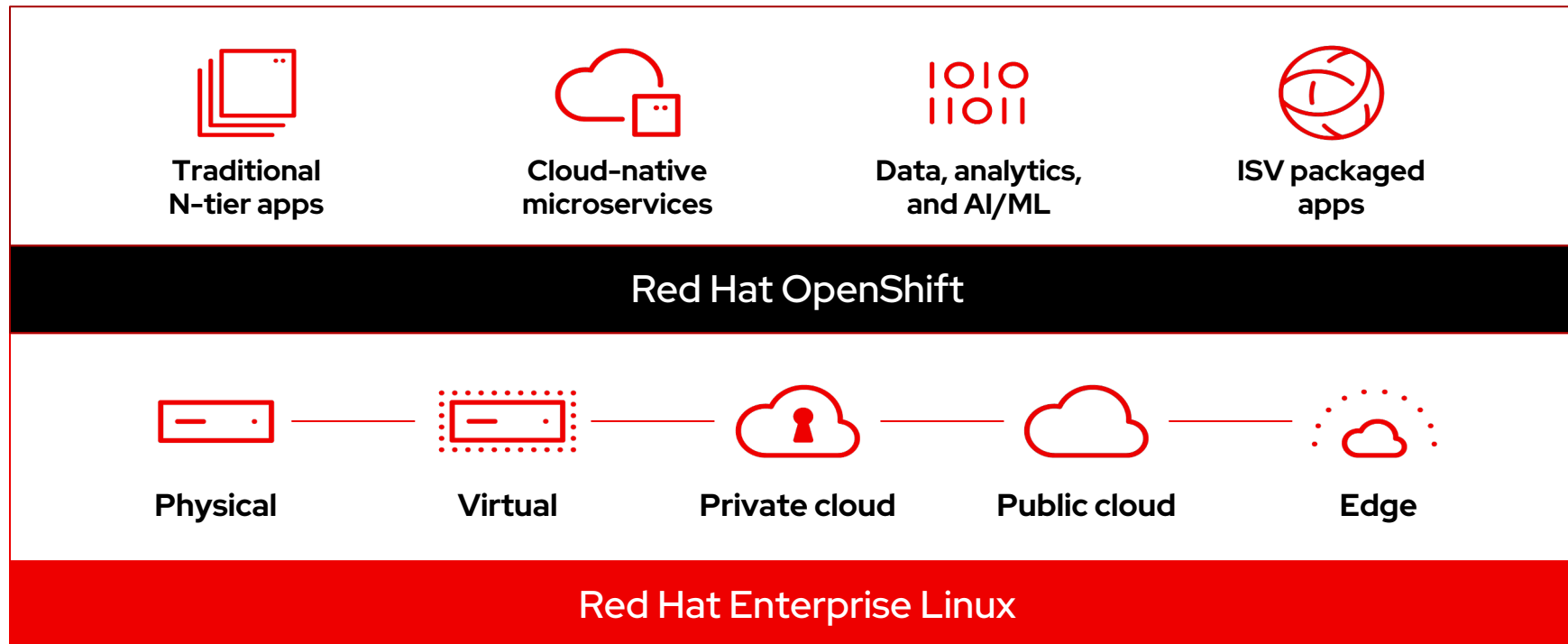
Most organizations use multiple clouds.



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

¹ Srinivas, Val, Jan-Thomas Schoeps, Tiffany Ramsay, Richa Wadhvani, Samia Hazuria, and Aarushi Jain. "[2020 banking and capital markets outlook: Fortifying the core for the next wave of disruption](#)." *Deloitte Insights*, Dec. 2019.

² Meola, Andrew. "[Digital trends disrupting the banking industry in 2020](#)." *Business Insider*, Aug. 2019.

Data, the "new fuel" of the **automotive** industry, is forcing massive **scale** of digital systems¹



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

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



Digitisation of all Transactions places massive data loads and demand for scale



Online Presence Existential
It's also mandatory for driving growth and market share capture.



Everything is mobile: The network becomes a configurable "Telco cloud" with inbuilt flexibility.



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?



Red Hat

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



Red Hat Edge



**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

Process | Technology | Service

Security realities of open source



6 million new versions

of open source software introduced in the past year; 37 million component versions now available¹

650% increase

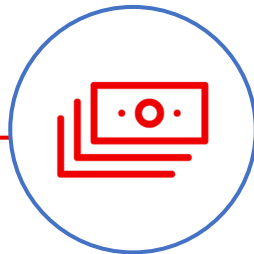
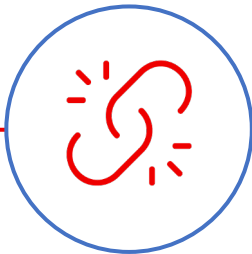
in open source software supply chain attacks¹

\$25 million

the predicted cost of a recent supply chain attack²

\$2 billion

the cost of a data breach that resulted from an unpatched bug³



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



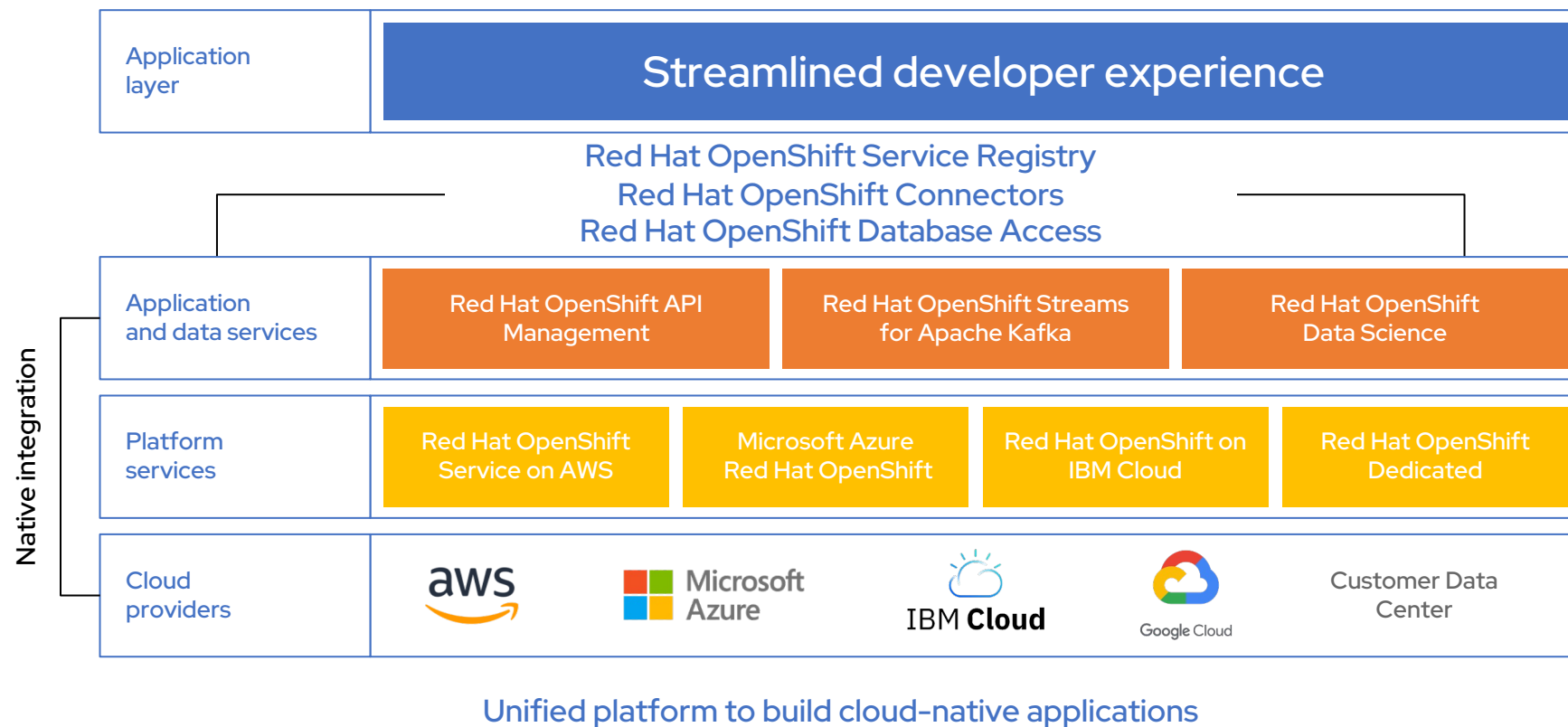
Full stack management and unified experience



Maximize full value of the application platform








Hybrid cloud flexibility



Red Hat Ansible Automation Platform on 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**

