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**LEARN. NETWORK.  
EXPERIENCE OPEN SOURCE.**

[www.theredhatsummit.com](http://www.theredhatsummit.com)

# HIDDEN TREASURES IN YOUR RED HAT SUBSCRIPTION

Marco Bill-Peter

VP Global Support Services, Red Hat

June 23, 2010

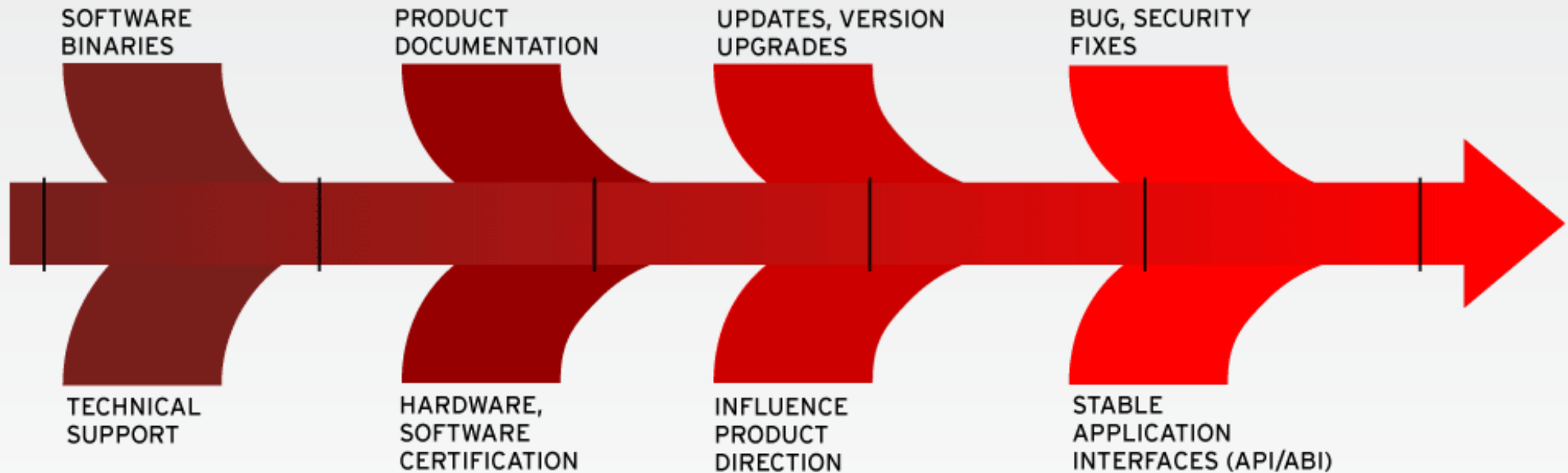
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# VALUE OF A RED HAT SUBSCRIPTION



**PREDICTABLE COST, CONTINUOUS VALUE**

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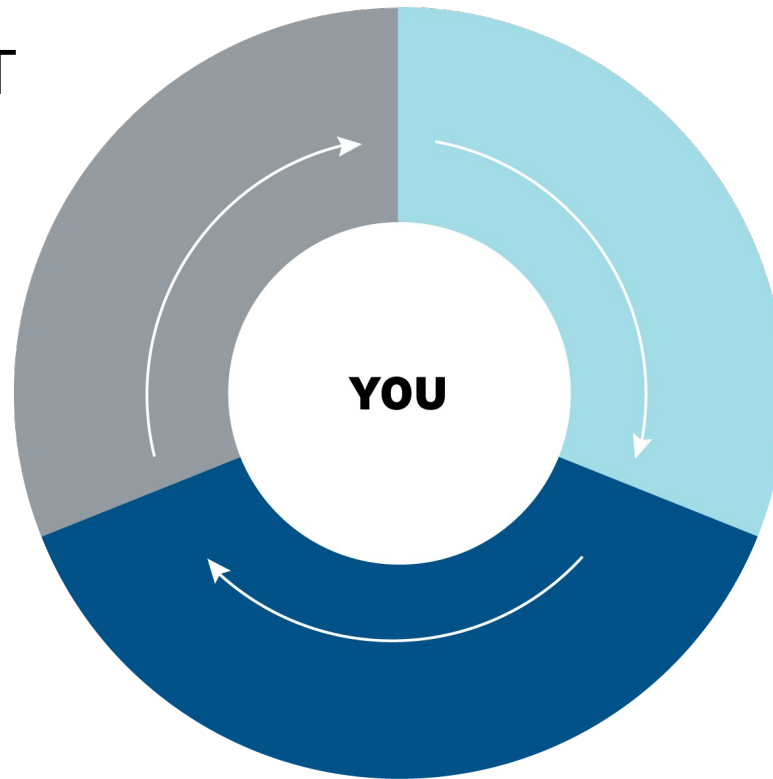
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# YOUR RED HAT SUBSCRIPTION - MORE THAN JUST GREAT SUPPORT

Participate in the creation of your IT platform – a collaborative process led by Red Hat with many partners.



Collaborate with Red Hat on the design and planning of your deployment.

Operate and maintain your enterprise IT deployment safely with Red Hat.

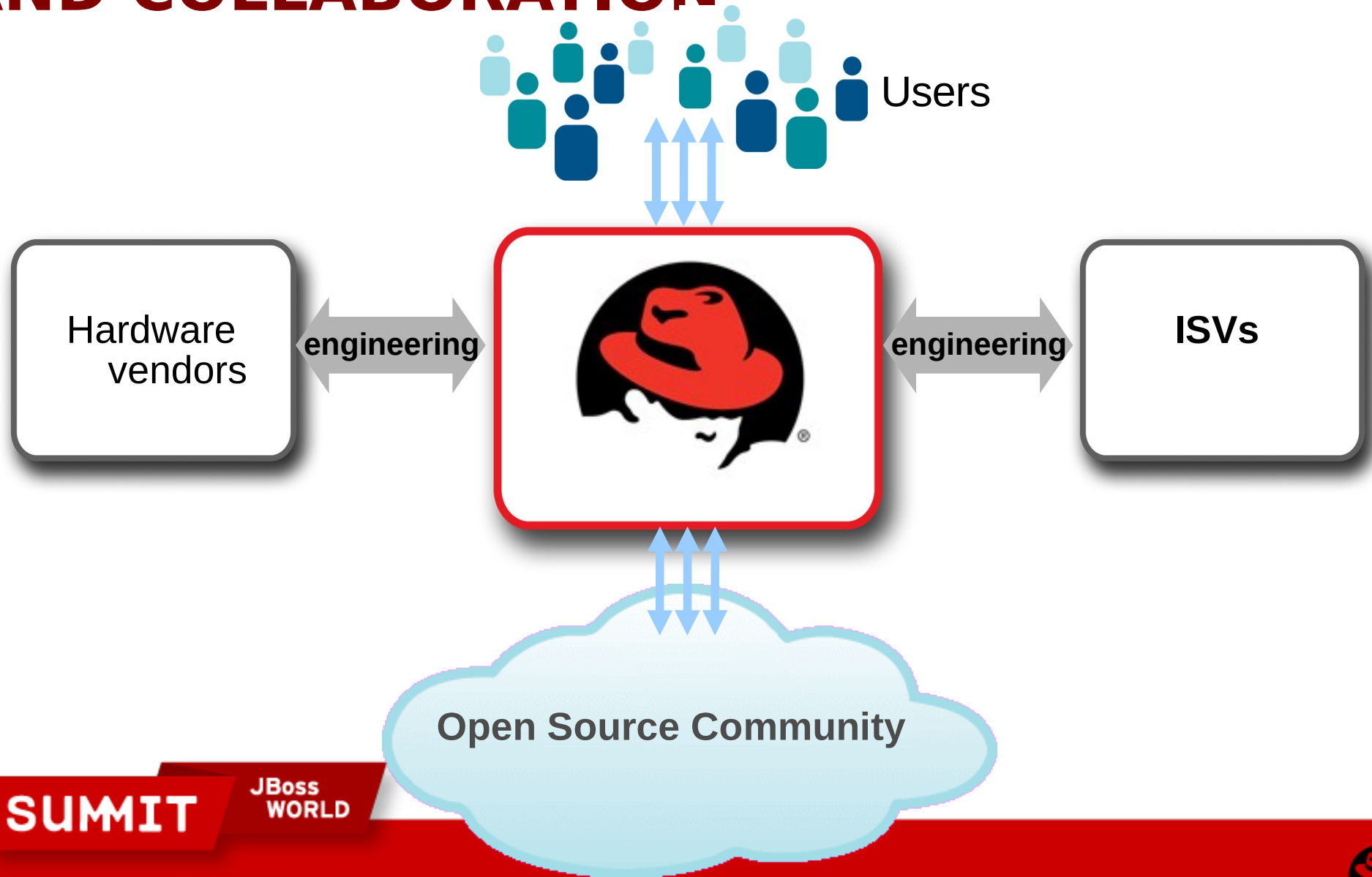
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# LEADING BETTER SOFTWARE DEVELOPMENT THROUGH **OPEN SOURCE** AND **COLLABORATION**



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# RED HAT'S RESEARCH & DEVELOPMENT TEAM

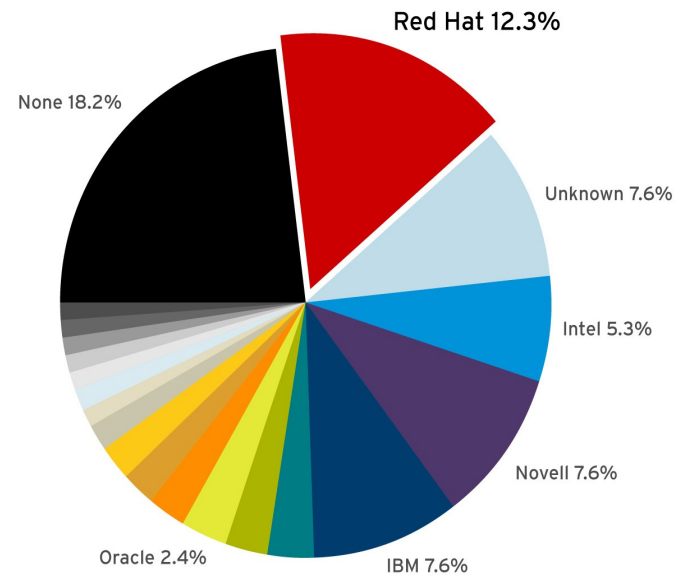
19.83% of revenue spent on R&D team

Open source leadership in Middleware and Linux

Leadership examples in  
Linux development

Network Stack
KVM Virtualization
x86 Architecture
Scheduler & Realtime
Storage Management
SATA I/O
SELinux Security
Filesystem
Graphics
Timers & Interrupts
Tracing / debugger

## LEADING CONTRIBUTOR TO THE LINUX KERNEL



Source: [www.linuxfoundation.org/publications/whowriteslinux.pdf](http://www.linuxfoundation.org/publications/whowriteslinux.pdf)

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# RED HAT'S OEM PARTNERS AND HARDWARE CERTIFICATION



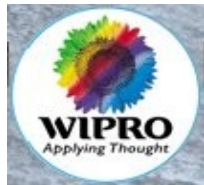
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# ADDITIONAL STRATEGIC PARTNERS – ALLIANCE, SI, ISV



symantec. Confidence in a connected world.



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# RHEL PRODUCT STABILITY

Uniquely positioned to identify distribution components from universe of possibilities

Fedora incubation -> RHEL hardening

The same crew upstream & RHEL maintenance

Unparalleled testing

Broadest hardware diversity

Substantial regression matrix, built from years of growing history

Highly engaged with OEMs & customers for beta

Stability and compatibility are paramount in minor releases

Strict acceptance criteria, incremental targeted fixes, careful change control

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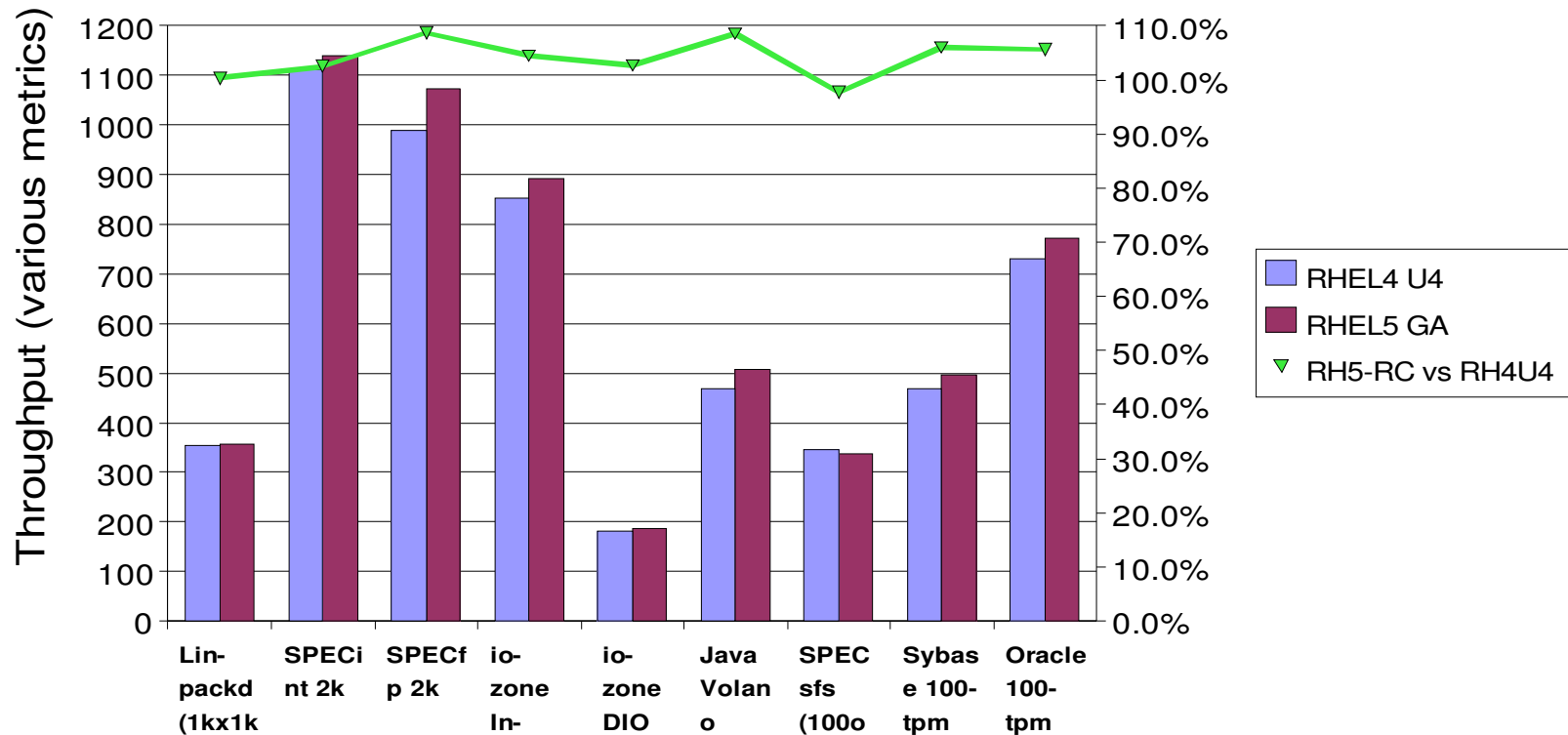
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# REAL PERFORMANCE WORK FOR YOUR IT LIFECYCLE

Example Red Hat Enterprise Linux

## RHEL5 (GA) vs RHEL4.4 Performance Summary



Continuous performance work on every update ensures that you can deploy during the long product lifecycle with minimal risk!

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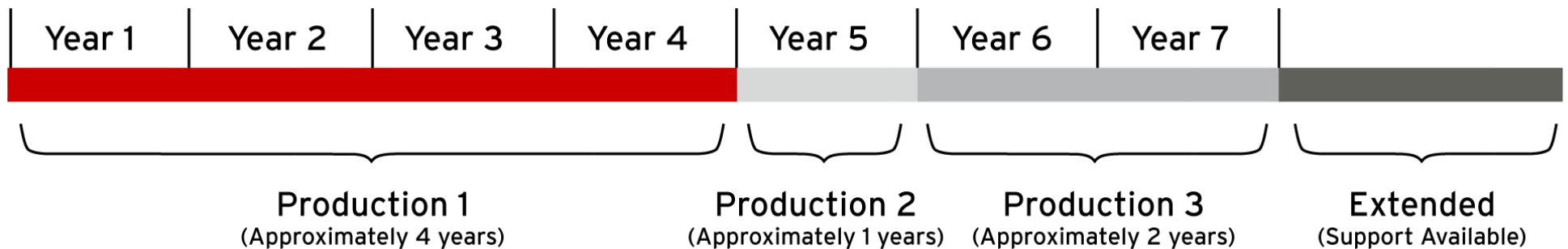
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# PRODUCT LIFECYCLE

## Example Red Hat Enterprise Linux



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# PARTICIPATE – SHAPE YOUR FUTURE

Joining forces on vertical solutions

Customer input shaping technology advancement

It's not just where we are **today**, it's working together for where you want to go **tomorrow**

Use cases & real-world optimization like performance

Joint test efforts

Increasing trend of co-development

Examples: Messaging middleware in establishing AMQP, Joint stack optimization, cluster testing and enhancements, real time extensions

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# COLLABORATION STARTS AT DEPLOYMENT

How can you plan the best implementation of your Red Hat products?

Reference Architectures

Solution Architects

Global Support Services for  
proactive help and guidance

Unlimited calls, proactive  
and reactive help

Red Hat Documentation and  
Whitepapers

Webinars by our lead engineers

New Customer Portal

Deploy with the company building the products. Nobody else can help you better and more complete.

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# REFERENCE ARCHITECTURES

redhat.com/rhel/resource\_center/reference\_architecture.html

Real guidance with details

Many ISV apps

Verticals

Special workloads

**RED HAT ENTERPRISE LINUX 5**

Overview Server Desktop

## Red Hat Reference Architecture Series

Red Hat already increases the IT capability of tens of thousands of enterprises while saving them hundreds of millions of dollars. With a Red Hat Enterprise Linux solution, businesses can lower the cost of owning an application and replace much of the expensive third party software in their stack.

A reference architecture is a comprehensive guide to getting the most out of that Red Hat solution.

Red Hat Reference architectures will explain the capabilities and limitations of a given solution and provide a how-to for implementing best practices. Provisioning, management, configuration and fine tuning are also covered, along with information about interoperability with other products.

Part road map, part textbook, these reference materials are essential for the proper deployment and long term operation of the solutions they describe.

[See all Reference Architectures for RHEL Products, Features & Technologies](#)

[See all Reference Architectures for ISV Applications & Horizontal/Vertical Solutions](#)

### Reference Architectures for RHEL Products, Features & Technologies

**RHEL Benchmark Summary**

- [RHEL Benchmark Data - March 2009](#)

**Red Hat Enterprise MRG - MRG Messaging**

- [MRG Messaging: Intel Xeon, 1GigE Throughput](#)
- [MRG Messaging: Throughput & Latency using 1 GigE, 10 GigE & 20 Gb Infiniband \(with AMD Opteron Broker\)](#)
- [MRG Messaging: Throughput & Latency using 1 GigE, 10 GigE & 20 Gb Infiniband \(with Intel Xeon Broker\)](#)
- [MRG Messaging: Setting up RHEL 5 to Handle a Large Number of Persistent Queues](#)

**High Availability**

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# TRANSPARENT, OPEN SECURITY

*“Red Hat has had the best vendor track record in dealing with third-party vulnerabilities.”*  
-- Symantec, 2007

*“(Red Hat is) the best practice example for security response amongst Linux distributions”*  
-- Microsoft, 2007

Updates for security issues provided through entire Enterprise Linux lifecycle and extended-life programs

Prioritized release of errata based on public severity impact ratings

Backporting security patches minimize risk for your deployment

Providing SCAP support for vulnerabilities we address (Mitre CVE, CVSS, Mitre OVAL)

Transparency, publishing risk reports, metrics, and raw data about every vulnerability Red Hat addresses

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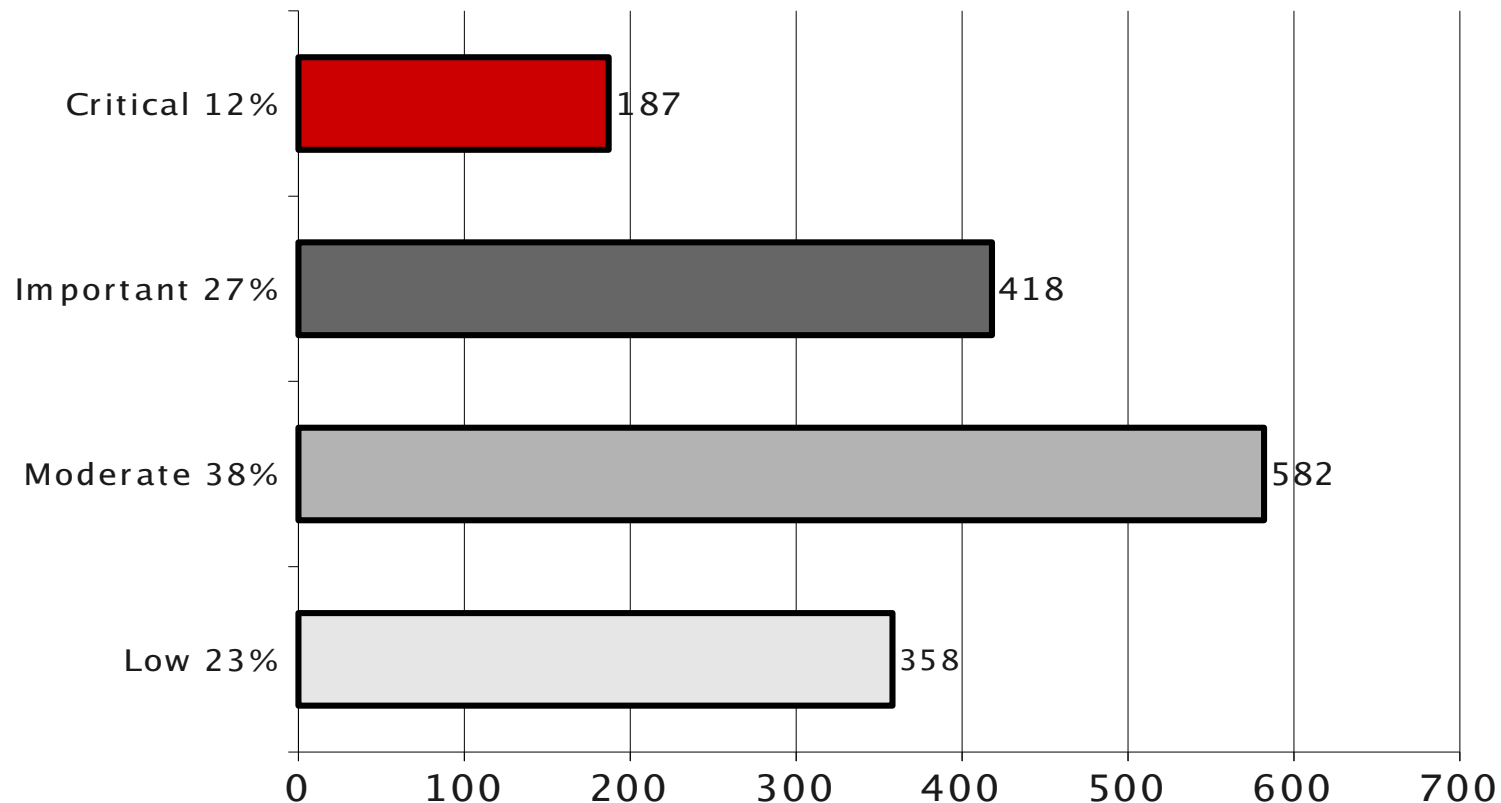
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# TRANSPARENT, OPEN SECURITY MEANS SAFETY FOR YOUR ENTERPRISE DEPLOYMENT

## Red Hat Enterprise Linux 4 AS/ES vulnerabilities

full install, Feb 2005-Feb 2010 (total 1545 CVE issues)



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# CRITICAL FLAWS: DAYS OF RISK

Time from an issue being known to the public, until the day that a fix is available via Red Hat Network.

**98%** of critical vulnerabilities had a fix available the same or next day

(Red Hat Enterprise Linux 5 full install, Mar 2007-Feb 2010)



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# OPEN SOURCE ASSURANCE

## “Repair or replace” Remedy

Upon finding of infringement, Red Hat will obtain right for client to continue using code, Modify the software, or Replace infringing portion of code

## IP Infringement Indemnification

Upon filing of IP lawsuit, Red Hat will (a) defend a customer (i.e., hire and pay for a lawyer) and (b) pay damages that result from a judgment or settlement.

Open Source Assurance designed to:  
Ensure *business continuity*  
Mitigate *legal risks*



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# OPEN SOURCE ASSURANCE

**Who is Covered?** Customers with (a) active, fully-paid subscriptions who (b) agree to the terms of Open Source Assurance Agreement.

**What is Covered?** (1) All generally available, Red Hat-branded software products and (2) all customer systems with a fully-paid, active subscription (“pay to play”). The protection is part of our subscription service.

**How does a customer sign up for the OSA Program?** Go to Red Hat Network and click to accept terms of Red Hat's Open Source Assurance Agreement (confirmation page available).

Does it work? Read more:

<http://bit.ly/aCO5Da>

Total victory for OSS in patent lawsuit

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# RED HAT GLOBAL SUPPORT SERVICES

Staffed 24 x 7, around the globe

RHCE, RHCA, or JBoss certified representatives

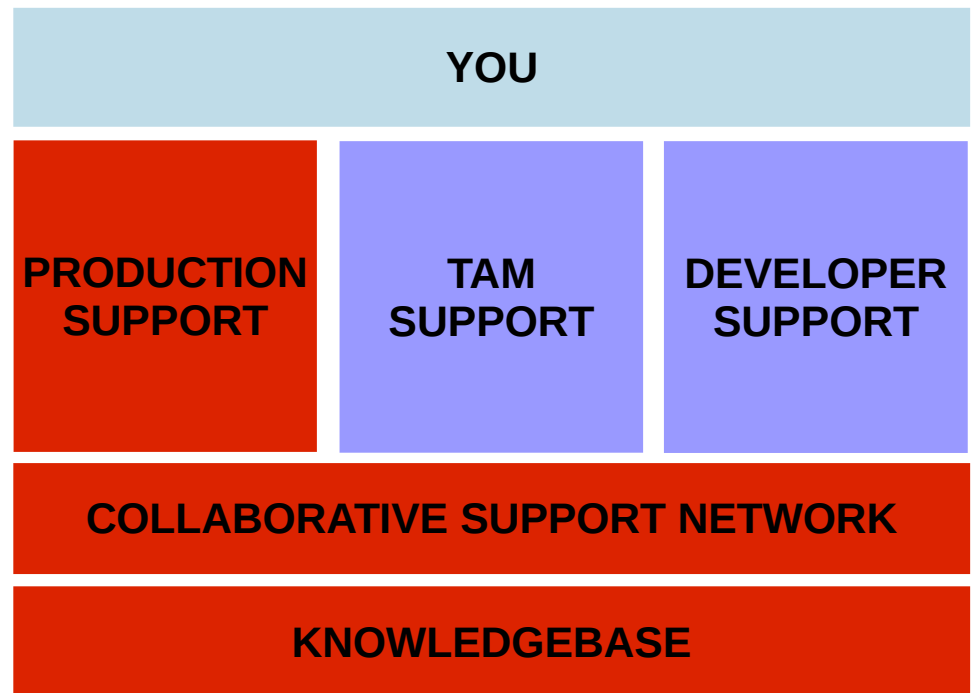
We ship it, we support it. For the whole lifecycle.

Proactive & reactive

Transparent

Unlimited

Simple



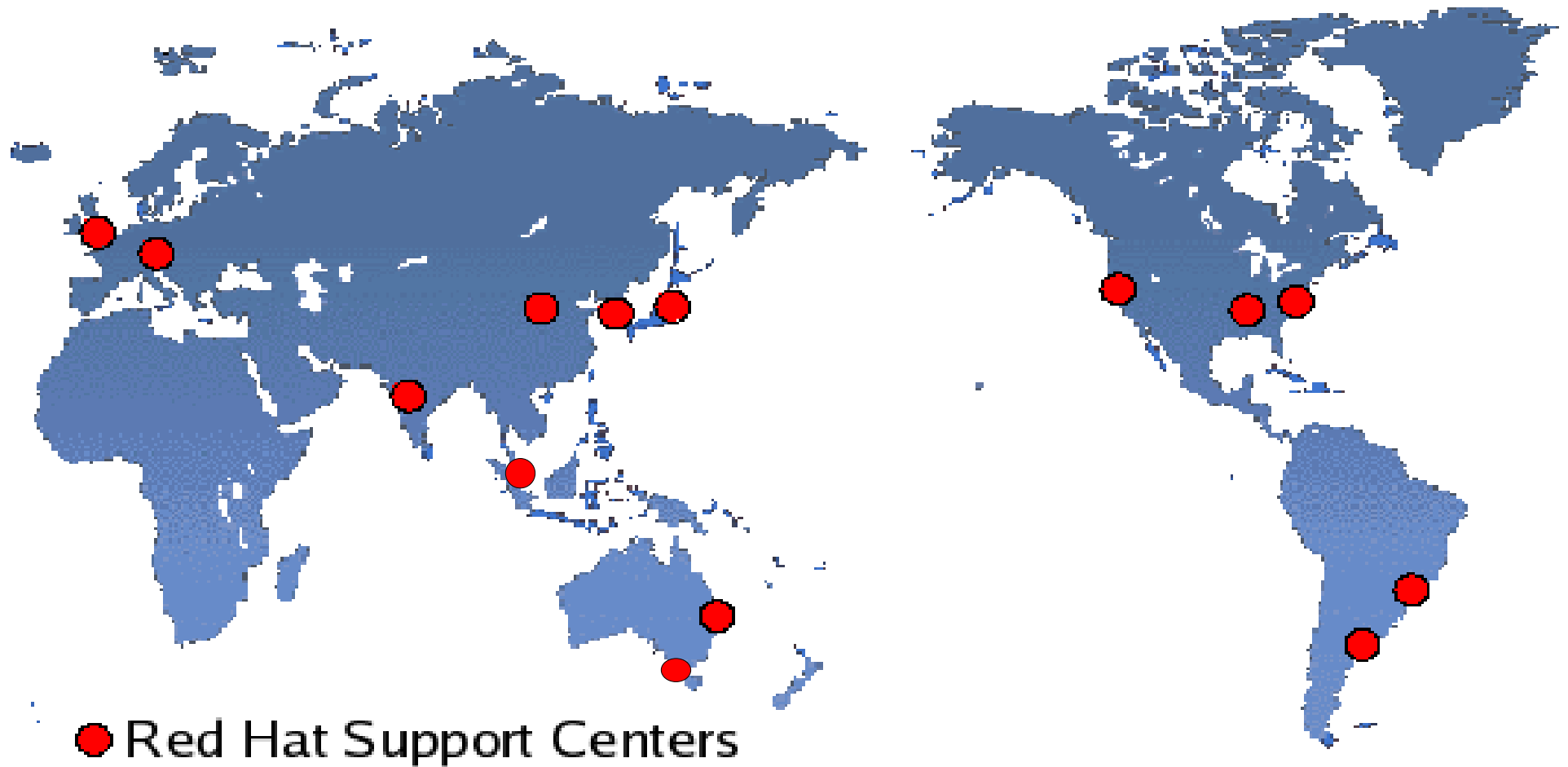
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# SUPPORT CENTER LOCATIONS



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# RED HAT'S COLLABORATIVE SUPPORT NETWORK

Vendors working together in service of mutual customers:

Prevent finger-pointing

Find solutions for multi-vendor problems

Avoid dead-end support

Technical and management escalations

Built upon TSANet framework



*“Nomura Bank recently experienced a complex issue involving multiple technology providers. It was a great comfort and relief to rely on Red Hat for taking the issue, working it out with the other vendors and providing us with quick and effective resolution.”*

*Leon Chen, Director of Corporate Technology  
Nomura Bank*

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# MANAGEMENT ESCALATION CONTACTS

CUSTOMER PORTAL

This Site

Advanced Search

Knowledge Support Downloads Security Subscriptions

Support Cases Support Policies & Procedures Help & Assistance

## SUPPORT PROGRAMS

[Production Support](#)  
[Technical Acct Mgmt](#)  
[Dev Subscription](#)  
[Technology Preview](#)  
[Hardware Certification](#)

## SUPPORT POLICIES

[Support Process](#)  
[Severity Definitions](#)  
[Management Escalations](#)

## Management Escalation Contacts

Need to raise a concern to Red Hat Support management? Use the contact information on this page. If you need for technical support, please [open a service request](#). For any subscription or account questions, contact [Customer Service](#). We will help you in any way we can.

Region	Name	Role	Phone	Email
Americas	Lance Phillips	Director, GSS Americas	Work: +1 919 754 4013 Mobile: +1 919 809 4311	<a href="mailto:lance.phillips@redhat.com">lance.phillips@redhat.com</a>
Europe, the Middle East and Africa (EMEA)	Ian Annis	Director, GSS EMEA	Work: +44 1252 362 916 Mobile: +44 7977 257 448	<a href="mailto:iannis@redhat.com">iannis@redhat.com</a>
Asia Pacific (APAC)	Lin-gang Jin	Senior Manager, GSS Greater China	Work: +86 10 6533 9316 Mobile: +86 1368 305 4307	<a href="mailto:ljin@redhat.com">ljin@redhat.com</a>
Worldwide	Marco Bill-Peter	Vice President, Global Support Services	Work: +1 978 392 2495 Mobile: +1 617 818 0707	<a href="mailto:mvp@redhat.com">mvp@redhat.com</a>

[https://access.redhat.com/support/policy/mgt\\_escalation.html](https://access.redhat.com/support/policy/mgt_escalation.html)

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# NEW TREASURE: INTRODUCING THE RED HAT CUSTOMER PORTAL



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## CUSTOMER PORTAL

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Advanced Search



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## Welcome to the Red Hat Customer Portal



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[Download an update or evaluation](#)



[Manage your subscriptions](#)

### Subscription Assistance

#### Support Policies and SLAs

The [support policies](#), [scope of coverage](#), and [service level agreements](#) provide detail on the various levels of assistance available from Red Hat.

#### Support Guidelines

Our support process is designed to help us serve you quickly and efficiently. Follow these [guidelines](#) to ensure you will receive the most timely and effective support.

#### Subscription Activation

- If you are a Dell customer you will need to [activate your Dell service tag number](#) <sup>ⓘ</sup> to gain access to updates for your Red Hat subscription.
- If you purchased your Red Hat subscription from another trusted Red Hat partner, you must [log in with your Red Hat login](#) <sup>ⓘ</sup> and activate your subscription.

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# CUSTOMER PORTAL: SUPPORT CASES + DOWNLOADS + KNOWLEDGE + MORE

Access the same knowledge systems developed and used by our support staff

Intelligent search results matched with staff recommendations

Product manuals, whitepapers, user guides, and more consolidated into a single online reference library

Technical webinars and rich media streamed to your desktop

Integrated subscription & renewal information

Easy access to product evaluations

Localized to 9 languages - English, Spanish, Italian, German, French, Simplified Chinese, Japanese, Korean, Portuguese

Access the customer portal now at <https://access.redhat.com/>

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