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**Summit**

**Connect**

# Red Hat Summit: Connect

Sessione Plenaria – Keynote Speakers

Milano, 19 novembre 2024

**Attenzione: le demo presentate non sono disponibili in questo file.  
Si rimanda al [canale YouTube di ImpresaCity](#), sul quale, nel mese di dicembre 2024, verrà pubblicato un reportage con tutti i video della sessione plenaria del mattino e della sessione pomeridiana di Red Hat.**



**Rodolfo Falcone**  
Country Manager  
Red Hat Italia

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Connect

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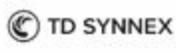
Diamond



Gold



Silver



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# Red Hat Summit: Connect

**51**

**Partner**

**2**

**Silent  
Theatre**

**36**

**Speech  
Parallele**

**6**

**Sessioni  
parallele**

**11**

**Speech  
Plenaria**

# Red Hat Summit: Connect

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FUTURE ON BOARD

  
ALPITOURWORLD

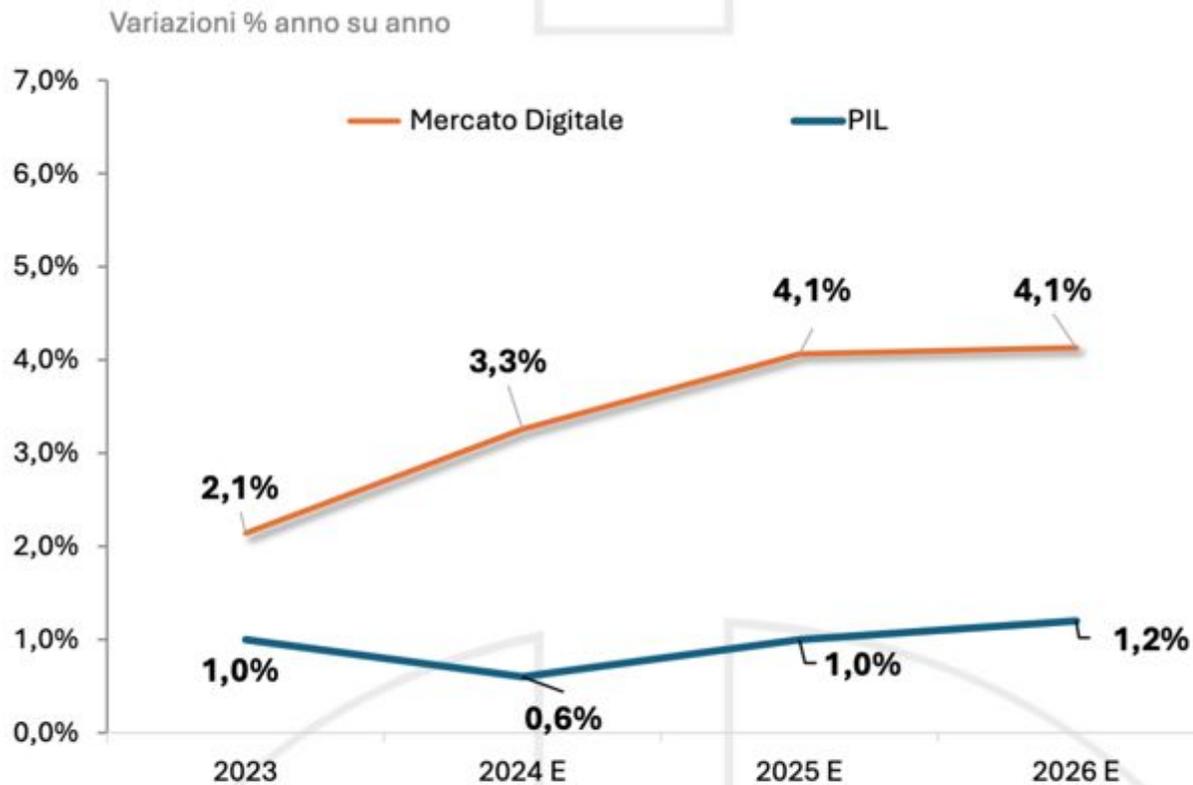
 **noovle**  
A TIM ENTERPRISE BRAND

  
Leitha

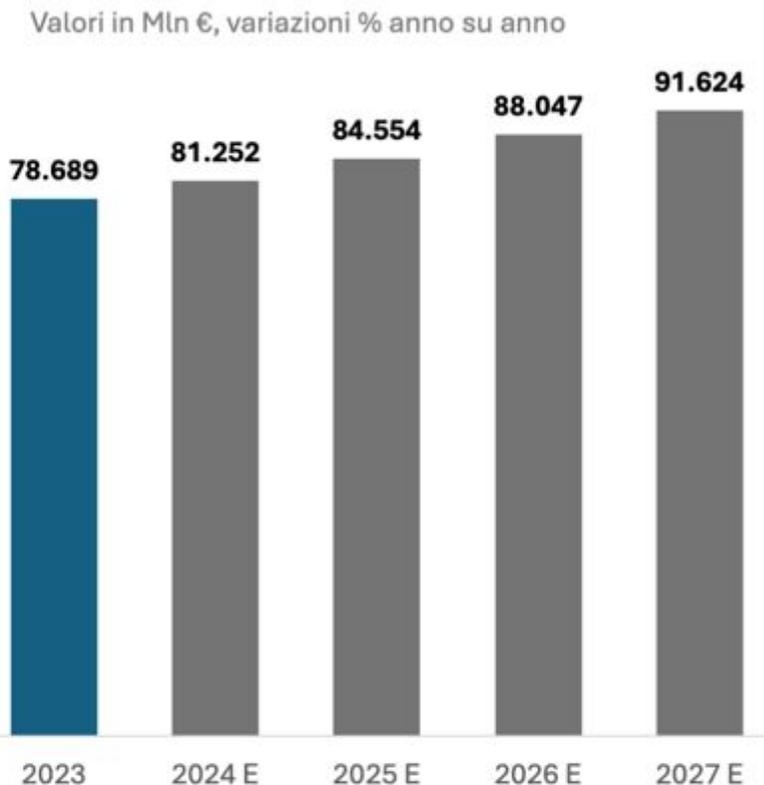
**CAMPARI GROUP**

 **Banca Popolare  
di Sondrio**

# Il mercato digitale business in Italia

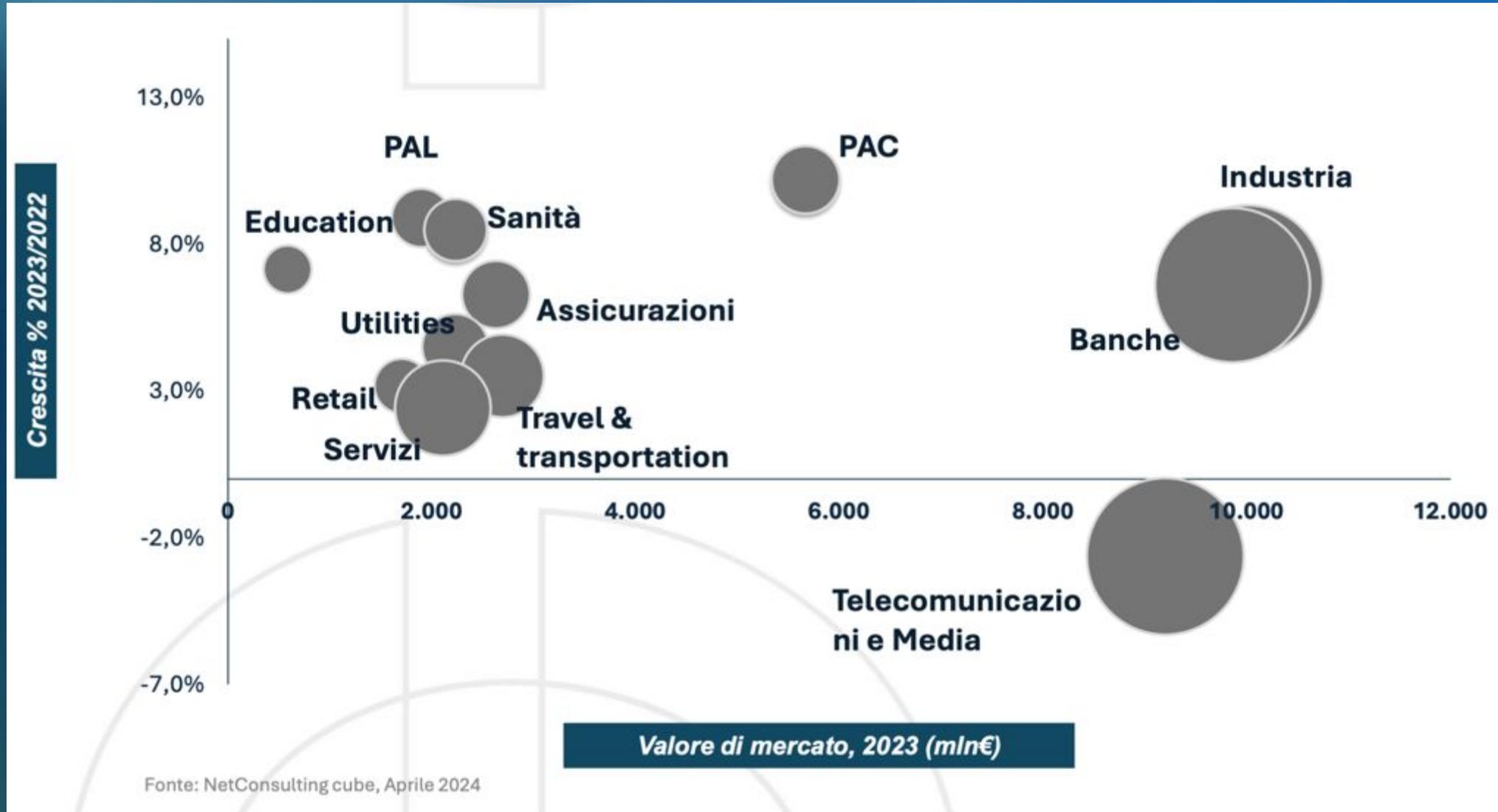


Fonte: Banca d'Italia, NetConsulting Cube, Aprile 2024

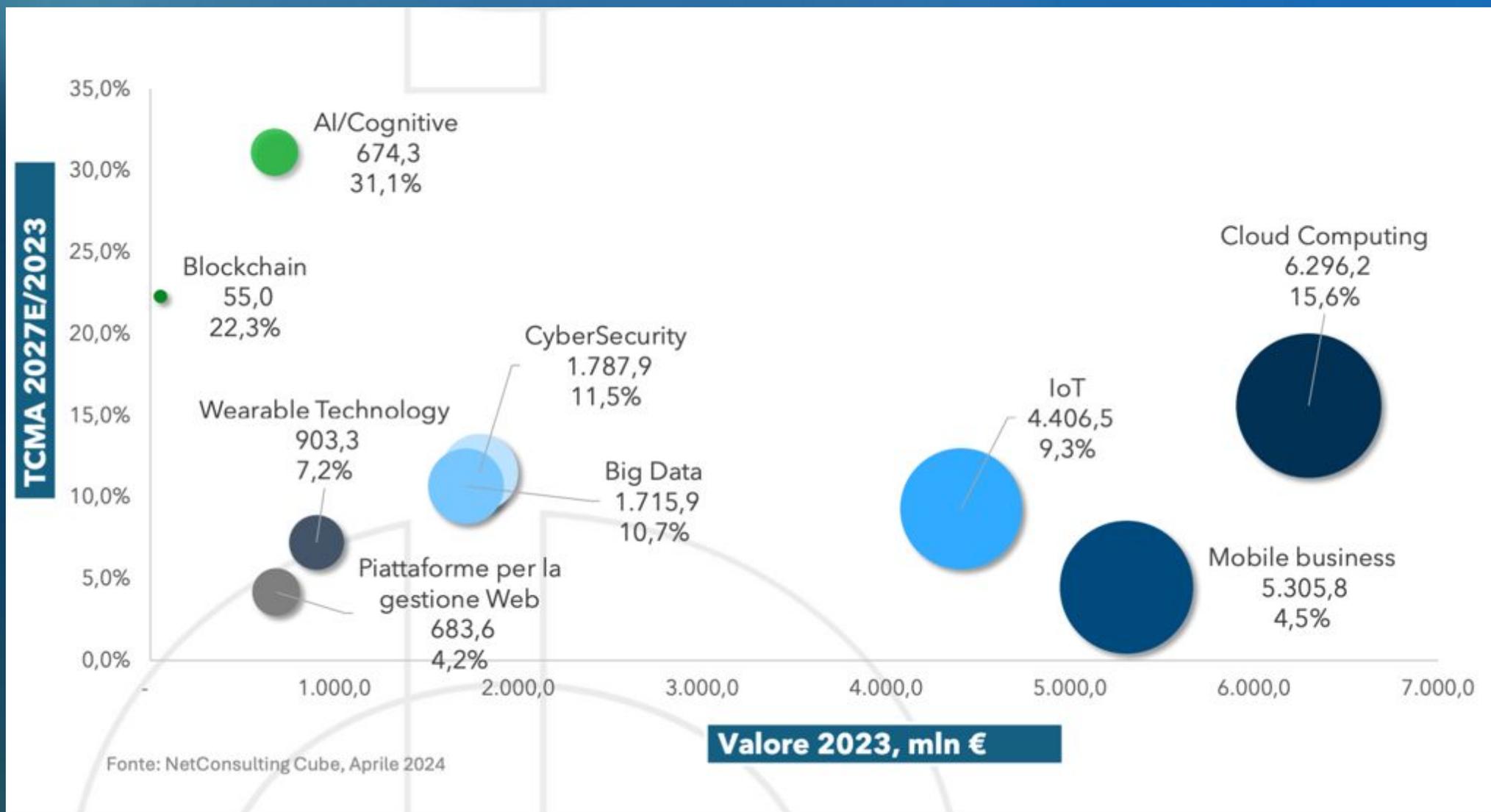


Fonte: NetConsulting cube, Aprile 2024

# Il mercato digitale business nei settori 2023



# Il mercato digitale business: focus su Cloud e AI



# Italia - Macro indicatori → Cloud & AI

La “nuvola” è ormai pervasiva nelle grandi imprese, dove **oltre la metà delle applicazioni aziendali (51%)\* oggi risiede nel Cloud.**

Tuttavia, le **sfide** principali per una reale trasformazione delle **modalità** con cui le aziende fruiscono la tecnologia non sono certo terminate.



**#1**

Modernizzazione applicativa / virtualizzazione



**#2**

AI/ML



**#3**

IT Automation



**Ashesh Badani**  
Senior Vice President &  
Chief Product Officer



# Where do we go next?



A photograph of two people, a woman on the left and a man on the right, sitting at a desk in a dimly lit room. They are looking at a laptop and a larger monitor. The laptop screen shows code or data. The larger monitor also displays code. The overall atmosphere is focused and professional. The text 'What's challenging your IT operations?' is overlaid in white, bold font across the center of the image.

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

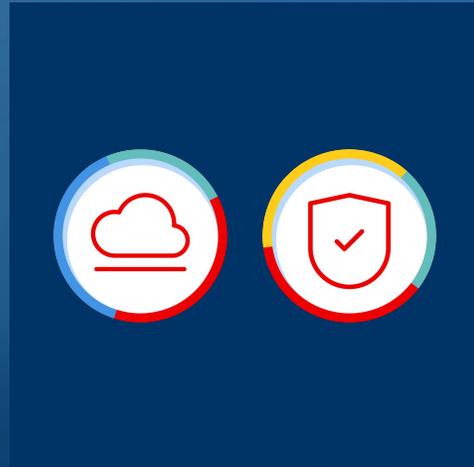
A person in a dark suit is standing in a long, narrow aisle of a server room. They are leaning over a blue rolling cart. The aisle is lined with server racks on both sides, and the floor has a grid pattern. The lighting is dim, with some blue and green lights visible on the racks. The text "What's driving your innovation?" is overlaid in white on the center of the image.

**What's driving  
your innovation?**

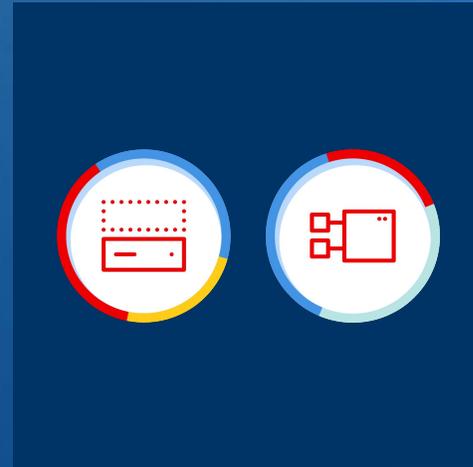
# Red Hat enables open hybrid cloud



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



open source and AI





**Generative  
AI era**

You are here

# Data Center era

# Cloud era

# AI era



Corporate IT became "open"



Private cloud



Public cloud  
Hybrid cloud



AI



Governments became "open"



Finance became "open"



Telcos became "open"



Manufacturing became "open"



Automotive became "open"

# Edge era

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



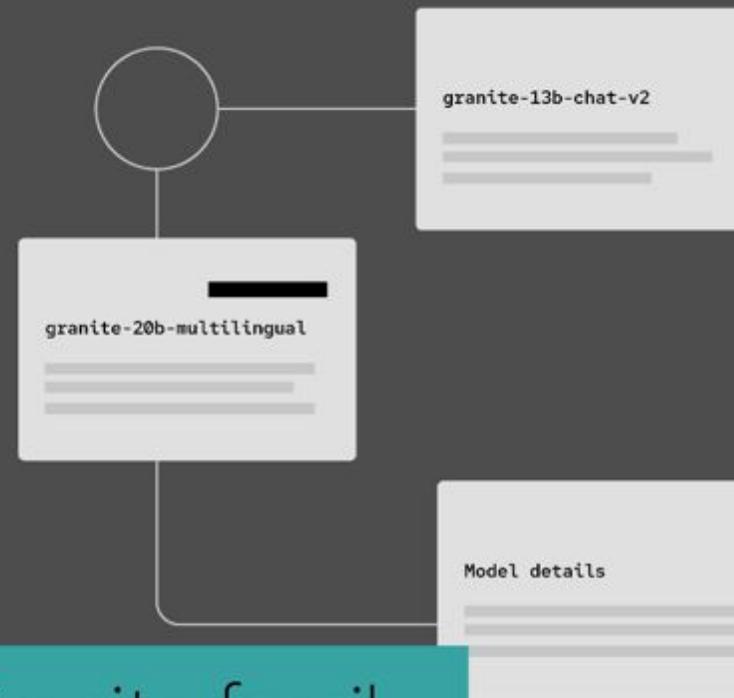
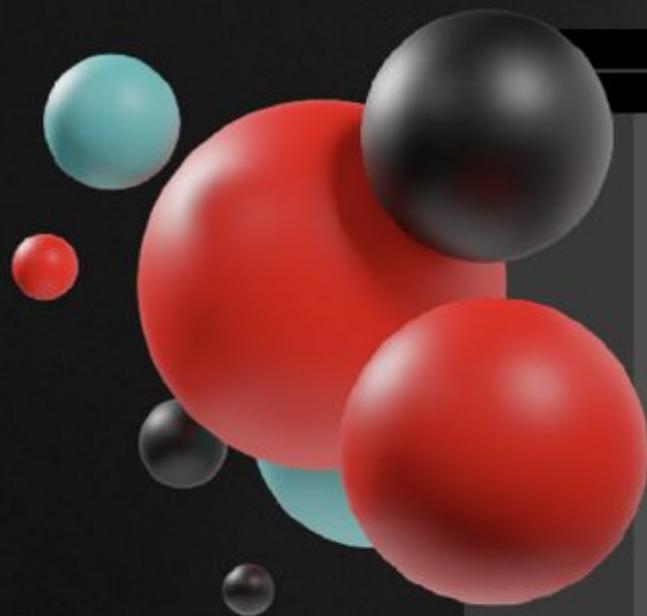
Open source models



Red Hat

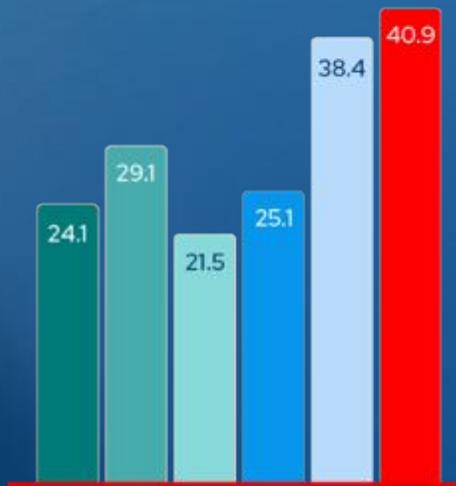
IBM Research

open sourcing the Granite family  
of language and code models

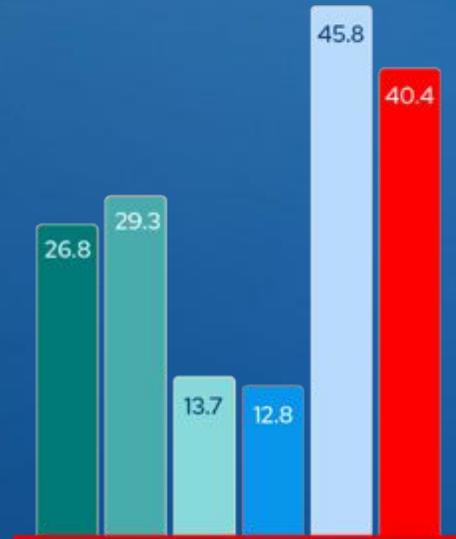




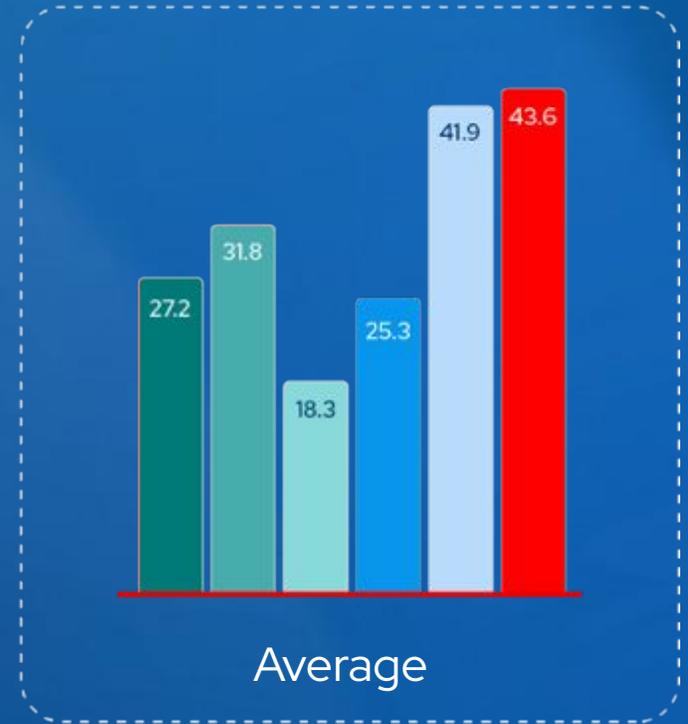
Generating Code



Explaining Code



Fixing Code



Average



Apache 2.0 License

HumanEval Pack numbers (Measured across Code Generation, Explanation, and Debug tasks across the 6 most popular programming languages)

- MistralAI/Mistral-7B-Instruct-v0.2
- Meta/CodeLlama-7B-Instruct
- Meta/Llama-3-8B-Instruct
- Google/CodeGemma-7B-Instruct
- Google/Gemma-7B-IT
- IBM/Granite-8b-Code-Instruct



**InstructLab**

contribute to and train  
Large Language Models

A blue gradient background with several 3D-rendered spheres. 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.

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

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**

**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.

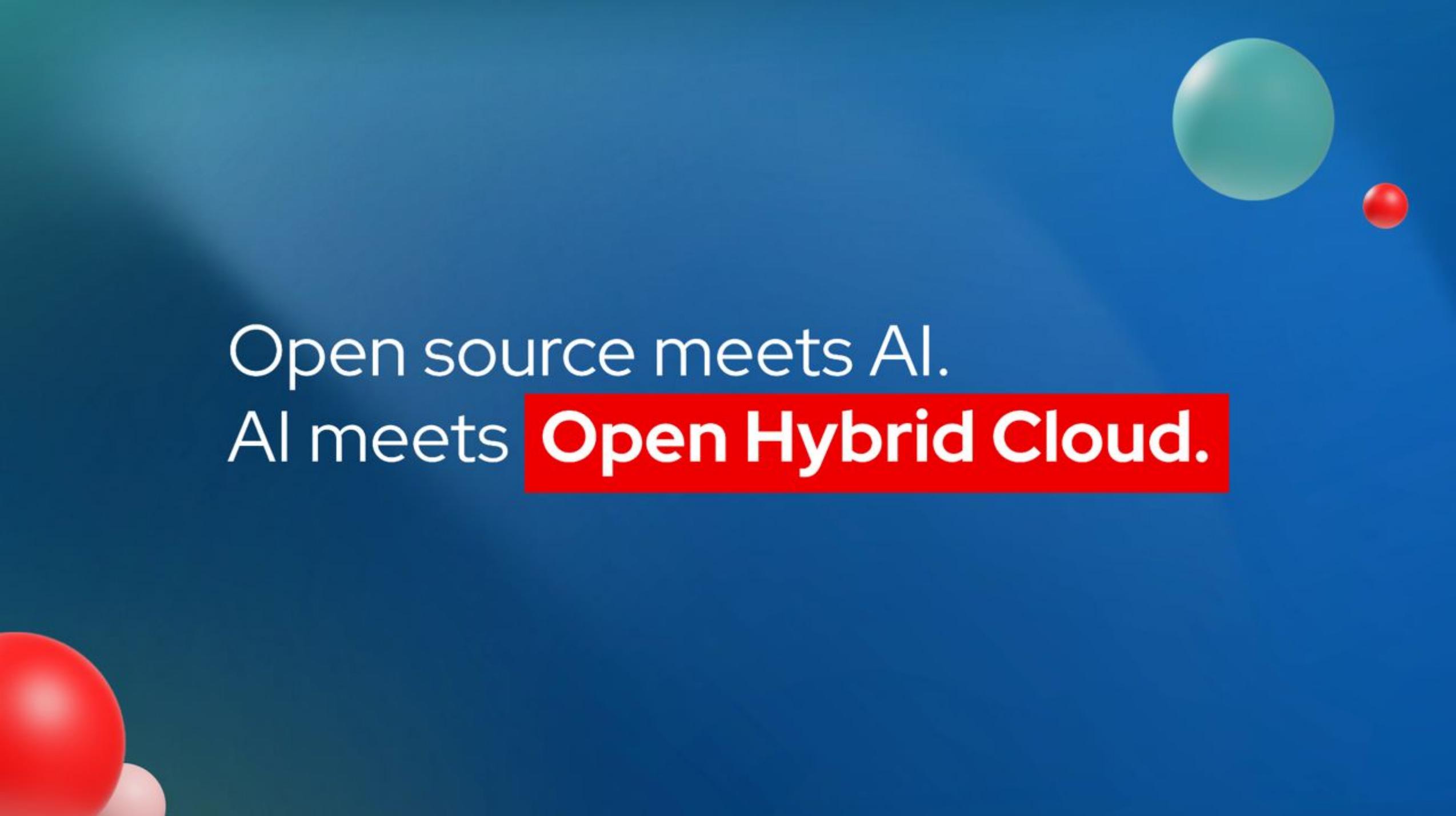
The content and structure of Ansible playbooks are a fertile and safe AI training ground.

Automation delivers the savings needed to support your AI transformation.



# Red Hat Lightspeed





Open source meets AI.

AI meets **Open Hybrid Cloud.**



**Rinaldo Bergamini**

OpenShift Platform Leader  
Red Hat Italia



**Parasol<sup>TM</sup>**



**Francesco Rossi**

Specialist Solution Architect  
Red Hat Italia



**Matteo Combi**

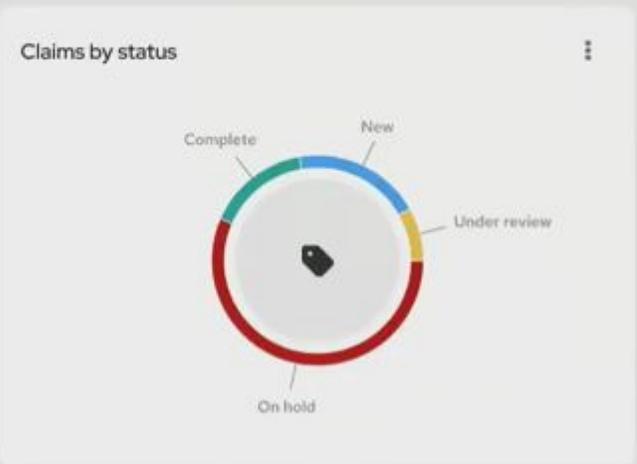
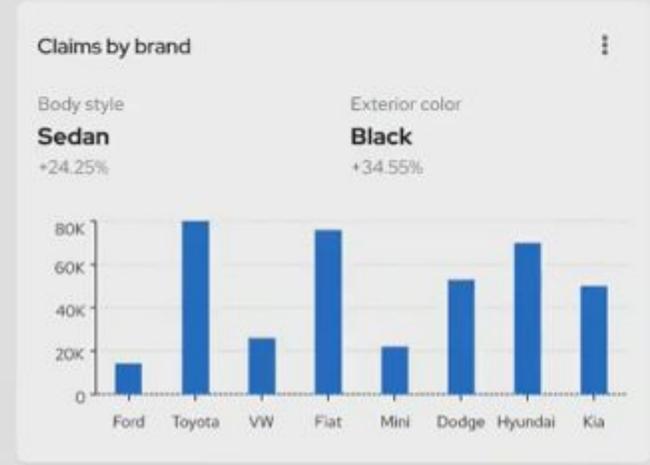
Specialist Solution Architect  
Red Hat Italia

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- Policies
- Claims
- Coverages
- Annuities
- Subscriptions
- Reports
- Admin
- Settings

Tuesday • May 7, 2024

# Dashboard

May 1 - May 7, 2024 [Share](#) [Customize](#)

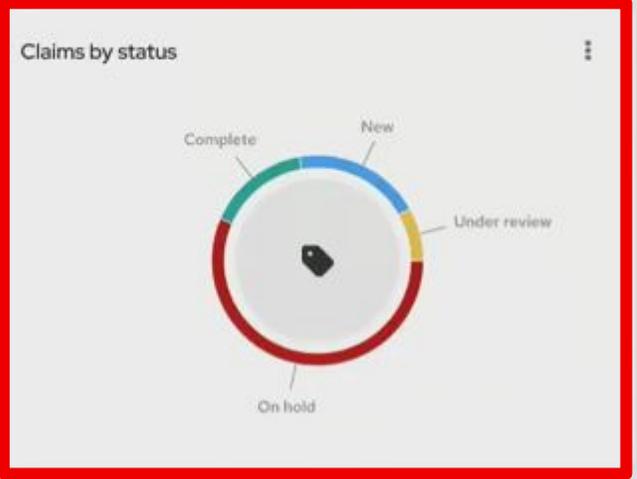
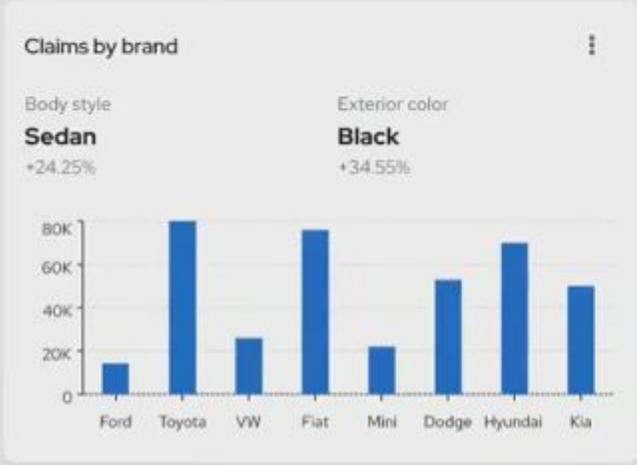


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# Dashboard

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## AI APPS

Recipes Catalog

Running

## MODELS

Catalog

Services

Playgrounds



The Podman Desktop AI Lab extension simplifies getting started and develop with AI in a local environment. It provides key open-source technologies to start building on AI. A curated catalog of so-called recipes helps navigate the jungle of AI use cases and AI models. AI Lab further ships playgrounds: environments to experiment with and test AI models, for instance, a chat bot.

## Recipes Catalog

AI Lab ships with a so-called Recipes Catalog that helps you navigate a number of core AI use cases and problem domains such as Chat Bots, Code Generators and Text Summarizers. Each recipe comes with detailed explanations and sample applications that can be run with various large language models (LLMs). Experimenting with multiple models allows finding the optimal one for your use case.

## AI Models

AI Lab provides a curated list of open source AI Models and LLMs. Once downloaded, the models are available to be

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[Back to claims](#)

CLM202401 On hold

Emily Johnson AC-98765432 [Edit](#)

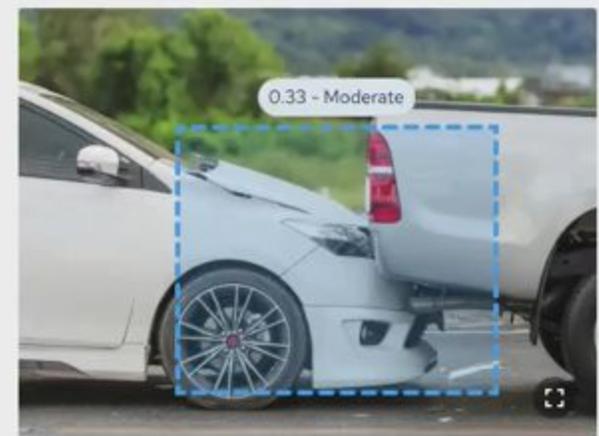
- Summary
- Insurance
- Damages
- Witnesses
- Documents
- Comments
- Repairs



### No repairs provided

This claim does not have any recommended repairs.

[Get recommendations AI](#)



Original claim content

[View submitted content](#)

This claim filed under

- Multiple vehicle
- North Carolina
- 2024



- Applications >
- Data Science Projects
- Data Science Pipelines >
- Distributed Workload Metrics
- Model Serving
- Resources
- Settings >

# Insurance Claims

- Components
- Permissions

Jump to section

Workbenches

Cluster storage

Data connections

Pipelines

Models and model servers

## Workbenches

Create workbench

Name	Notebook image	Container size	Status
> PyTorch Notebook	Claim Processing Workbench	Small	Running
> TensorFlow Notebook	TensorFlow	Small	Stopped
> VS Code	Custom VSCode	Small	Stopped

## Cluster storage

Add cluster storage

Name	Type	Connected workbenches
> PyTorch Notebook	Persistent storage	PyTorch Notebook
> TensorFlow Notebook	Persistent storage	TensorFlow Notebook
> VS Code	Persistent storage	VS Code

## Data connections

Add data connection

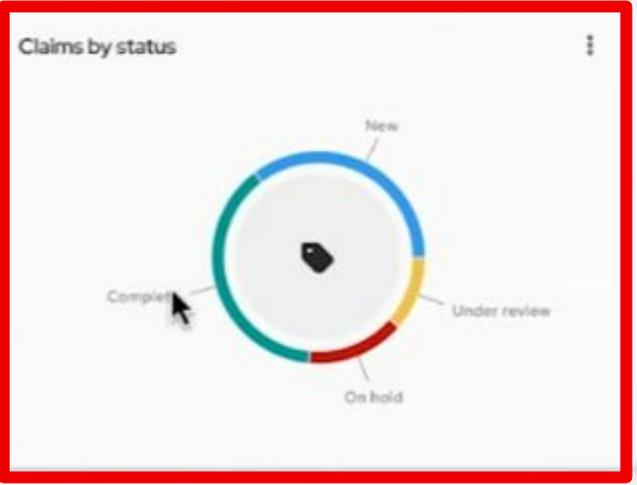
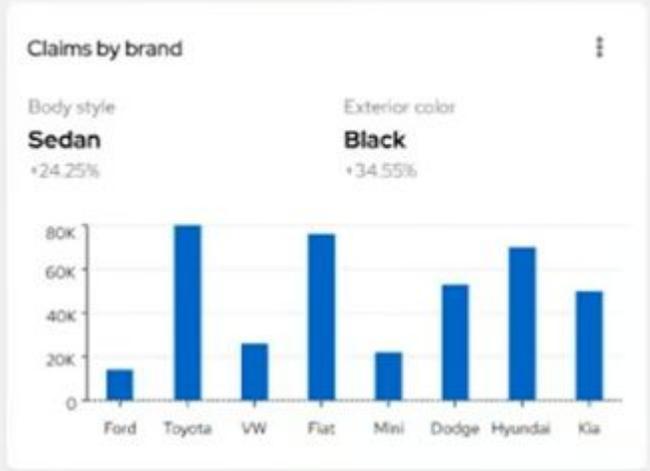
Name	Type	Connected workbenches
ODF Storage	Object storage	PyTorch Notebook

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Sunday - June 30, 2024

# Dashboard

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

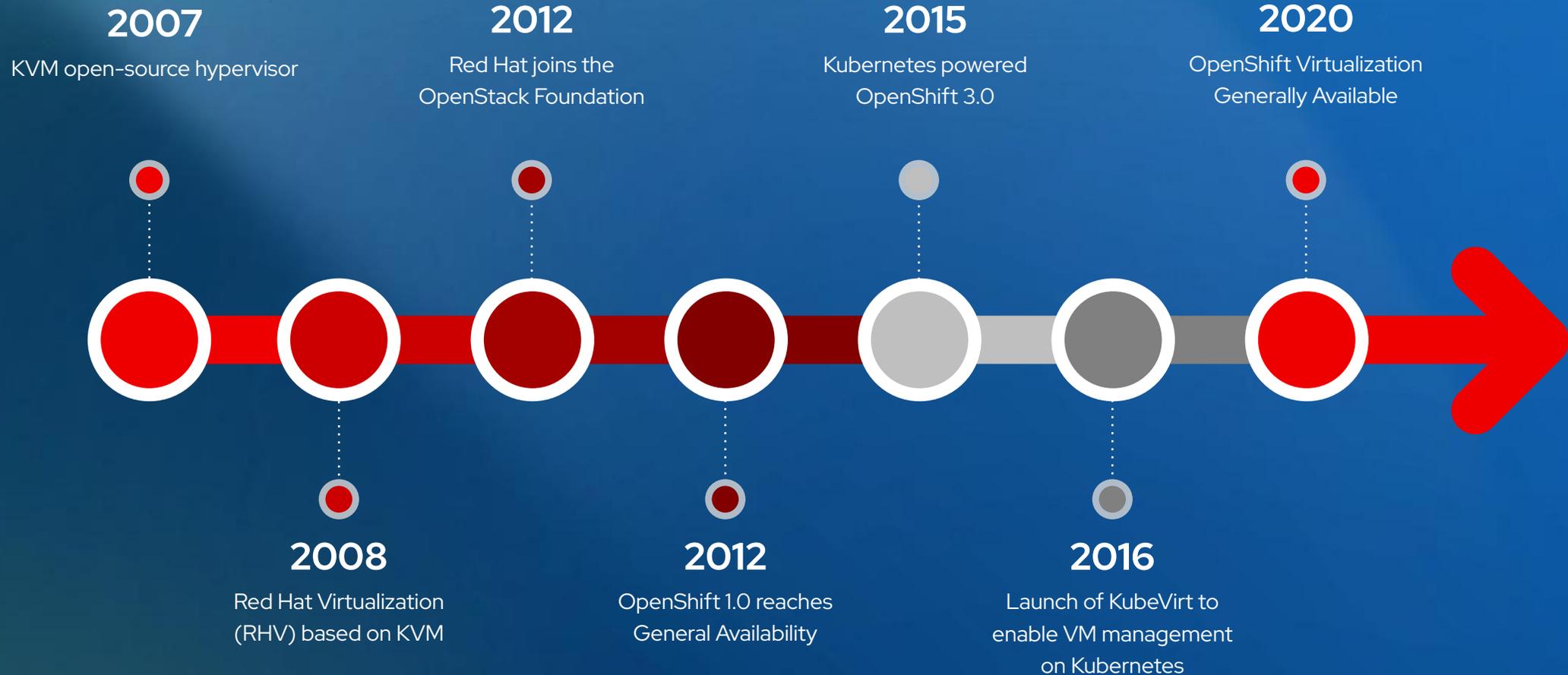




**Valentino Uberti**

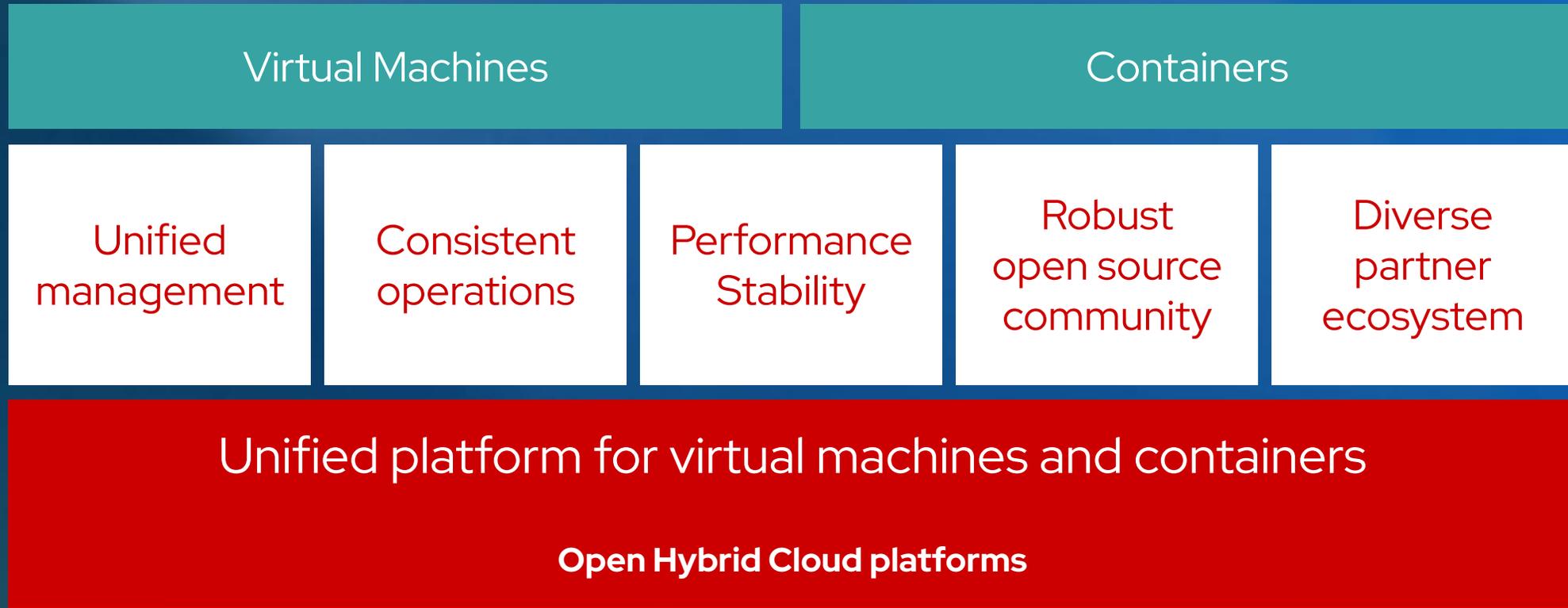
Specialist Solution Architect  
Red Hat Italia

# Red Hat has experience with virtualization



# Red Hat OpenShift Virtualization

The modern option for general purpose virtualization



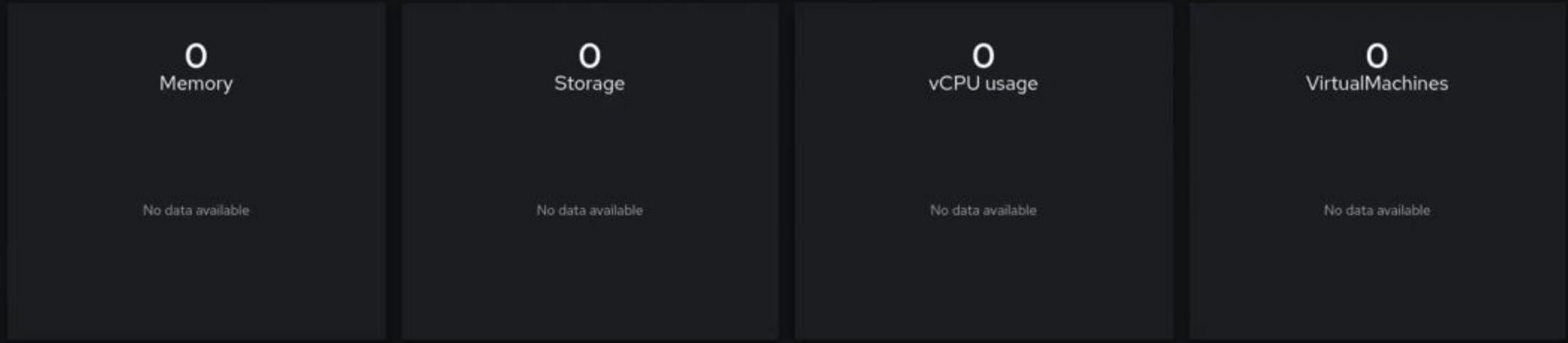
- Administrator
- Home
- Operators
  - OperatorHub
  - Installed Operators
- Workloads
- Virtualization
  - Overview
  - Catalog
  - VirtualMachines
  - Templates
  - InstanceTypes
  - Preferences
  - Bootable volumes
  - MigrationPolicies
- Networking
- Storage
- Builds

Project: ocpvirt

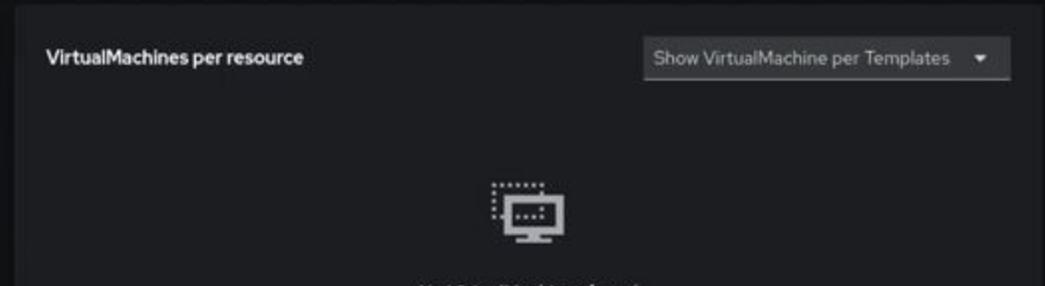
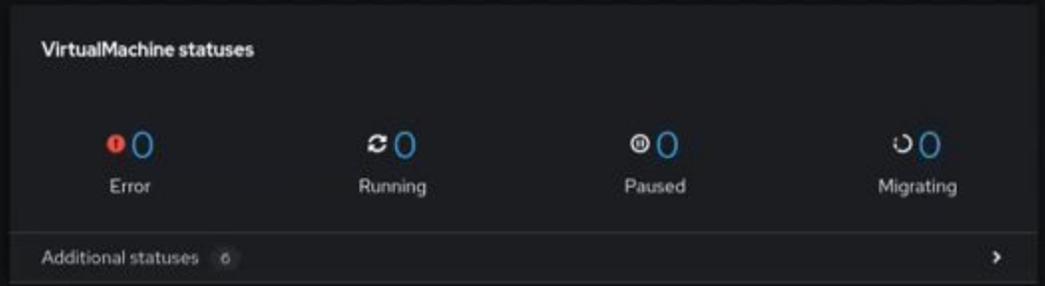
# Virtualization

[Download virtctl](#) [Show getting started resources](#)

- Overview
- Top consumers
- Migrations
- Settings



Alerts (0) [View all](#) [Show all alerts](#)



- Administrator
- Home
- Operators
  - OperatorHub
  - Installed Operators
- Workloads
- Virtualization
  - Overview
  - Catalog
  - VirtualMachines
  - Templates
  - InstanceTypes
  - Preferences
  - Bootable volumes
  - MigrationPolicies
- Networking
- Storage
- Builds

Project: ocpvirt

Pending changes

The following areas have pending changes that will be applied when this VirtualMachine is restarted.

- Scheduling > Eviction strategy

- Overview
- Details
- Metrics
- YAML
- Configuration
- Events
- Console
- Snapshots
- Diagnostics

Details

Name	webinar-2
Status	Running
Created	0 minutes ago
Operating system	Red Hat Enterprise Linux 9.3 (Plow)
CPU   Memory	1 CPU   2 GiB Memory
Hostname	localhost
Template	rhel9-server-small

VNC console



Open web console

Utilization

CPU	Memory	Storage	Network Transfer
0m	0 B	6.96 MiB	0 Bs
Requested of 0m	Used of 2 GiB	Used of 199.79 MiB	Total
No data available	No data available		

Alerts (0)

Snapshots (0)

Take snapshot

No snapshots found

Network interfaces (1)

Name	IP address
default	10.131.1.60

Disks (2)

Name	Drive	Size	Interface
rootdisk	Disk	30.00 GiB	virtio
cloudinitdisk	Disk	-	virtio

You are logged in as a temporary administrative user. Update the [cluster OAuth configuration](#) to allow others to log in.

- Administrator
- Home
  - Overview
  - Projects
  - Search
  - API Explorer
  - Events
- Operators
- Workloads
- Virtualization
- Networking
- Storage
- Builds
- Pipelines
  - Pipelines
  - Tasks
  - Triggers
- Observe
- Compute
- User Management

Project: demo

Pipelines > Pipeline details

## PL windows-installer

Actions

- Details
- Metrics
- YAML
- PipelineRuns
- Parameters
- Resources

### Pipeline details



#### Name

windows-installer

#### Tasks

- modify-data-object (create-source-dv)
- modify-data-object (create-base-dv)
- create-vm-from-manifest
- wait-for-vmi-status
- cleanup-vm

#### Namespace

NS demo

#### Labels

No labels [Edit](#)

#### Annotations

1 annotation [Edit](#)

#### Created at

Nov 8, 2023, 10:42 AM

#### Owner

No owner

- Developer
- +Add
- Topology
- Observe
- Search
- Builds
- Environments
- Helm
- Project
- ConfigMaps
- Secrets

Display options Filter by resource Name Find by name...



D modern-app



VM rhe19-mesh

Search, Refresh, Close, Full Screen icons

## Welcome to Ansible Automation Platform!

Please log in

Username \*

 Controller	
admin	

Log In



# Red Hat

## Ansible Automation Platform



# Red Hat

A blue gradient background with several 3D-rendered spheres. A large teal sphere and a small red sphere are in the top right. A large red sphere and a small pink sphere are in the bottom left. The text is centered in the middle.

Red Hat gives you a  
blueprint for a future  
where **you're in control.**



# Giampiero Cannavò

MED Ecosystem Leader  
Red Hat

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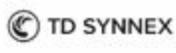
Diamond



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**Davide Benelli**

EMEA

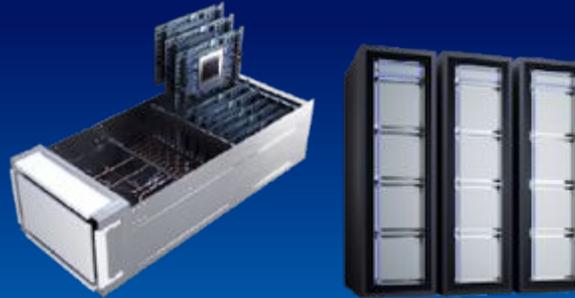
Partner Marketing Manager,  
Intel

# Bringing AI EVERYWHERE



AI PC Node  
AI Developer Productivity &  
Light Inference

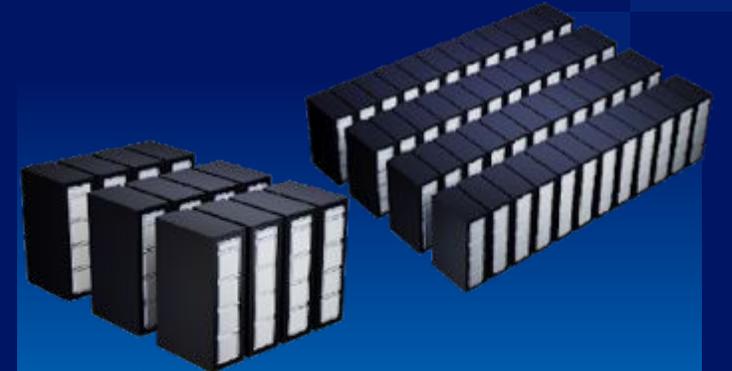
AI PC  
Broadest AI SW Ecosystem



Node  
Fine-tuning,  
Inference

Cluster  
Light Training, Tuning,  
Peak Inference

ENTERPRISE AI & EDGE AI  
Open Standard, "Ready to Use"



Super Cluster  
Training, Tuning,  
Peak Inference

Mega Cluster  
Large Scale Training  
& Inference

DATA CENTER AI  
AI Open, Scalable Systems & Reference Arch



# Intel Enterprise AI for Red Hat® OpenShift® AI and Red Hat® Enterprise Linux

Customer and Ecosystem Managed Software

Intel® Tiber™  
Edge Platform

 PyTorch

 OpenVINO™

Intel® Tiber™  
AI Studio

 **Red Hat**  
OpenShift AI

 **Red Hat**  
Ansible Automation  
Platform

 **Red Hat**  
OpenShift  
Container Platform

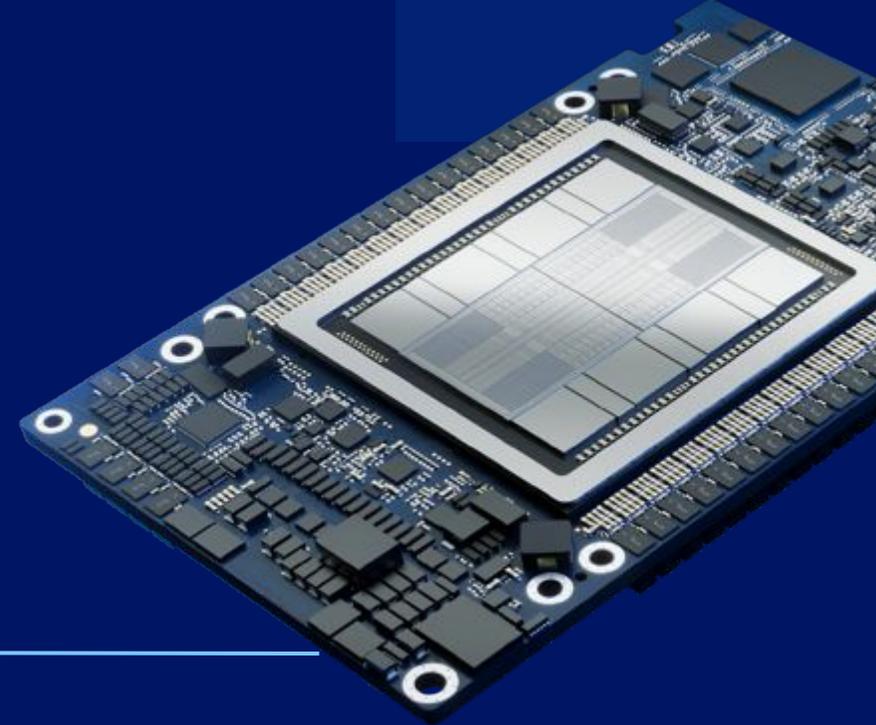
 **Red Hat**  
Enterprise Linux



# Intel® Gaudi® 3 AI Accelerator

Giant Leap in Performance  
and Productivity for AI Training & Inference

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**DELL** Technologies

  
**Hewlett Packard**  
Enterprise



**ASUS**

**GIGABYTE**  
TECHNOLOGY

**ingrasys**

**Inventec**

  
QUANTA CLOUD TECHNOLOGY

**wlstron**

**wiwynn**

 **IBM Cloud**

**intel**

# Open Ecosystem to accelerate Enterprise GenAI Deployments

## RETRIEVAL AUGMENTED GENERATION (RAG)

Enterprise  
Data



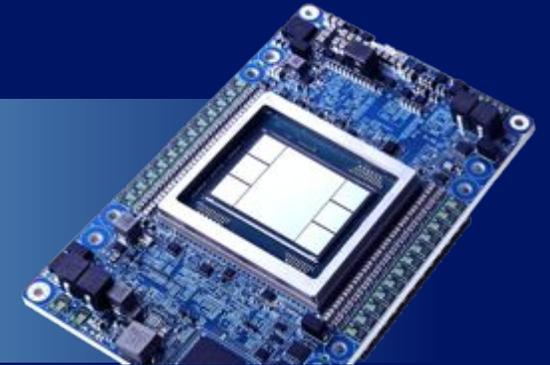
Mature, More Secure and Confidential

x86 CPU Based



Embedding  
And  
Vectorization

AI  
Models



Rapidly Evolving and Disruptive

Accelerator Based

# CONFIDENTIAL Computing & AI

## Now enabled with Red Hat\*



intel.  
XEON®

Intel® Trust Domain Extensions (Intel® TDX)

Extended to AI workloads and soon Gaudi3

---

## Intel® Tiber™ Trust Services

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intel.®

\*Guest support available from select CSPs. Host support coming soon

Come try: Preview access to Intel® Gaudi® 2 & 3\*  
Accelerators on Intel® Tiber™ Developer Cloud

Come visit: OPEA-based Retrieval Augmented Generation  
(RAG) on Intel® Gaudi with OpenShift AI tech session

intel.



Red Hat



Open Platform  
for Enterprise AI

Come by: Our booth for more information



**Giorgio Galli**  
Sr. Manager Tech Sales  
Red Hat Italia

# Red Hat Summit: Connect

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A TIM ENTERPRISE BRAND

  
Leitha

**CAMPARI GROUP**

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di Sondrio**

**FINCANTIERI**

**accenture**

## **Riccardo Tinnirello**

Chief Technology Officer, Fincantieri S.p.A.

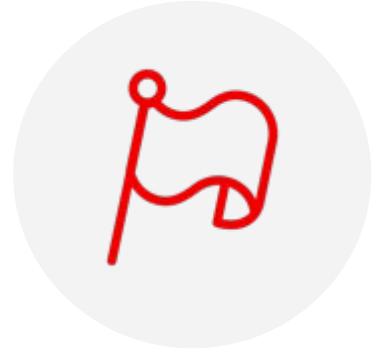
## **Andrea Ghezzi**

Managing Director Cloud First  
Accenture



# Necessità

- ▶ Strumento centralizzato funzionale ad una infrastruttura complessa (differenti domini, cross platform, infrastruttura ibrida e multi-cloud)
- ▶ Standardizzazione dei processi di Patching e Provisioning infrastrutturale
- ▶ Riduzione significativa dei tempi e degli errori umani
- ▶ Massimizzazione dell'efficienza sui task ripetitivi e a basso valore aggiunto





# La Soluzione

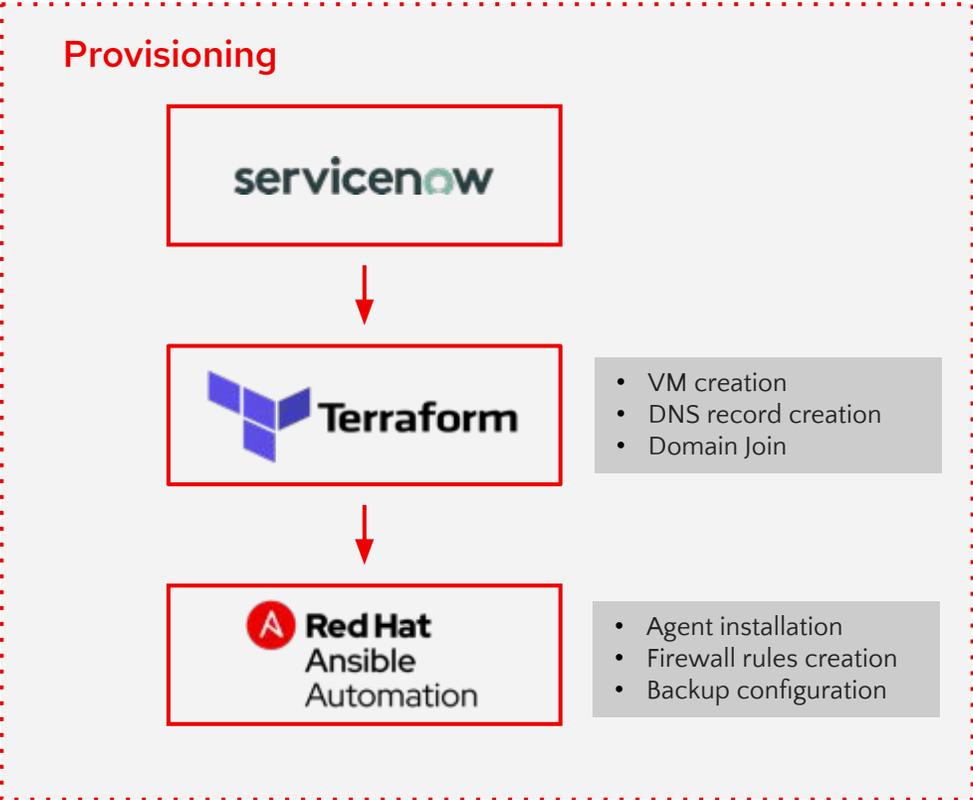
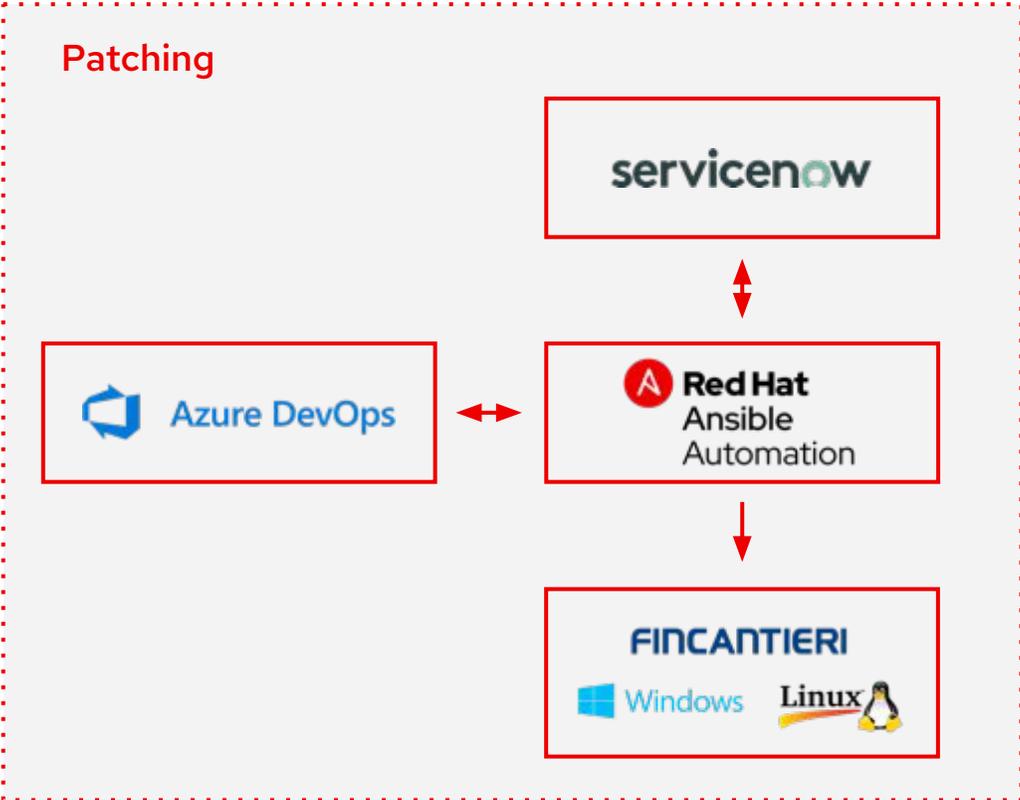
Assessment AS IS



Valutazione soluzioni



Implementazione soluzione e test



# I Benefici



## Patching

- ▶ Processo standard, ma flessibile per ambienti specifici (es. SAP e meccanismi di cloud cost optimization)
- ▶ Possibilità di patching su larga scala in tempi ridotti e in situazioni d'urgenza
- ▶ Rischio ridotto di patching mensile «missing»

## Provisioning

- ▶ Processo standard e semplificato che consente tempi di lavorazione brevi
- ▶ V.M. con caratteristiche uniformi
- ▶ Centralità dell'informazione: unico punto di modifica al processo
- ▶ Riduzione significativa degli errori umani

## Distribuzione Software

- ▶ Riduzione dei tempi operativi per la distribuzione dei software

## Regole Firewall

- ▶ Riduzione dei tempi di creazione, modifica ed eliminazione delle regole

# **FINCANTIERI**

**Grazie**



# Francesco Zen

Head of Computer Science  
Leithà | Unipol Group

# Franco Varano

FSI Solutions Sales Specialist



# Leithà

«*factory* che sviluppa soluzioni data-intensive in modalità *agile* per preservare, valorizzare e arricchire il patrimonio informativo di **Unipol** e mantenere all'interno il vantaggio competitivo»

# Creare e mantenere vantaggio competitivo

## Hard skills

### Le competenze core fanno la differenza

- Data science e computer science
- Concentrare e fare massa critica
- Distinguere da business e IT tradizionale
- No outsourcing → know how è valore
- Crescere insieme ai risultati

## Tech stack

### Cosa accomuna le parole insurtech, fintech, legaltech,

- ...
- Risorse e tempo per costruire uno stack eccellente
- Pieno controllo degli strumenti
- Flessibilità: mix di opensource e software commerciale in base alla qualità
- Evoluzione continua e granulare

## Agility

### Le buone idee vengono facendo

- Ciclo corto: sviluppo, test, prod, feedback
- No waterfall: procedere per iterazioni successive
- Il project management è molto più una attitudine che un *job title*
- Coinvolgere direttamente business, data protection, compliance, etc
- Anche sulle piattaforme (gitops, dataops, mlops)

# Verso una piattaforma

In pochi mesi siamo passati da lab di PoC a erogare in produzione, su milioni di clienti, prodotti e servizi digitali end-to-end o integrati con i sistemi legacy, cambiando diversi approcci, con tentativi ed errori, cercando di fallire velocemente e a basso costo...

# Come erogare workload di analytics e ML?

## On your laptop

- Bring your own GPU!
- Data scientist con PC da gamer
- Portare in produzione è lungo e pesante

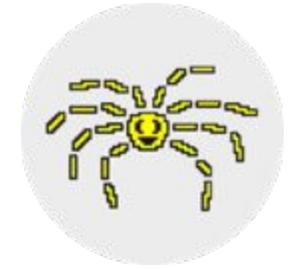
## Off-the-shelf big data platforms

- Rigidità (scala + spark, il resto difficile da adattare)
- GPU: difficilissimo distribuire carico
- Limiti alla sperimentazione

## Primi esperimenti

- Modelli su container (docker)
- Orchestrazione (K8s) per scalare
- GPU provisioning
- Automazione
- Separazione dati e computing...

# Pantopoda



## Cluster **OpenShift** con nodi GPU

- Data processing (feature engineering, data delivery)
- Models (training, serving)

## Principi guida

- Stateless
- 100% scriptabile
- Idempotente
- Modulare

## Prototipazione

- Discovery su notebook (JupyterHub)
- Pronti a essere convertiti in pipeline
- Esperimenti in produzione (dati, tool)

## Data access and storage

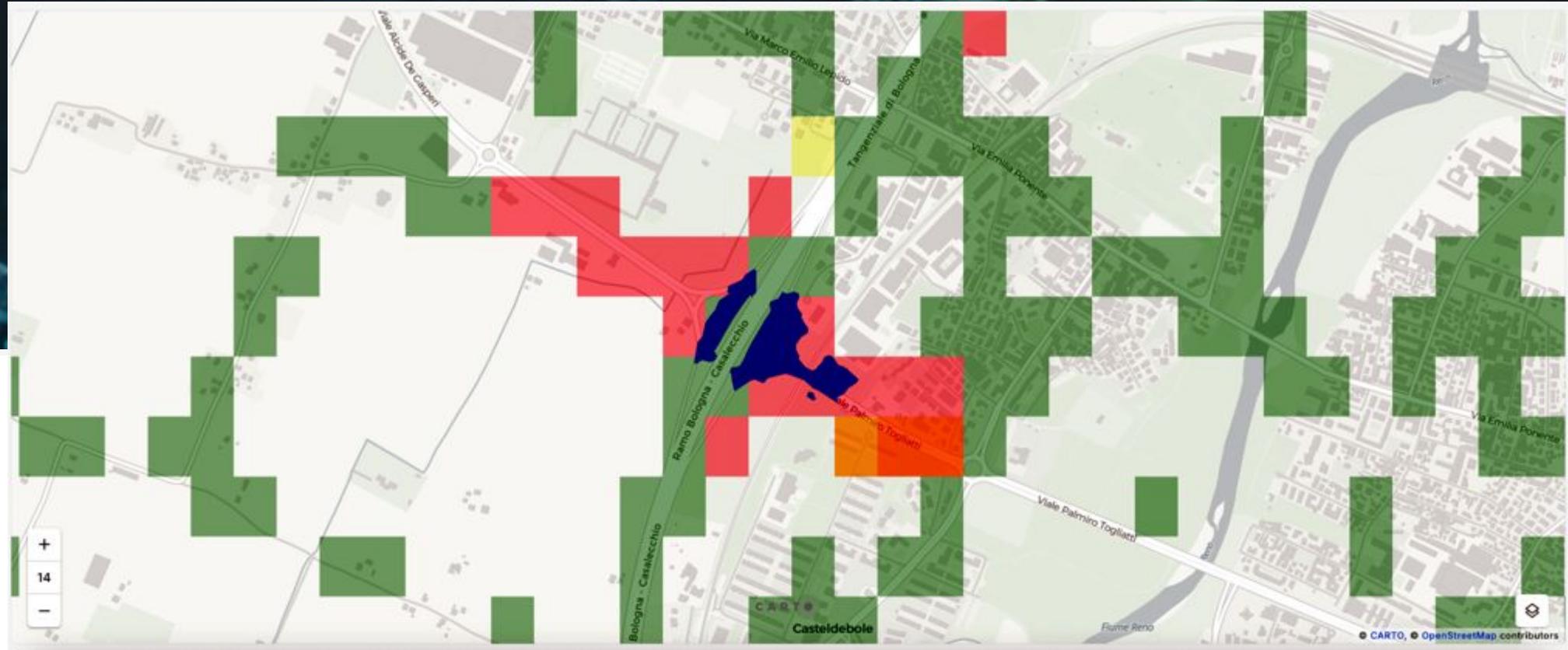
- Database di secondo livello
- Object-defined storage
- HDFS
- ...

## Benefici

- ✓ Condivisione risorse di calcolo incl. GPU
- ✓ Segregazione della visibilità, auth gerarchica (company, team, project)
- ✓ Flessibilità: Python, Scala, Java, Node, Go [...] librerie, framework, versioni
- ✓ Orchestrazione, pipeline dichiarative, automazione, ripetibilità, audit
- ✓ Semplificazione: 50% use

# Esempio 1: telematica e clima

Black box e satelliti per emergenze climatiche



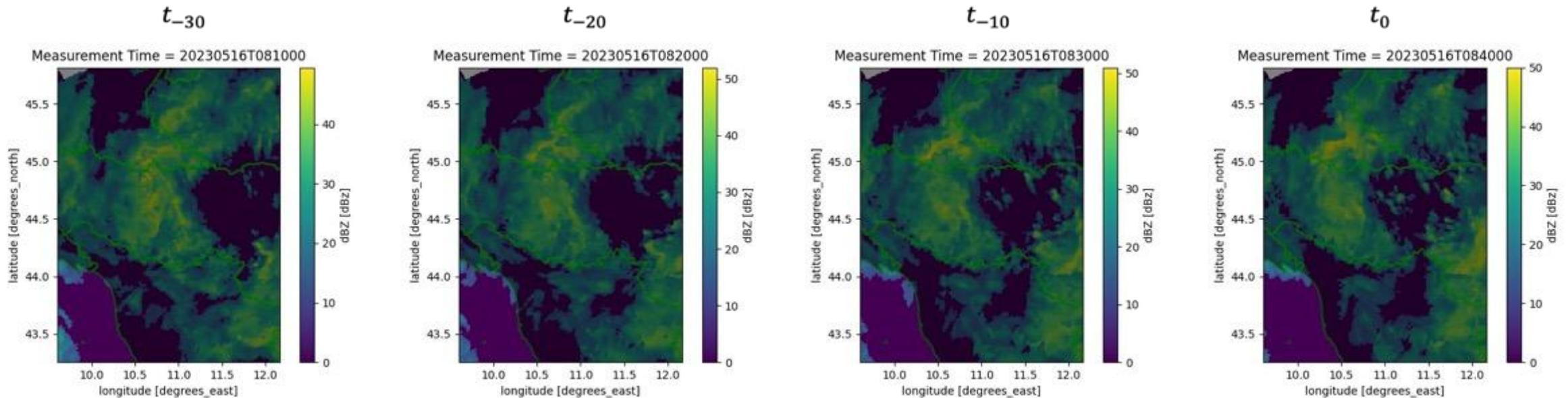
*Anomalie del traffico realtime, misura immediata e su scala nazionale delle emergenze meteorologiche in attesa di refresh con rilevazioni satellitari*

# Esempio 2: nowcasting

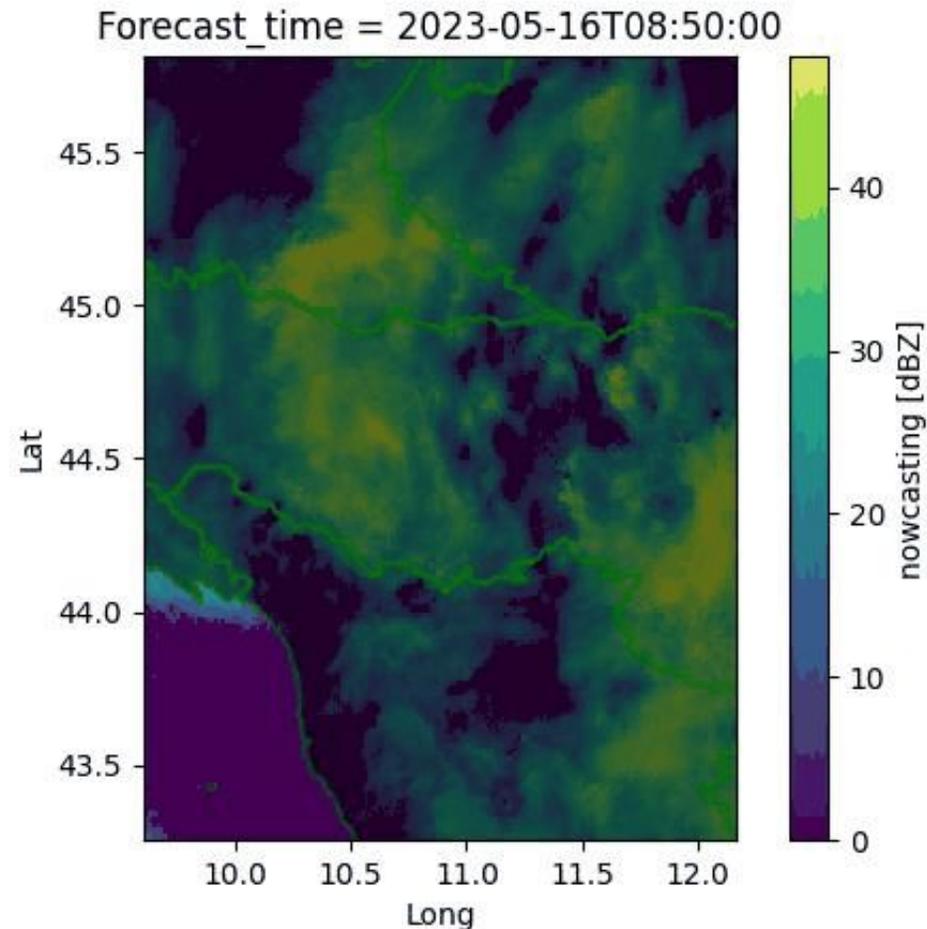


## GAN per previsioni meteorologiche a breve

- Generative adversarial network
- Input: quattro immagini RADAR dell'idrometeora a intervalli di 10 minuti fino a pochi istanti prima



# Esempio 2: previsione



## Output del modello

Sequenza di 18 immagini a intervalli di 10 minuti nelle prossime 3 ore

## Trigger

Alert a clienti (proprietà o veicoli a rischio)

# Next steps

- Segregazione avanzata del carico
- Hybrid environment
- Serving platform





**Grazie**



## **Francesco Ciuccarelli**

Group CIO & CTO  
Alpitour World

## **Luca Vitaliano Missaglia**

Vice President Client Unit North  
Kyndryl



# CHI SIAMO

## GRUPPO

**Alpitour World** è uno dei più importanti player europei nel settore turistico: nel 2022 ha totalizzato un fatturato aggregato pari a 1,9 miliardi di euro e ha chiuso il **2023** con **2,4 miliardi** di euro.

**Sinonimo di professionalità, innovazione e scoperta**, Alpitour World è entrato nell'immaginario collettivo come il Gruppo che fa viaggiare gli italiani da oltre 75 anni.



**7 Sedi principali**

in Italia



**16 Paesi**

in cui è presente

con società controllate



**4.700 collaboratori**



**5 Aree di Business**

con cui è attivo lungo tutta la filiera turistica, nazionale e internazionale

**5**

brand

**4+ K**

strutture  
contrattate

**1 M**

Di viaggiatori



**TOUR OPERATING**

**15**

aerei

**50+**

destinazioni

**2,3 M**

di passeggeri



**AVIATION**

**26**

strutture nel  
mondo

**2**

brand

**1,5 M**

di presenze



**HOTEL**

**16**

Paesi  
presidiati

**0,7 M\***

di passeggeri



**INCOMING**

**1**

network  
in joint venture

**2,4 K**

punti vendita in  
Italia



**TRAVEL AGENCIES**



CHI SIAMO

TOUR  
OPERATING

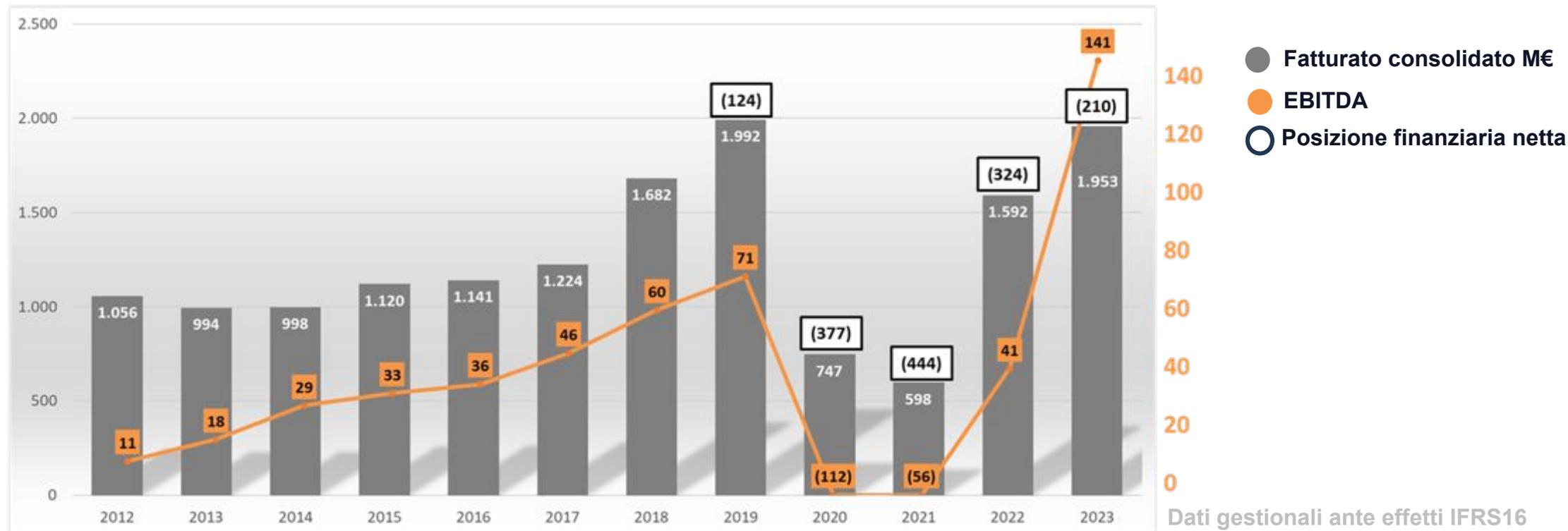
J2C

DOVE SIAMO

IL  
VIAGGIO

# LE NOSTRE SCELTE E LA NOSTRA STRATEGIA

BUSINESS OVERVIEW - PERCORSO DI CRESCITA



eden viaggi

ALPITOURWORLD

Contesto Tecnologico... molte incognite da affrontare con rapidità e scalabilità

2020: Migrazione sistemi Eden

2021: Riassetto societario

2022: Ripresa dei mercati



CHI SIAMO

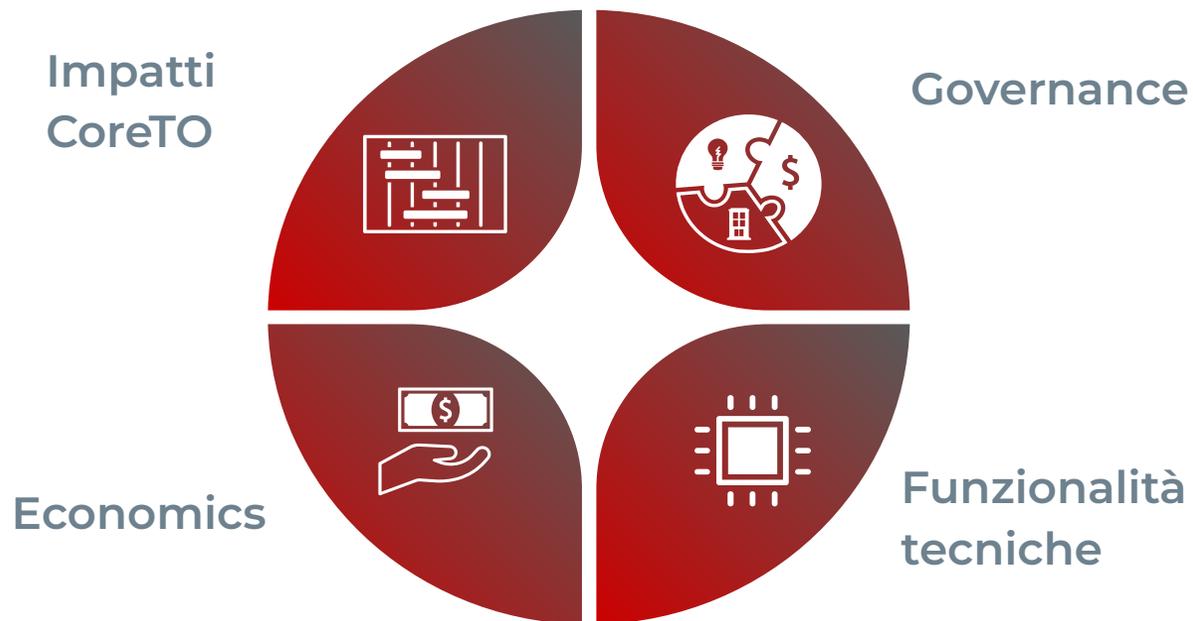
TOUR  
OPERATING  
J2C

DOVE SIAMO

IL  
VIAGGIO

# JOURNEY TO CLOUD: ROSA

I DRIVER DELLA SCELTA



## I RISULTATI

### L1.2. Efficacia Commerciale

#### Nuovi siti B2C: oltre le previsioni, verso la multicanalità

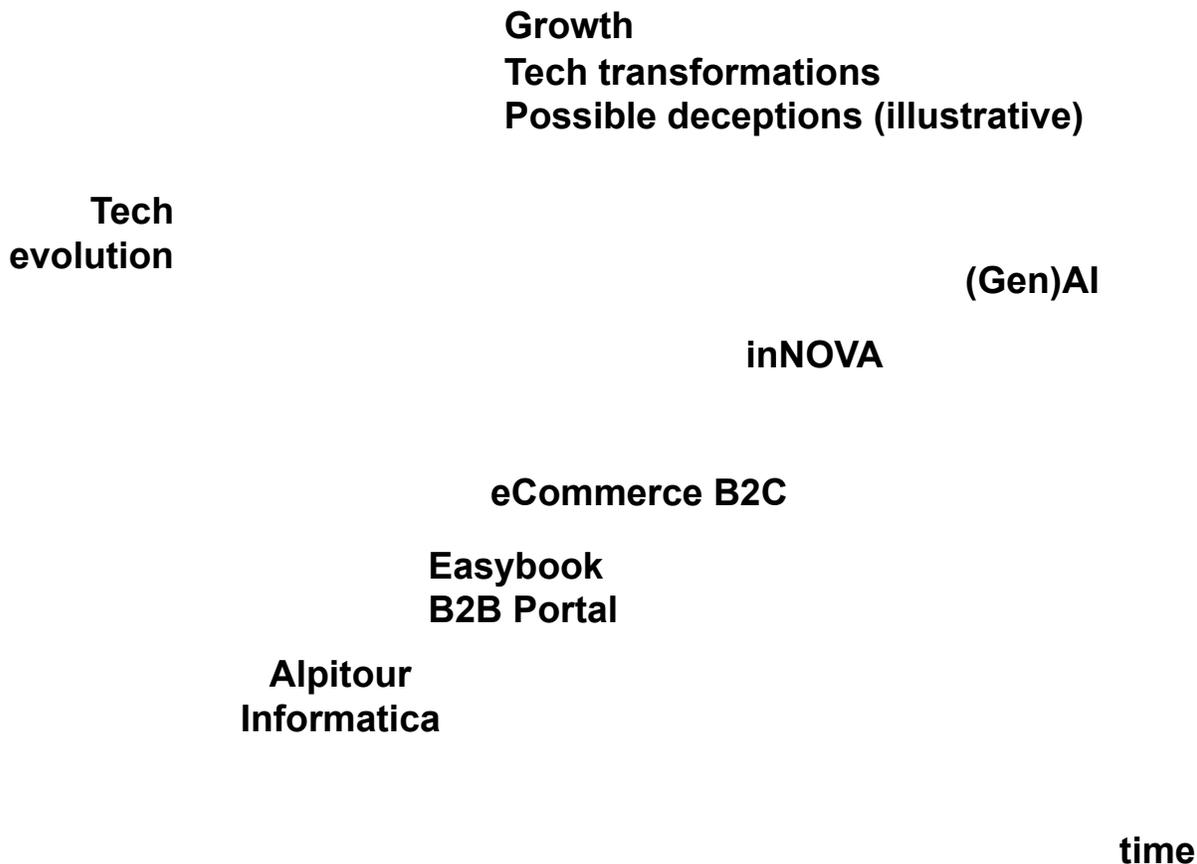
- +70% conversion rate
- +50% incidenza del B2C sul fatturato
- Integrazione tra B2B (trade) e B2C nel Journey consumer
- Fatturato totale B2C 2022 +70% vs 2019 (pre-COVID)

Riduzione dei tempi di setup  
infrastrutturale

e.g. 1,5 hh. vs 1,5 gg. per riconfigurare il cluster  
B2C raddoppiando la potenza disponibile

# IL NOSTRO VIAGGIO

INNOVAZIONE TECNOLOGICA



- Facendo leva sugli asset costruiti con il programma **inNOVA** Alpitour World lancia una nuova iniziativa legata all'adozione delle tecnologie di intelligenza artificiale
- Il programma è partito da una ricognizione dei possibili casi di utilizzo dell'**IA**, sia tradizionale sia generativa, in tutti i processi dell'azienda (98 casi in totale).
- Due prodotti (Tredi e Amelia) già in produzione sulla piattaforma **AlpiGPT**.



+ 120% di collaboratori nell'area IT rispetto al 2019



10+ M€ Investimenti annuali oltre ai programmi di trasformazione



Certificazione ISO/IEC 27001 in ambito SGSI (Sistema Gestione Sicurezza Informazioni)



62 sviluppatori informatici



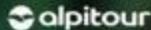
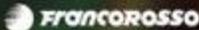
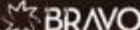
2 programmi di trasformazione inNOVA e Next-GenAI

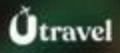


Un'unica data Platform di Gruppo alimentata da 30+ fonti dati e con 100+ report consultati al giorno

SIAMO IL VIAGGIO  
CHE VOGLIAMO VEDERE  
NEL MONDO

  
ALPITOURWORLD



ALPITOURWORLD

**Grazie**

# CAMPARI GROUP



## **Simone Danzo**

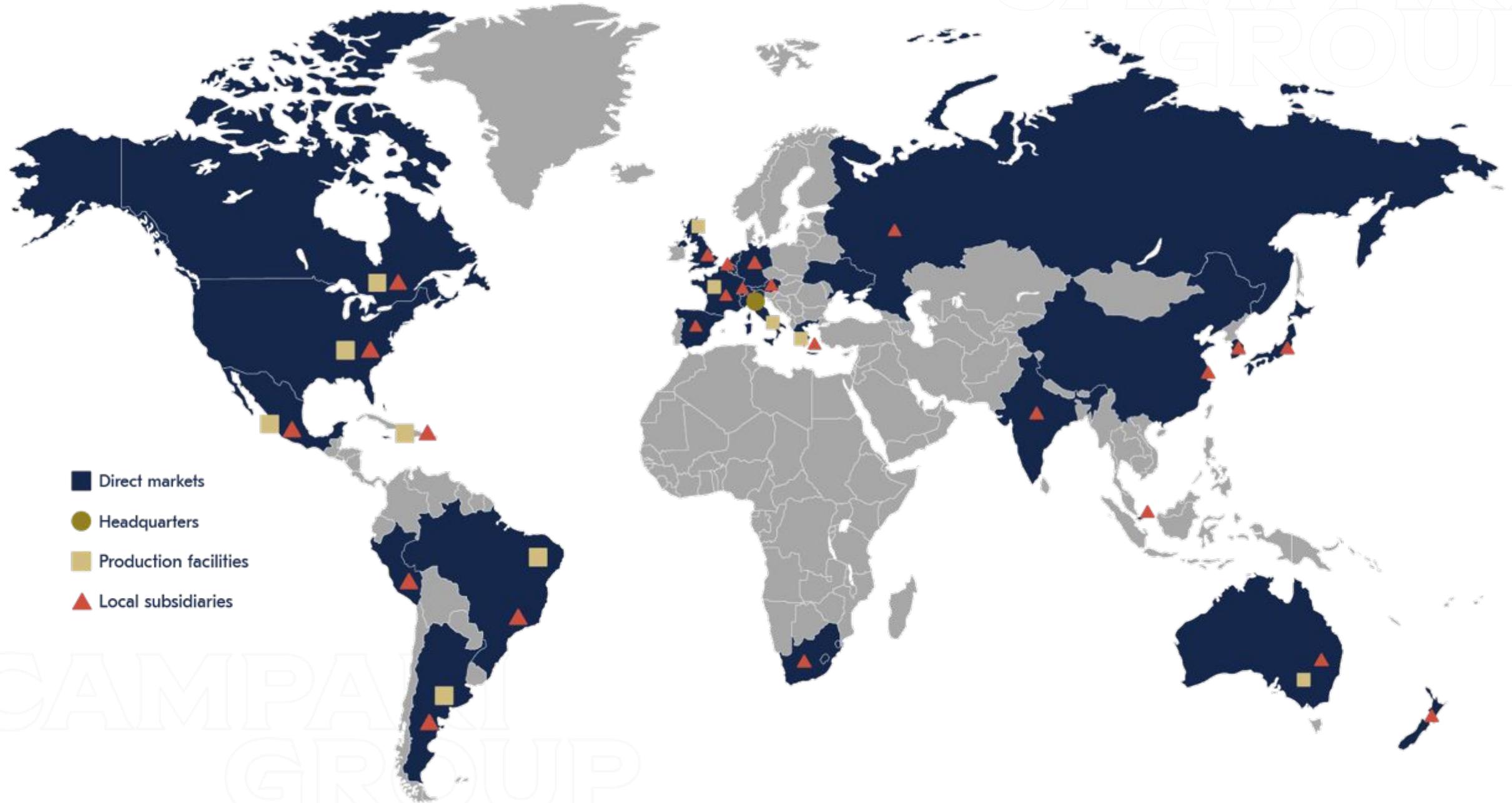
Global Director Infrastructure & Operations  
Campari Group

## **Michele Riso**

Red Hat Strategic Partnership Leader

IBM





# Campari Group's Case for Automation

## Transformation Context

From Outsourcing to Multi-Sourcing  
in a heterogeneous environment

## Business needs

Governance & Compliance

## Why Red Hat Ansible Automation Platform

Out-of-the box compatibility with Campari Group ecosystem

## IBM contribution

Roadmap advisory & pilot implementation

**CAMPARI GROUP**



# Establishing the Infrastructure Foundation

## Pilot Focus

Core infrastructure automation, including Azure VMs and AD management.

## GenAI

Red Hat Ansible Lightspeed with IBM Watsonx Code Assistant

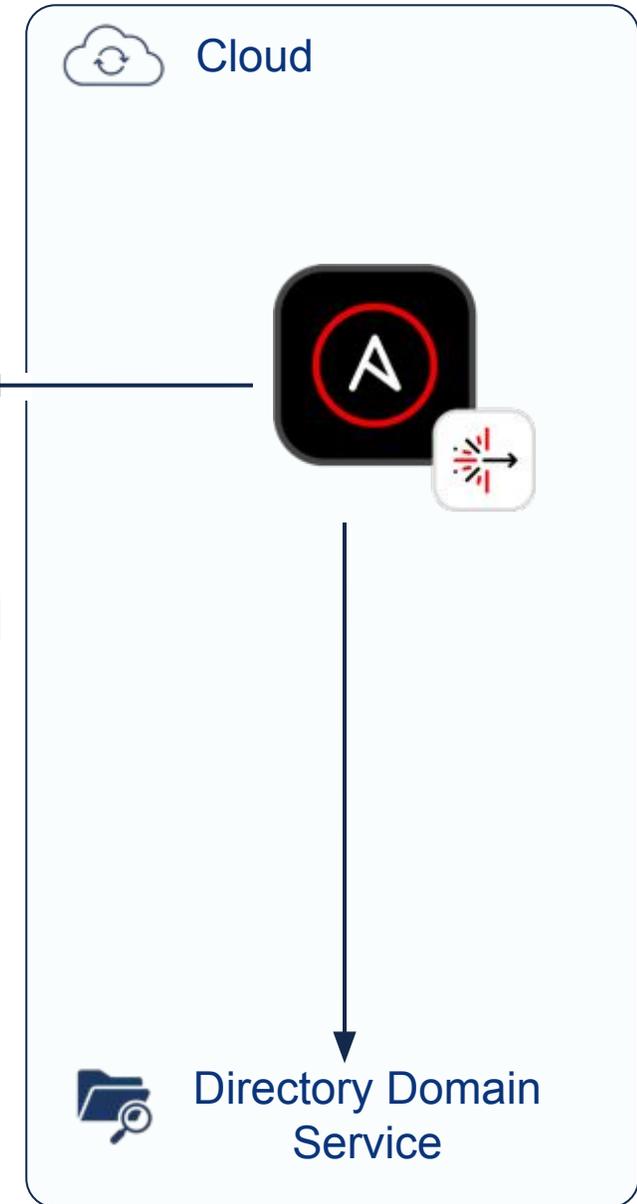
## Pilot Outcomes

Governance through Automation as code

## Compliance

Dynamic Inventory through Service Now CMDB Integration

 Ticketing System



# Scaling Operations with Governance and Compliance

## Scaling Infrastructure

Azure config management

On-Prem (networking) management

Cyber security response

## Extending Reach

Create a central automation platform

that can be extended to other departments

**CAMPARI GROUP**



**CAMPARI GROUP**

**Grazie**



A TIM ENTERPRISE BRAND



**Red Hat**

## **Luigi Genoni**

Head of Competence Center Linux & ERP  
Noovle a TIM Enterprise Brand

## **Simone Bruni**

Strategic Accounts Manager  
Red Hat

# Noovle modernizes system management



## Noovle part of TIM group

- Part of the Italian telecommunications giant, TIM Group, Noovle provides cloud services to private and public sector companies.
- National network of data centers enable Noovle to offer custom B2B services for customers
- It provides innovative solutions across hybrid, private, and multi-cloud environments with high standards of digital excellence and security.



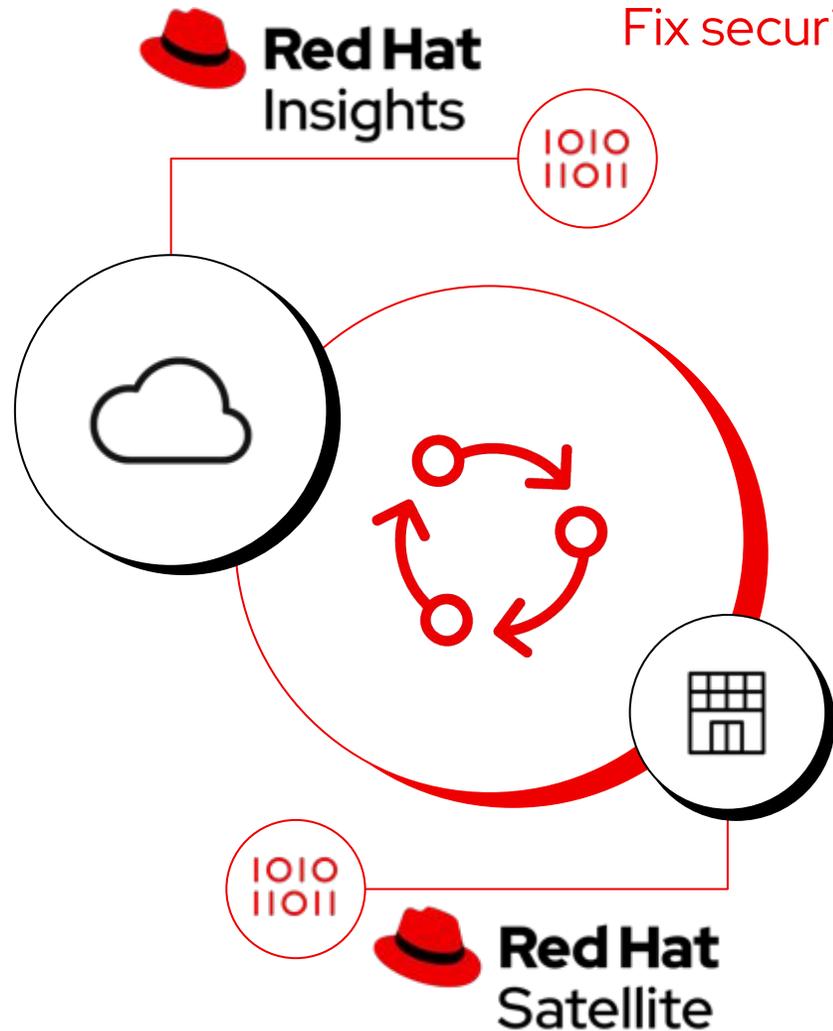
## Challenges of large and complex enterprise environments

- Multi-platform environment made up of more than 15,000 physical and hybrid systems.
- Small and agile teams to operate and maintain the infrastructure.
- Complex legal requirements and internal obligations to meet.
- Reduce the risk of any security breaches impacting critical data or services.



# Self-service Portal

Fix security, patch, and compliance issues



## Noovle built a self-service portal using Red Hat Satellite and Red Hat Insights

- ▶ **Centralized management:** A single place to monitor and manage all systems.
- ▶ **Improved security and compliance:** Automated patching, vulnerability detection, and compliance reporting.
- ▶ **Increased efficiency:** Application owners can manage their own resources, freeing up the central IT team.
- ▶ **Enhanced visibility:** Provides a clear overview of all systems and their status.



A TIM ENTERPRISE BRAND

**Grazie**



## **Laura Moroni**

System Administrator  
Banca Popolare di Sondrio

## **Nicholas Sosio**

System Administrator  
Banca Popolare di Sondrio

## **Simone Cattalani**

Senior Solutions Engineer  
Dynatrace

# POPSO: Il Gruppo Bancario al centro delle Alpi

- Sin dalla fondazione, avvenuta in Valtellina nel 1871, è al servizio dei territori in cui opera
- Il Centro Servizi dell'istituto conta oltre 180 addetti dedicati a gestione e sviluppo dei sistemi informativi
- Il nostro percorso di trasformazione ruota attorno alla centralità del cliente, anche sui canali digitali



Oltre **3.600**  
dipendenti



Oltre **500** sportelli  
in Italia



Oltre **900.000**  
clienti



# Il nostro ecosistema IT: un connubio di tradizione e modernità

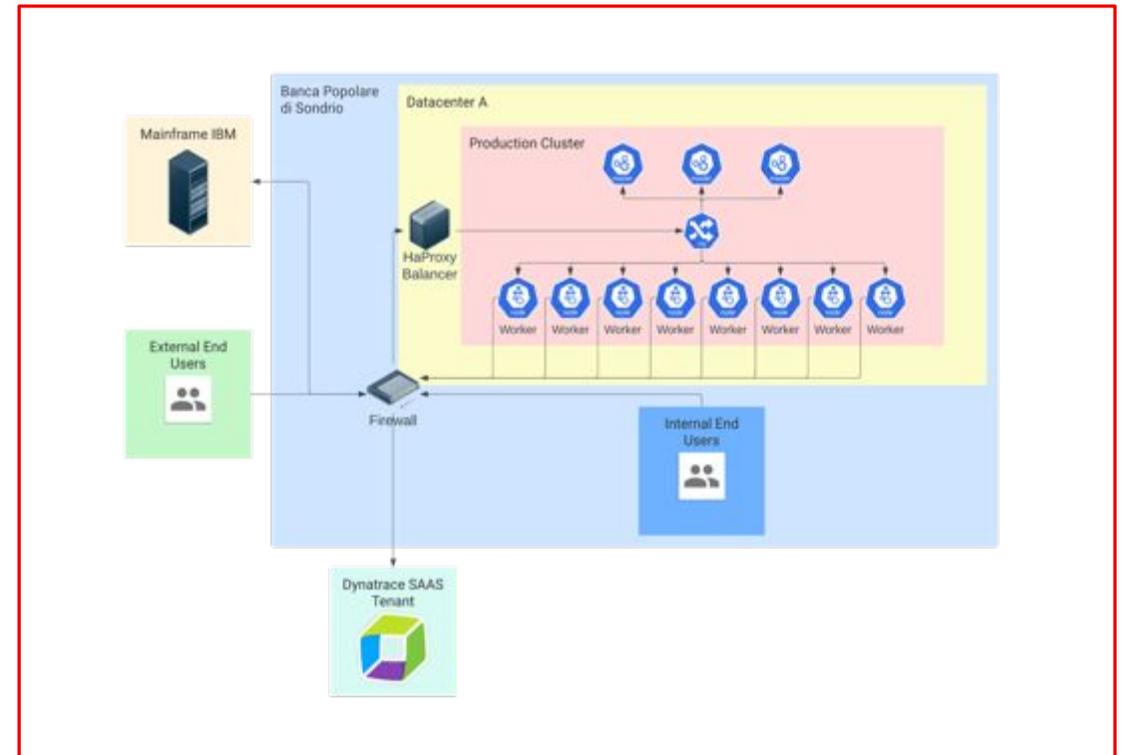
- Infrastruttura ospitata nei nostri moderni DC
- Molteplici cluster Red Hat OpenShift Bare Metal
- Applicazioni rivolte agli utenti riscritte secondo una logica cloud native
- Forte interazione con sistemi legacy (mainframe)
- *Approccio DevOps, guidato dall'Ops*

22  
Nodi

3  
Cluster

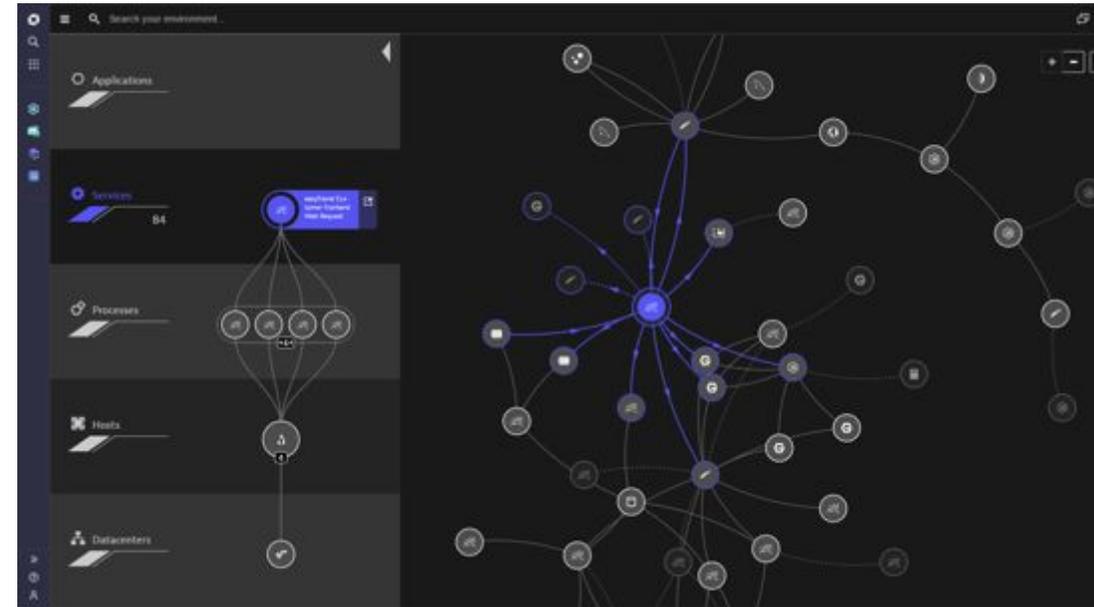
1.000  
Pod

300  
App



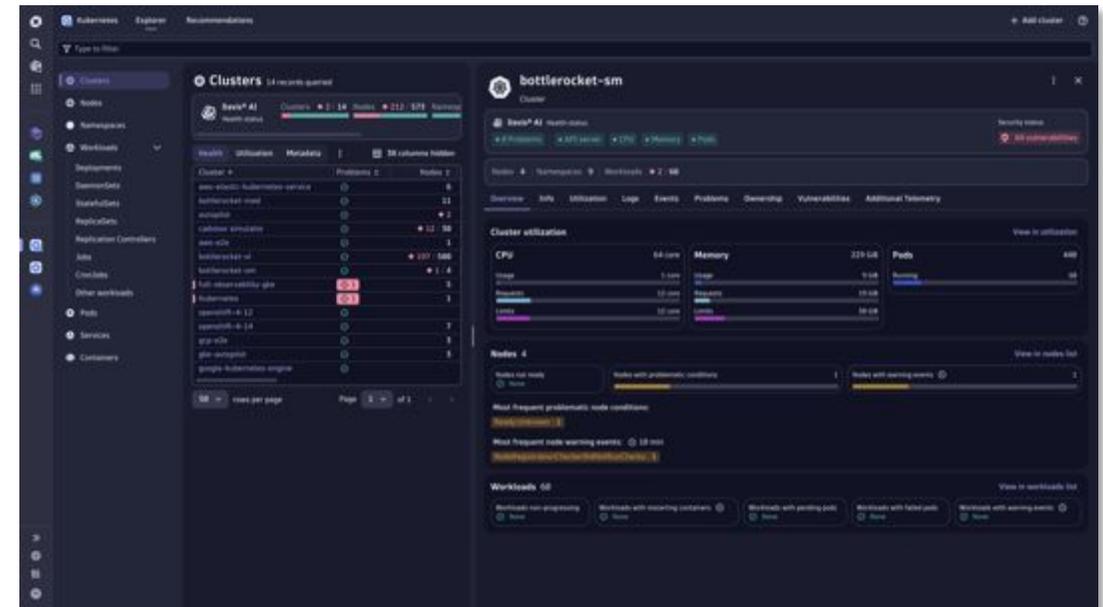
# Dal monolite ai microservizi: un percorso sfidante

- **Le applicazioni bancarie sono caratterizzate da una particolare attenzione a robustezza, disponibilità e sicurezza**
- Le architetture applicative coinvolte sono estremamente variegate e ciò pone un problema di osservabilità end-to-end e full-stack
- **Nuovi ambienti, nuove architetture, nuove sfide:**
  - limitata scalabilità degli strumenti tradizionali
  - necessità di ridurre la proliferazione di strumenti
  - come capire le dipendenze tra le componenti?
- ***Serviva un cambio di paradigma...***



# Come garantire l'accesso alle informazioni?

- **Criticità nel passaggio a Kubernetes di applicazioni tradizionali (lift & shift)**
- Gestire il sizing dei pod e monitorare le prestazioni delle applicazioni era più complesso del previsto
- A causa di vincoli di sicurezza interni, il team Dev non aveva accesso alle API di K8s e a molti dati
- **Dynatrace ha semplificato l'adozione di OpenShift e ha accelerato la migrazione delle applicazioni**
- Oggi ITOps e Dev accedono alle stessa fonte di verità per ottimizzare gli ambienti e i servizi

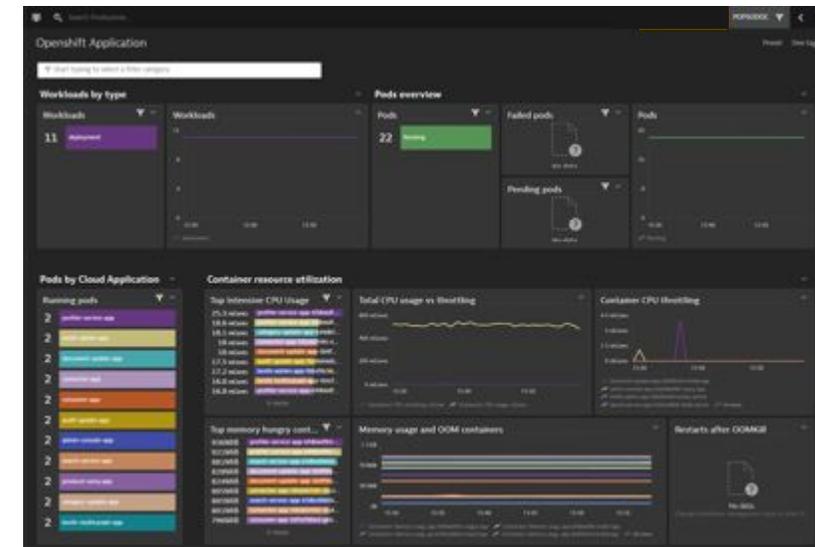


# L'osservabilità come building block dei servizi digitali

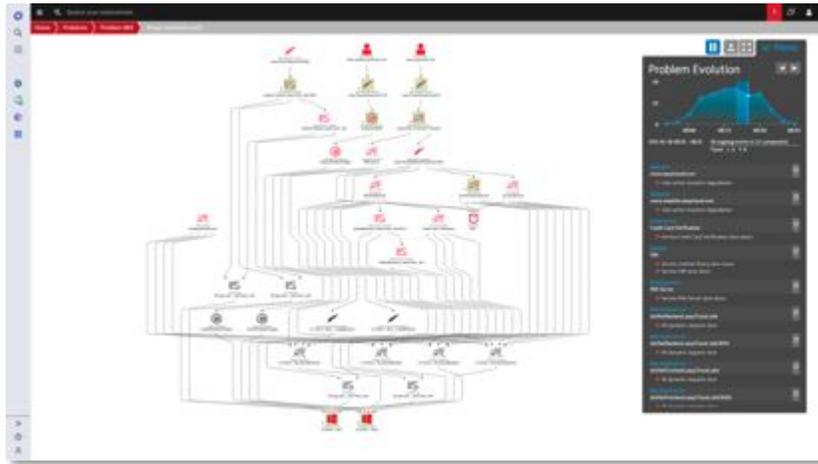
- **Dynatrace è diventata una componente fondante di tutte le nuove applicazioni aziendali**
- Abbiamo implementato il **Monitoring-as-Code** per automatizzare il deployment e la configurazione
- Il **rilascio automatizzato** ci permette di:
  - evitare attività manuali e ripetitive
  - ridurre l'errore umano
  - risparmiare svariate ore di lavoro
  - rendere tutto osservabile sin da subito



	Declarative: Checkout SCM	Validate	NS Creation	NS Config	Dynatrace MZ	Declarative: Post Actions
Average stage times: (Average full run time: ~19min 51s)	2s	25s	1min 56s	15min 44s	1min 20s	1s
set 30 12:03 1 commit	2s	25s	2min 25s	17min 9s	1min 25s	1s

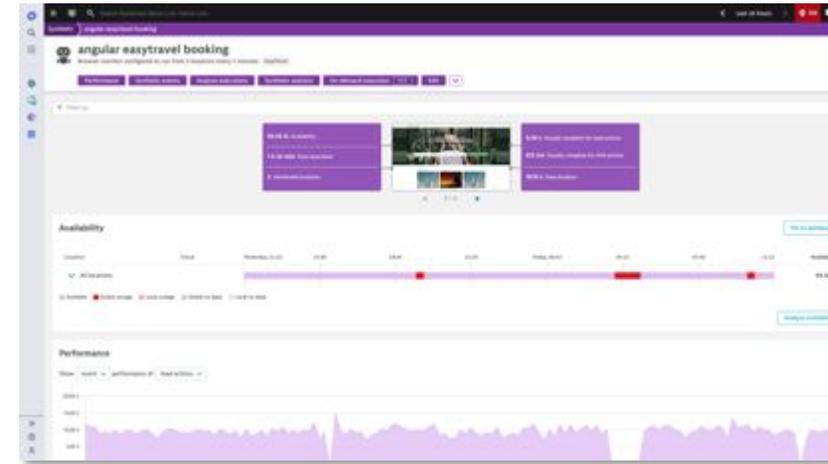


# Disservizi ed esperienze utente frustranti? *No, grazie!*



*Fare troubleshooting nel nuovo ambiente era una operazione sfidante e time consuming ma...*

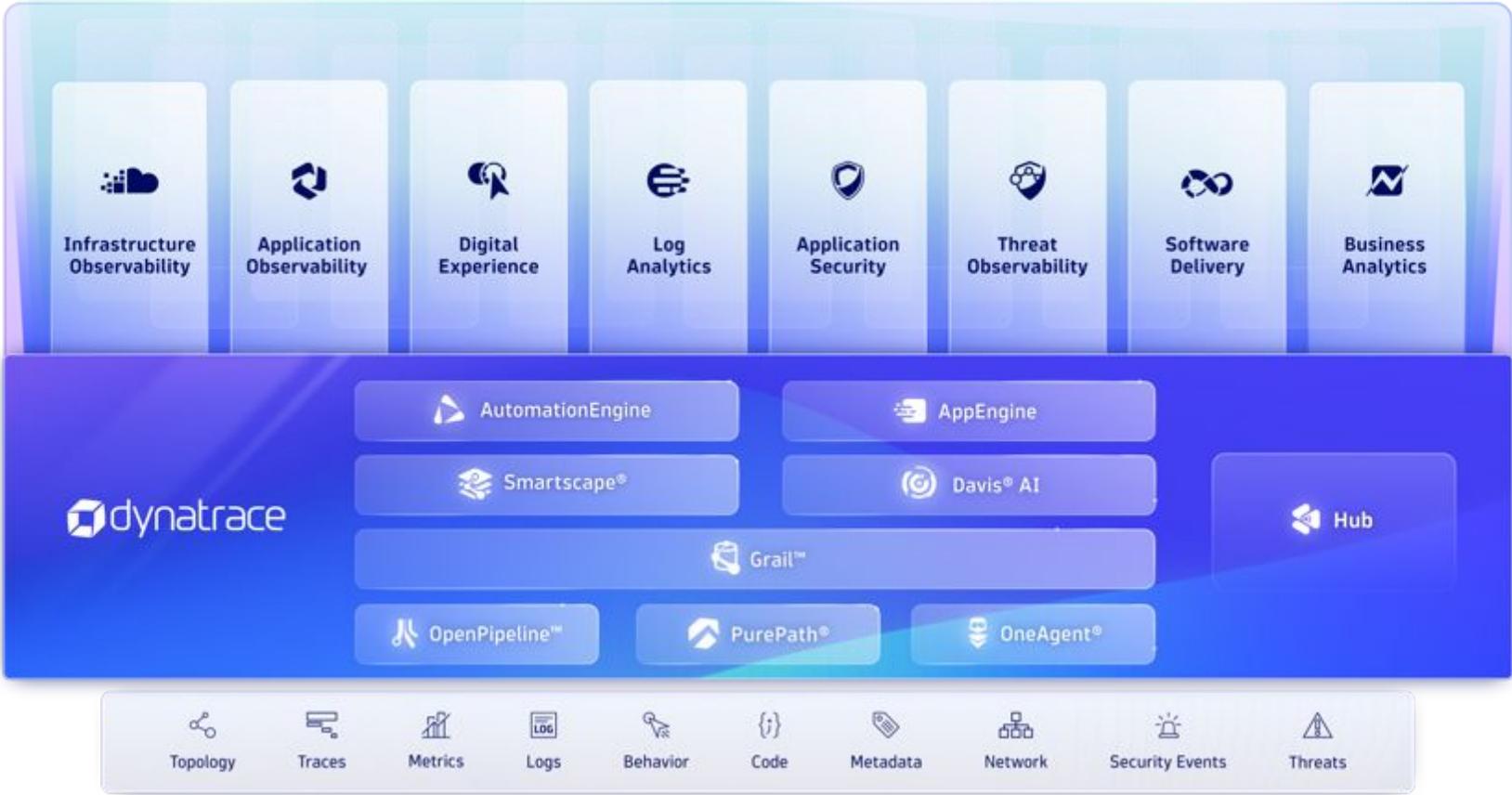
- ...l'**identificazione automatica delle anomalie** e della causa esatta che le ha generate ci risparmia fatica e ore perse in una war room
- ... e anche **il MTTR è calato significativamente**



*Prima era difficile valutare l'esperienza utente e gestire le segnalazioni ricevute ma...*

- ...oggi **misuriamo con precisione la qualità delle esperienze digitali** e interveniamo proattivamente
- Ogni servizio è un gioco di squadra**: tutti i team coinvolti usano i dati per applicare delle migliorie

# La piattaforma Dynatrace





**Banca Popolare  
di Sondrio**

**Grazie**

Red Hat  
**Summit**

**Connect**

# Thank you



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